A national space to discuss, learn, and share how to resource our movements, and where grassroots fundraising is part of our political vision.

August 12–13, 2010
Mills College
Oakland, CA
Dear Friends, Compañer@s, Supporters and Allies,


“JOIN US” are two words uttered very often by fundraisers and they have a special meaning here at this conference. We are coming together to talk about fundraising beyond just for our individual organizations. What we are doing is raising and giving money toward a collective vision of a just world, finding ways to resource and build social justice movements that work for justice everywhere, and fundraising in a way that values each and every one of us.

Progressive organizations in the United States are facing tough questions:
“How can we raise the money we need to further social justice in this economic system?”
“How can we take advantage of the political moment to push forward large-scale changes?”
“How can we shift the conversation from institution-building to movement-building, but still mobilize sufficient resources for all that needs to get done?”

We can’t answer these questions alone. The time is right for us to come together to discuss the political implications of funding. It is crucial that we discuss how to raise money in communities of color, immigrant communities, and low-income communities in a way that also builds the leadership of those communities. It is for our sustainability that we learn and share how to integrate fundraising into organizing and other program work.

This summer has been full of conferences and convergences. We are honored that you have chosen to be part of this one. Many GIFT’ers attended the United States Social Forum where over 15,000 people shared ideas for moving forward a progressive agenda. We are excited to keep the dialogue going here.

“THANK YOU” is the other two-word combination that is indispensable to a fundraiser. To make this conference possible, over 100 people have volunteered their time, money, and expertise. Many people have given generously of all three. We are deeply grateful to all of you.

As a participant, you also helped make this conference possible. You may have fundraised to be able to travel here. Maybe you cleared your schedule and changed plans to make it here. It is your presence, your participation, and your belief that mindful fundraising is critical to our work, that fuel GIFT’s staff and board.

Money for Our Movements 2010: A Social Justice Fundraising Conference brings together hundreds of fundraisers, activists, and organizers to share our collective wisdom, skills, and experiences. Together, we can fight for liberation. Together, we can win — and have fun along the way.

Thank you for being part of this gathering.

In Solidarity,
The Staff and Board of GIFT

P.S. To help avoid confusion with a similarly-named entity, we decided to change the name of the conference. You gave excellent input and advice on a new name that better describes why we are here today. Although we loved “Raising Change,” we are here to raise Money for Our Movements.
The Grassroots Institute for Fundraising Training (GIFT) is a multiracial organization that promotes the connection between fundraising, social justice and movement-building. We believe that how groups are funded is as important to achieving their goals as how the money is spent, and that building community support is central to long term social change. We provide analysis, training, and resources to strengthen organizations, with an emphasis on those focused on social justice and based in communities of color.

Our Vision for Social Justice Fundraising
To read more about our vision and framework, please visit grassrootsfundraising.org/politicalframework.

- Social justice organizations are owned by the communities they serve.
- Social justice organizations break down stereotypes about who can give and who can't, and ask everyone in their community to become donors.
- People of color committed to social justice values and with an understanding of structural oppression are in leadership positions in fundraising.
- Social justice organizations have self-determination and are accountable to the communities they come from, regardless of their funding sources.
- Fundraising, program, and organizing are interconnected and interdependent.
- A culture of sustainability is prioritized within social justice organizations.

Our Strategies
1. Develop fundraising leaders of color who are fundraising for social justice and can teach it to others
2. Support community-based organizations to change their fundraising cultures and practices to support social justice fundraising
3. Influence and inspire social justice movements to see fundraising as going hand-in-hand with political goals

Our Programs
For more information about each program area, as well as how to sign-up and get involved, please visit grassrootsfundraising.org.

We provide analysis, training, and resources to thousands of groups each year. Our programs include:
- Money for Our Movements: A Social Justice Fundraising Conference
- Grassroots Fundraising Journal, a bimonthly magazine
- Developing fundraisers of color through our Internship Program and the Fundraising Academy for Communities of Color (co-sponsored by CompassPoint Nonprofit Services)
- Training for Trainers to increase the number of progressive fundraising trainers of color
- Training and consulting services, including webinars
- Print, online, and video resources
THANK YOU TO ALL THE VOLUNTEERS WHO MADE THIS CONFERENCE POSSIBLE!

