



## SUSLA STRATEGIC FUNDRAISING SESSIONS (AT-A-GLANCE)

A Professional Development Collaborative presented by  
 The Office of Institutional Advancement, The Office of Grants & Sponsored Programs and The Academy of Excellence  
 Fall 2019 – Summer 2020 Sessions

DATES/TIME/LOCATION*	SESSION/TOPIC	PRESENTERS
<p><b>October 10, 2019</b>  <b>11:30am – 1:00pm</b>  <b>SUSLA Academy of Excellence</b>  <b>RSVP: <a href="mailto:felliott@susla.edu">felliott@susla.edu</a></b></p>	<p><b>I: MAKING THE CASE: Grant-Makers’ Tips for Making Your Proposal Stand Out from the Rest</b>            You’ve got passion for your project, expertise to make it work. But, do you have a well-written proposal with the components needed to make your application stand out from the rest? Hear from the experts, what grant-makers look for and the simple techniques for making a compelling case to get your project funded...from the grant-makers’ point of view.</p>	<p>(11:30a – 12:10pm) <b>Pre-Session Workshop:</b> Series Introduction &amp; Goal-Setting            Stephanie Rogers, Chief Advancement Officer and Stephanie Graham, Director of Grants &amp; Sponsored Programs</p> <p>(12:15pm – 1pm) <b>Dr. Bruce Wilson, President, United Way of N.W. LA</b>            Jennifer Horton, VP of Community Impact, United Way of N.W. LA</p>
<p><b>November 7, 2019</b>  <b>11:30am – 1pm</b>  <b>SUSLA Academy of Excellence</b>  <b>RSVP: <a href="mailto:felliott@susla.edu">felliott@susla.edu</a></b></p>	<p><b>II: ABC’S &amp; 1,2,3’s of FUNDRAISING</b>            Whether private or public funds you are seeking, learn how to become more effective at fundraising through a few simple, proven techniques, beginning with relationship building and “telling your story”. You will also learn how to set realistic, attainable goals for your newly organized development function.</p>	<p>Stephanie Rogers, Chief Advancement Officer</p>
<p><b>TBA</b>  <b>11:30am – 1pm</b>  <b>SUSLA Academy of Excellence</b>  <b>RSVP: <a href="mailto:felliott@susla.edu">felliott@susla.edu</a></b></p>	<p><b>III: “MY VISION, MY BUDGET, MY GOODNESS!”</b>            In this “Master Grant-Writers” session, SUSLA’s own Director of Grants will walk you through the step-by-step process for clearly articulating your project...in writing. Through these proven techniques, whether newcomer or seasoned grant-writer, you will learn what it takes to secure more dollars for your program.</p>	<p>Stephanie Graham, Director of Grants &amp; Sponsored Programs</p>
<p><b>SPRING 2020</b></p>	<p>(Continued on next page)</p>	

<p><b>TBA</b>  <b>11:30am – 1:pm</b>  <b>SUSLA Academy of Excellence</b>  <b>RSVP: <a href="mailto:felliott@susla.edu">felliott@susla.edu</a></b></p>	<p><b>IV: “PARTNERSHIPS THAT WORK”</b>          Creating, cultivating and sustaining relationships is the key to strong partnerships. In this session, SUSLA professionals team up with business and industry partners to demonstrate how, when done right, these individuals can be your greatest advocates.</p>	<p>Janice Sneed, Interim VC Academic and Workforce (Industry Partners TBA)</p>
<p><b>TBA</b>  <b>11:30am – 1:00pm</b>  <b>SUSLA Academy of Excellence</b>  <b>RSVP: <a href="mailto:felliott@susla.edu">felliott@susla.edu</a></b></p>	<p><b>V: RESEARCH &amp; MANAGEMENT TOOLS</b>          Understanding the importance of using donor research, prospecting tools to identify public and private prospects with capacity and propensity to support your project. You will also learn the importance of identifying prospects whose goals align with the goals of project/programmatic.</p>	<p>Group Webinar offered by CASE</p>
<p><b>SUMMER 2019</b>  <b>11:30am – 1:00pm</b>  <b>SUSLA Academy of Excellence</b>  <b>RSVP: <a href="mailto:felliott@susla.edu">felliott@susla.edu</a></b></p>	<p><b>VI: “Go Ahead, Ask Me”</b>          In this final session, attendees will bring together all skills they have learned through-out the series which leads to that all important skill, making the “Ask”. This highly interactive session will have participants on their feet, practicing elevator speeches, and making their best pitch to each other as they would to prospective industry partners, donors and supporters.</p>	<p>Stephanie Rogers, Chief Advancement Officer          Special Guest “Master Fundraiser” Facilitator (TBA)</p>

TRACKS



All sessions require pre-approval from Division leader. RSVP’s required due to limited space.

**For more information, contact:**

The Office of Institutional Advancement, Stephanie Rogers, Chief Advancement Officer [srogers@susla.edu](mailto:srogers@susla.edu)  
 The Office of Sponsored Programs, Stephanie Graham, Director of Grants and Sponsored Programs [sgraham@susla.edu](mailto:sgraham@susla.edu)  
 Fatina Elliott, Academy of Excellence [felliott@susla.edu](mailto:felliott@susla.edu)

\*Some dates, topics and/or speakers subject to change. In the event a scheduling conflict occurs, every attempt will be made to re-schedule sessions or provide replacement presenters.