

Workshop 9:30 – 4:00 - March 18th, Naramata Centre, Naramata, BC

Creating Reliable Fundraising in Unreliable Times: with KIM KLEIN

Land Trusts and other conservation or stewardship organizations need dependable strategies for fundraising, which can grow quickly, use the wonderful talent of volunteers, and survive a roller coaster economy. In this fast paced practical workshop, Kim Klein will take you through how to set up, maintain and expand a systematic fundraising program that is predictable and manageable, how to identify prospects and ask for large amounts of money in person, and how to find new donors and keep them giving year in and year out without spending a fortune. You will learn how to segment your donor list so that you give donors the attention they want, how to structure your fundraising campaigns so that you are constantly building a fundraising team, and how to think long term while acting effectively in the moment. Kim Klein has worked with Land trusts in the USA and Canada and will speak specifically to your challenges.



Kim Klein is an internationally known fundraising trainer and has worked in all aspects of fundraising: as staff, as volunteer, as board member, and as consultant. She is best known for adapting traditional fundraising techniques, particularly major donor campaigns, to the needs of organizations with small budgets working for social justice.

Kim is the author of five books including her most recent, **Reliable Fundraising in Unreliable Times**. Her classic text, **Fundraising for Social Change**, now in its fifth edition, is widely used in the field and in university degree programs. She also wrote **Fundraising for the Long Haul**, **Ask and You Shall Receive**, and **Fundraising in Times of Crisis**, which was a runner up for the Terry McAdam Book Award. She is featured in a fundraising video, “Ready, Set, Raise”, produced by GIFT (Grassroots Institute for Fundraising Training), and is the author of the “Dear Kim” column in the e-newsletter of GIFT, answering questions posed by readers.

Kim is a member of the Building Movement Project where she is currently working on a project called, “Talking about Taxes”. She writes a blog for the Building Movement Project, www.kimkleinandthecommons.blogspot.com. Kim has worked in all aspects of fundraising; as staff, as a volunteer, as a board member, and as a consultant. Widely in demand as a speaker, she has provided training and consultation in all 50 United States, five Canadian provinces and 21 other countries.

We are very grateful to Jeff Wheeler and Naramata Conservation for being a sponsor for the Kim Klein Workshop: Jeff Wheeler was a self described ‘tree-hugging capitalist.’ Jeff cofounded the Naramata Conservation project in 2006, with a vision for it to become a land trust and leader in local environmental stewardship. Jeff died in an accident while returning home from the BC Land Summit in May, 2009.

As a business leader and quiet philanthropist, Jeff was a champion of long term financial sustainability for small charities. Naramata Conservation is a major sponsor of Kim Klein’s workshop, in the hopes that conservation organizations will find the tools they need to build financial capacity.

Building a Culture of Conservation

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