*Organizations listed for identification purposes only

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**Additional Volunteers**
Beth Raps  
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T Ayoka Turner

**Conference Production**
Spanish Translation & Interpretation: Liliana Herrera and Viviana Rennella  
Graphic Design: Chris Martin, Appel-Martin Graphic Design  
Catering: California Rose Catering  
Printing: Inkworks Press  
Videography: Queer Women of Color Media Arts Project  
Photography: Zoila Aviles

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We have deep gratitude for all of our sponsors who have made this conference possible (As of 7/29/10. We apologize for any omissions or errors.)

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Writing for Community Success

Money for Our Movements: A Social Justice Fundraising Conference 2010
GIFT recognizes that multilingual capacity building (such as translation and interpretation) is an organizing issue. The task of incorporating the multiple languages within our movement is not simply a logistical question – communication between diverse groups is integral to successful movement building for social justice.

In order to truly enable everyone’s full participation and draw from everyone’s wealth of knowledge and experiences, we must address the multiple and often invisible ways that language can perpetuate and aggravate differences in gender, race/ethnicity, culture, sexual orientation, class, age, ability, and capacity to access funding resources.

Multilingual capacity building facilitates communication, but it also strengthens the leadership of our communities by promoting the centrality of all the languages we speak and the wisdom and knowledge that is communicated therein. In building our multilingual capacity, we create multilingual spaces where language is used democratically and as a tool of empowerment. We also strengthen cross-cultural alliances by providing the tools and resources necessary for bridging communication across language. To achieve a truly multilingual movement for social justice, we must transform the power of language so that it can no longer divide us but rather will unite us and make us stronger.

GIFT commits to incorporating multilingual access at Money for Our Movements 2010 in the following ways: it will support three languages, Spanish, English, and American Sign Language (ASL). It will provide simultaneous interpretation during plenaries and keynote speeches. For each workshop block, there will be one workshop offered in Spanish and one workshop interpreted simultaneously in English and Spanish. A number of one-on-one consultations and one facilitated discussion will be offered in Spanish. ASL will be available on a need basis.

Spanish Interpreters’ Bios

Liliana Herrera’s commitment to social justice, specifically as a language access advocate, has helped hone her skills as interpreter/translator while in collaboration with numerous community organizations throughout the Bay Area and across the state during the last 12 years. In addition to providing interpretation and translation services to community organizations, foundations, unions, etc., she also endeavors in cultural work. As a singer of song in many idioms, Liliana has performed with several bay area groups, and across the country, ranging from picket lines to musical theater, as well as a bilingual voice over artist.

Viviana Rennella has been working professionally as an interpreter and translator for the past 10 years. She is a graduate of the Legal/Court Interpreting Program from San Francisco State University. She has provided interpretation and translation for INS asylum interviews, legal proceedings, and has applied her 15 years of experience organizing with immigrant communities to coordinate language access for a wide range of trainings and conferences with community-based organizations. Viviana has been a member of the international network Babels and provided interpreting for the World Social Forum in Venezuela and is a founding member of the Language Justice Working Group that provided the logistical support for the US Social Forums in Atlanta and Detroit.
LIBERATION IS A COLLECTIVE PROCESS: MONEY FOR OUR MOVEMENTS
CONFERENCE STATEMENT AND POLICIES ON ACCESS

Modeled after policies written by planners of the United States Social Forum and the National Gay and Lesbian Task Force’s Creating Change conference.

We believe in self-determination, self-expression, and in constituent-led organizing, meaning that the people directly affected by oppression are the most equipped to define their own liberation. We believe that the structures that oppress us reinforce and support each other; thus, working at their intersections, we can tear them down. We also believe that structures that oppress one part of our community affect our entire community, and that it is our collective responsibility to tear them down.

We have worked hard in the planning of this conference to try to embody these beliefs. For example, we have selected a conference venue that has green space and better labor practices than some other venues. We need your help as participants at this conference to help create a space that is safer, more accessible, and that models the community and world we are working to build with each other.

