



Memo

Date: March 18, 2019
To: Priests
From: Monsignor James Schillinger, Director, Ongoing Formation of Priests
Re: Fundraising and Major Gift Solicitation Courses

The Kellogg School of Non-Profit Management at Northwestern University is offering a number of courses throughout the year that may be helpful for priests who are interested in learning more about fundraising and major gift solicitation for capital campaigns.

Fundraising is the lifeblood of every nonprofit organization. A critical, ongoing concern second only to the mission itself. The Kellogg School is offering the following courses:

Pathway One: Strengthen your foundation – Develop marketing strategies, deploy digital tools and customize your message to key donor segments.

- Fundraising and Marketing
September 23-25, 2019
Understand the principles of fundraising to build capacity

- Fundraising for School Leaders
November 4-5, 2019
Develop strong giving programs specific to you

Pathway Two: Build advanced skills – Analyze your current systems, enhance your tools and practices and integrate your board into your development strategy.

- Advanced Fundraising
April 24-25, 2019
Accelerate your development with creative, data-driven strategies

- Major Gift Solicitation Strategies
November 6-7, 2019
Develop and implement proven processes for major gift solicitation

If interested, please call Elise Madrick Townsend, Senior Program Administrator, for a personal consultation and to enroll. She may be reached at (847)467-0403 or via email at elise.madrack@kellogg.northwestern.edu.

Ongoing formation funding is available for this opportunity.