Class Agenda

**Week 9: Fundraising, Proposals & Pitches**

**TIME ALLOTTED:** 3:00-5:50 pm

**INSTRUCTOR(S):**

**MATERIALS NEEDED:**

* PowerPoint presentation
* Projector and Screen
* White board and markers

**PRINTED MATERIALS NEEDED:**

* Budget template
* Pitch worksheet
* (Optional) Fundraising research worksheet
* (Optional) Prospecting worksheet

**GOALS FOR THE SESSION:**

* (K) Understand the key considerations to keep in mind when fundraising for an issue campaign
* (S) Be able to create a basic budget for your campaign
* (A) Be ready to make a campaign pitch that will capture the interest of prospective funders

**SKELETAL AGENDA:**

**3:00-3:15 Report-back on Volunteer section added to issue campaigns**

**3:15-3:30 Parameters for Today**

**3:30-4:00 Funding Models**

**4:00-4:45 Practical Budgeting for Your Campaign**

**4:45-5:00 Break**

**5:00-5:40 Selling Your Campaign**

**5:40-5:50 Next Steps and Closing**

**ANNOTATED AGENDA:**

**3:00-3:15 Report-back on Volunteer section added to issue campaigns (Ashley)**

**3:15-3:30 Parameters for Today (Ashley)**

**3:30-4:00 Funding Models (Yoli)**

* Circle Analogy (5 minutes)
* Funding models and pros and cons of each (20 minutes)
  + Yoli leads a discussion and AP takes notes on the board
* Q&A (5 minutes)

**4:00-4:45 Practical Budgeting for Your Campaign (Brandon)**

* What is a budget? Why do you need one? (5 mins)
* How to begin a budget (5 mins)
* Types of expenses (5 mins)
* BRAINSTORM: what kind of programming expenses do you expect in your campaign? (5 minutes)
* ACTIVITY: Work on a budget for your own campaign using the template (20 minutes)
  + 5 minutes explaining template
  + 15 minutes working
* Q&A and Recap (5 mins)

**4:45-5:00 Break**

**5:00-5:40 Selling Your Campaign (Yoli)**

* Up-front: Five key things funders look for (5 mins)
* ACTIVITY: Work on your pitch (20 mins)
* ACTIVITY: Give each other feedback on pitch (10 minutes)
* Debrief and Q & A (10 minutes)

**5:40-5:50 Next Steps and Closing (Ashley)**