We are bound to make mistakes in our process and we need your help to develop better systems. Please visit us at the registration table or use your conference evaluation form if you have any questions, concerns, or feedback that can make our journey better.

Transgender Etiquette
Please do not assume anyone’s gender. A person’s appearance, voice, or mannerisms may not indicate their internal gender identity. We consider it polite to ask: “What pronoun do you prefer?” or “How do you identify?” before using pronouns or gendered words. If you are unsure of someone’s gender identity, try using that person’s name or gender-neutral terms instead.

Restroom Policy
In solidarity with our trans participants (including transgender, transsexual, genderqueer and other gender non-conforming people), wherever possible, we have designated all-gender restrooms in our space. Many transgender and gender non-conforming people have been harassed, beaten, ridiculed, and arrested in both men and women’s restrooms. We have adopted this policy to stand in opposition to the above acts and in solidarity with this community. We know that this is not simply a language or labeling issue: the initiative to create all-gender restrooms is not driven by an avoidance of the angst of choosing an icon for one’s gender identity. It is, rather, centered on the hostility and intimidation that actually occur when some members of our community make either one of the available choices.

A restroom is a place that everyone should be able to go without incident and without feeling intimidated. Regardless of what bathroom you use, please let everyone use the facilities in peace.

Child-Friendly Space
We believe that limiting the participation of those with children holds our movements back, and we welcome babies and children at the conference. We understand that it is difficult to find high-quality affordable childcare and that people may have other reasons for bringing their children with them. For example, the presence of babies and children is common in organizing spaces rooted in many cultural traditions. We strive to create a welcoming intergenerational space throughout the conference. For those bringing babies or children who would like a separate space anytime during the conference, we are providing a room for your shared use (Moore 208).

Scent-Free Space
Scented products are harmful to the health of sensitive individuals, including those with allergies, chemical or environmental sensitivity, chronic heart or lung disease, and those with other chronic illnesses caused by environmental racism and other factors. We strive to provide a healthy and welcoming environment for all participants. As much as possible, please refrain from wearing cologne, perfume, and fragrances. As much as possible, please choose scent-free lotions, creams, shampoo and hair products, and deodorants. If scents and chemicals present a barrier for you, please know that Money for Our Movements is not yet a scent-free conference.
Keynote Speakers

Cara Page is the Coordinator of Kindred Southern Healing Justice Collective (www.kindredhealingjustice.org), based in Atlanta, GA. As a Black queer artist, organizer and healing arts practitioner living in the South, she works for queer liberation, reproductive justice, environmental and economic justice. She is Founder and Practitioner of Deeper Waters, LLC which uses story, reflection and visioning to create organizing strategy and leadership practices that intervene and transform trauma and violence in our communities, movements and lives. She is a member of the National Board of INCITE! Women of Color Against Violence and a co-trainer of the Southerners on New Ground Organizing School. She also works in partnership with the Atlanta Transformative Justice Collaborative, SINS INVALID, Project South and the Young Women’s Empowerment Project. Her previous work includes being the National Director of the Committee on Women, Population and the Environment (CWPE) and a graduated GIFT Alum.

Ai-jen Poo has been organizing immigrant women workers in New York since 1996. Beginning at CAAAV Organizing Asian Communities as Women Workers Project organizer, in 2000 she helped start Domestic Workers United, an organization of nannies, housekeepers and elderly caregivers in New York organizing for power, respect, fair labor standards and to help build a movement to end oppression for all. In addition to leading the first statewide campaign to establish labor standards for domestic workers in the nation, DWU helped to organize the first national meeting of domestic workers organizations at the US Social Forum in 2007, which resulted in the formation of the National Domestic Workers Alliance. In April 2010, she became Director of the National Domestic Workers Alliance. Ai-jen also serves on the Board of Social Justice Leadership, the Seasons Fund for Social Transformation, the Labor Advisory Board at Cornell ILR School, and the New Labor Forum Editorial Board.

Workshops

Choose from 40 different workshops focused on History Politics and New Models, Giving and Philanthropy, Boards and Teams, Fundraising Skills and Strategies and Fundraising Systems. Choose the one that’s right for your experience level and for your role in your organization. We have four workshop blocks over the two days of the conference. In each block, there are 10 workshops to choose from, with one being offered in Spanish and one being presented in English and simultaneously interpreted into Spanish.

Facilitated Discussions

Outside of workshops, you have the opportunity to participate in facilitated discussions to talk with your peers on specific topics in a more open and informal setting. Choose between identity-based caucuses, issue-based discussions, skill-shares, or roundtables hosted by exhibitors. We are offering a variety of topics. Please see the insert or visit the registration area for a full list of topics, times and locations.

One-on-One Consulting

These 30-minute sessions offer participants the chance to receive free personalized assistance from experienced fundraisers on a particular topic. Each participating organization can sign up for a single one-on-one session. Available in English and Spanish. Please sign up for your one-on-one session on the first day of the conference—sessions will fill up quickly! Please see the insert or visit the registration area for a full list of topics, times and locations and to sign up.

Sample topics:

- Board Development
- Capital Campaigns
- Direct Mail
- Earned Income Strategies
- Endowments
- Fundraising Databases
- Fundraising Planning
- Grant-writing
- Major Gifts
- Online Fundraising
- Planned/Legacy Giving
- Special Events

Sessions:

- Thursday, August 12th
  - 1pm-1:30pm
  - 1:30pm-2pm
  - 4:30pm-5pm
  - 5pm-5:30pm

- Friday, August 13th
  - 1pm-1:30pm
  - 1:30pm-2pm
RAISING THE ROOF:
CELEBRATING MOVEMENTS
Thursday August 12th
5:30 – 7:30 p.m.
At the Gathering Hall in the Lokey building at Mills College
Join us for a casual reception on Thursday evening
before you head out for a night on the town.
Re-connect with old friends, meet new ones, and
celebrate the new paths we’re forging as social justice
fundraisers and movement-builders.
Relax and unwind with appetizers, drinks, and fun!
Bring your questions and your checkbook!
No RSVP needed

DEBATE: Insider vs. Outsider Strategies
A debate on fundraising, the development of the nonprofit sector,
and movement-building: In this political and economic moment,
should we focus on policy or on community organizing? Run our
own candidates for public office or agitate from the outside? How
do we raise money so that we don’t get co-opted?

Debaters
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 a consultant. She is best known for
adapting traditional fundraising techniques 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 and the classic Fundraising
for Social Change. Kim co-founded GIFT and the Grassroots
Fundraising Journal and is a frequent contributor to GIFT’s
publications. She is a member of the Building Movement Project
where she is currently working on a project called “Talking About
Taxes.” kim@kleinandroth.com

Mike Roque has served as Director of the Denver Office of
Strategic Partnerships since being appointed to the position by
Denver Mayor John Hickenlooper in 2006. Mike was GIFT’s
first Executive Director. He also served as Executive Director
of the Chinook Fund (a Funding Exchange member fund) for
ten years. Mike is the President of Adobe Consulting, to which
he brings over 20 years of nonprofit experience as Development
Director, Executive Director, Board Member and Organizational
Development Consultant. mike.roque@denvergov.org

Rinku Sen is the President and Executive Director of the Applied
Research Center (ARC) and Publisher of ColorLines magazine. A
leading figure in the racial justice movement, Rinku has written
extensively about immigration, community organizing and
women’s lives for a wide variety of publications. She is the author of
Stir It Up: Lessons in Community Organizing and co-author
of The Accidental American: Immigration and Citizenship in the
Age of Globalization. She has served as Vice Chair of the Schott
Foundation for Public Education and as an Advisory Board
member of the Philanthropic Initiative for Racial Equity. She
held the position of Co-Director of the Center for Third World
Organizing (CTWO) when CTWO co-founded GIFT in 1996.
rsen@arc.org

Abdi Soltani is Executive Director of the ACLU of Northern
California, the nation’s largest ACLU affiliate. Previously, he
served as Executive Director of Californians for Justice, the
Campaign for College Opportunity, and the PARS Community
Foundation. He also serves on the Board of Public Advocates,
a legal advocacy organization. Abdi has significant experience
working on statewide policy and ballot initiatives. As a leader in
the No On 54 Campaign in 2003, he helped defeat a California
proposition aimed at significantly weakening racial equality by
barring state and local government agencies from collecting vital
data on Californians’ race, ethnicity, color, or national origin.
asoltani@aclunc.org

Moderator
Libero Della Piana is the Communications Director of the
Communist Party USA. He is a member of the national steering
committee of United for Peace & Justice and is active in the New
York peace movement. The runner-up for New California Media’s
Outstanding Young Journalist Award in 2001, Libero has worked
extensively as a journalist and writer. He has been featured in
such publications as the San Francisco Chronicle, Colorlines, Black
Commentator and the People’s World. Libero was born and grew
up in Salt Lake City, UT and lives in East Harlem. ldellapiana@
gmail.com

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BE COURAGEOUS MOTIVATED UNCOMPROMISING

Together we can make the change we want to see in the world happen!

The GIFT Board of Directors deeply appreciates all of the work and dedication of the GIFT staff and conference committees that made MONEY for OUR MOVEMENTS - A Social Justice Fundraising Conference possible.

"We are so happy to be here with all of you and to share in your important work.

Thank You!

Adriana • Dolores • Jennifer • Jordan • Judy • Steve • Tanya • Yee Won

Check out GIFT’s resources online!
www.grassrootsfundraising.org

Grassroots Fundraising Journal - Internship Program - Training and Consulting - Resources
Special Sessions – open to all conference attendees

Fundraising Lessons from the U.S. Social Forum – facilitated by Shaun Grogan-Brown, Michael Leon Guerrero & Priscilla Hung of the USSF 2010 Resource Working Group, 1:00 – 2:00 pm, Thursday

The 2010 U.S. Social Forum (USSF) was funded in very different ways from the 2007 USSF. GIFT played an active role in coordinating USSF’s resource mobilization strategies. Come hear and weigh in on what worked…and what didn’t. Your thoughts can help shape how the next USSF is organized.

Help Shape What’s Next for GIFT – facilitated by the GIFT Board of Directors, 4:30 – 5:30 pm, Thursday

As we set our goals for the future and renew our leadership we want to have a dialogue with conference participants on all of the ways that GIFT has touched your work, and what we might do differently as a movement building organization. Join the Board of Directors of GIFT to help us plan the future of GIFT and our work together. How can we do more work nationally and in underserved communities. How can we collaborate more with other groups and support the social justice movement. How can we build our own capacity and resource base. Come share your feedback and ideas to build a stronger GIFT!

Fundraising in Latino/Indigenous Communities: Successes and Challenges – In Spanish only, A GIFT Special Session, facilitated by Natalia López & Adriana Rocha, 1:00 – 2:00 pm, Friday

Are you part of an organization based in Spanish-speaking Latino, immigrant, and indigenous communities? Come share your experiences in implementing grassroots fundraising and learn about grassroots fundraising strategies that have worked in similar communities.

Topical Skill-Shares – open to all conference attendees

How to Work Together: For Organizations Who Have Merged (And Groups Considering a Merger)

Successes and Challenges with Running Major Donor Programs

Identity-based Caucuses – open to folks who self-identify as members of these communities

- People of Color
- Rural Fundraisers
- LGBTQ
- New Fundraisers
- Funders

Issue-based Dialogues – open to folks fundraising for these issues

- Environmental Justice & Climate Change
- Feminist Organizing
- Media Justice
- Anti-Violence Work & Work Around the Prison Industrial Complex

Open Space – Sign-up to facilitate a discussion on a topic of your choosing.

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**FACILITATED DISCUSSION TOPICS**

Please see the insert or visit the registration area for a full list of topics, times and locations.

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**Money for Our Movements: A Social Justice Fundraising Conference 2010**
## AT A GLANCE: THURSDAY

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<th>7:30–9:00am</th>
<th>Registration, Visit Exhibitors, Sign-up for One-on-One Consulting, Breakfast (Rothwell Center)</th>
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</thead>
</table>
| 9:00–10:10am | Welcome and Opening Keynote (Littlefield Concert Hall)  
Keynote speakers: Cara Page, Kindred Southern Justice Healing Collective and Ai-jen Poo, National Domestic Workers Alliance |
| 10:10–10:30am | Break |
| 10:30–12:30pm | WORKSHOP Block I  
**BOARDS AND TEAMS**  
Go Team Go! Creating a Culture of Fundraising in Your Organization  
Rona Fernandez  
Level: 1, 2  
Audience: E  
Lokey 117  
Assessing Fundraising Readiness  
Rebecca Johnson  
Level: 1, 2, 3  
Audience: E  
Lokey 125  
Beyond the Dollars Raised: Evaluating How You Build Sustainable Support  
Gregory Cohen  
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Audience: B, C, D  
Moore 247  
Finding the Perfect Donor Database in an Imperfect World  
Robert L. Weiner  
Tracy Kronzak  
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Audience: B, C, D  
Lokey 109  
The Revolution Could Be Funded: Challenging Grantmakers to Build a Movement  
Aaron Dorfman  
Christine Ahn  
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Audience: B, C, D  
Moore 217  
Anti-Racism for White Folks in Fundraising  
Morgan Bassichis  
Molly McClure  
Level: 1, 2, 3  
Audience: E  
Moore 215  
Racism & Racial Dynamics in Fundraising: A Discussion for People of Color  
Jordan T Garcia  
Manish Vaidya  
Level: 1, 2, 3  
Audience: E  
Moore 213  
### Workshops in Spanish Only  
Una Introducción Básica a la Recaudación de Fondos  
Sara Mendoza  
Level: 1  
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Moore 241  
Assessing Fundraising Readiness  
Rebecca Johnson  
Level: 1, 2, 3  
Audience: E  
Lokey 125  
Beyond the Dollars Raised: Evaluating How You Build Sustainable Support  
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Jordan T Garcia  
Manish Vaidya  
Level: 1, 2, 3  
Audience: E  
Moore 213  
### Workshops Simultaneously Interpreted from English to Spanish  
### Workshops in Spanish Only  
### Workshops Simultaneously Translated from English to Spanish |
| 12:30–2:00pm | Lunch, Visit Exhibitors, One-on-One Consulting Sessions (Rothwell Center); Facilitated Discussions (Moore & Lokey) |
| 2:00–2:20pm | Break |
| 2:20–4:20pm | WORKSHOP Block II  
**BOARDS AND TEAMS**  
Authentic Leadership Renewal  
LaWana Slackmayfield  
Level: 1, 2, 3  
Audience: E  
Lokey 109  
How to Build a Board that Actually Fundraises  
Shaun Grogran-Brown  
Charles Long  
Dara Silverman  
Level: 1  
Audience: E  
Lokey 118  
Creating Spectacular Special Events with Small Budgets: Yes, You Can!  
Laurie Earp  
Level: 1, 2, 3  
Audience: E  
Moore 217  
Designing for Change: Developing Effective Print & Web Materials  
Sibilah Basrai  
Nadia Kastagir  
William Ramirez  
Level: 1  
Audience: E  
Lokey 125  
Dive Into Development Planning  
Russell Roybal  
Level: 1, 2  
Audience: E  
Lokey 117  
### Workshops in Spanish Only  
### Workshops Simultaneously Interpreted from English to Spanish  
### Workshops Simultaneously Translated from English to Spanish  
### Workshops in Spanish Only  
### Workshops Simultaneously Translated from English to Spanish  
### Workshops Simultaneously Interpreted from English to Spanish |
| 4:20–5:30pm | Break, Facilitated Discussions, One-on-One Consulting, Networking |
| 5:30–7:30pm | Reception: Raising the Roof: Celebrating Movement (Lokey Gathering Hall)  
Unwind, relax and connect with new and old friends at this casual reception |
### Workshop Levels

1: New to fundraising  
2: Intermediate fundraiser  
3: Advanced fundraiser  

### Audience

- A: Organizers/Program Staff  
- B: Development/Fundraising Staff  
- C: Board Members/Grassroots Leaders  
- D: Executive Directors  
- E: Everyone, all of the above

### AT A GLANCE: Friday

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity Details</th>
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<tbody>
<tr>
<td>7:30–9:00am</td>
<td>Visit Exhibitors and Breakfast (Rothwell Center)</td>
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</table>
| 9:00–10:10am     | Debate (Littlefield Concert Hall)  
                  | Debaters: Kim Klein, Mike Roque, Rinku Sen, Abdi Soltani  
                  | Moderated by Libero Della Piana                                            |
| 10:10–10:30am    | Break                                                                            |
| 10:30–12:30pm    | **Workshop Block III**  
                  | **Fundraising Skills and Strategies**                                         |
|                  | Gaining Faith-based Support  
                  | Level: 1  
                  | Audience: E  
                  | Moore 215                           |
|                  | Legacy Giving (a.k.a. Planned Giving) Building Blocks: Attracting Long-Term Support  
                  | Greg Lassonde  
                  | Level: 1, 2, 3  
                  | Audience: B, C, D  
                  | Lokey 109                           |
|                  | Lotería, fiestas en casa, bailes comunitarios: el éxito de los eventos organizados por voluntarios  
                  | Natalia López  
                  | Level: 1  
                  | Audience: B, C, D  
                  | Moore 241                           |
|                  | Make That Ask! A Major Donor Clinic  
                  | Nisha Anand  
                  | Level: 1, 2, 3  
                  | Audience: B, C, D  
                  | Moore 212                           |
|                  | Raps That Raise Money: Fundraising at Any Gathering  
                  | Mark Toney  
                  | Level: 1, 2  
                  | Audience: E  
                  | Lokey 118                           |
|                  | Writing to Make a Difference: The Art & Craft of Turning Your Words into Cash  
                  | Dalya Massachi  
                  | Level: 1, 2, 3  
                  | Audience: B, C, D  
                  | Lokey 117                           |
| 12:30–2:00pm     | Lunch, Visit Exhibitors, One-on-One Consulting Sessions (Rothwell Center); Facilitated Discussions (Moore & Lokey)  
| 2:00–2:20pm      | Break                                                                            |
| 2:20–4:20pm      | **Workshop Block IV**  
                  | **Boards and Teams**  
                  | Power in Numbers: Grassroots Members Raising Funds for the Movement  
                  | Elmer Roldan  
                  | Level: 1, 2  
                  | Audience: E  
                  | Moore 217                           |
|                  | Beginning of the (Year) End: Preparing for a Successful Year-End Fundraising Campaign Online  
                  | Heather Buchheim  
                  | David Taylor  
                  | Will Valverde  
                  | Level: 1, 2, 3  
                  | Audience: B  
                  | Lokey 125                           |
|                  | Effective Earned Income Strategies  
                  | Tanya Mayo  
                  | Level: 1, 2  
                  | Audience: E  
                  | Moore 212                           |
|                  | The Personal Touch: Cultivating and Upgrading Donors  
                  | Kim Klein  
                  | Level: 3  
                  | Audience: B, C, D  
                  | Lokey 117                           |
|                  | Recaudar Fondos: La Chispa de Su Mensaje y Practica de Pedir Dinero  
                  | Cristina R. González  
                  | Level: 1, 2, 3  
                  | Audience: E  
                  | Moore 241                           |
| 4:20–4:40pm      | Break                                                                            |
| 4:40–5:00pm      | Closing Plenary (Littlefield Concert Hall)                                      |

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**Money for Our Movements: A Social Justice Fundraising Conference 2010**
All About Mail: Acquiring, Retaining and Upgrading Donors

Fundraising by mail still is an important part of many organizations’ fundraising programs. We’ll talk about using mail to acquire donors; keep them engaged as donors, volunteers, activists and advocates; and increase the amounts that they give. We’ll also address how to link fundraising mailings with other parts of your fundraising program and with your organization’s program work.

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<tbody>
<tr>
<td>Kristen Cashmore</td>
<td>Fundraising Skills &amp;</td>
<td>New &amp; Intermediate</td>
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<td>Leaders, Executive Directors</td>
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Anti-Racism for White Folks in Fundraising

This interactive session will be an opportunity for white people to develop a shared orientation for practicing anti-racism in fundraising for social justice organizations. Bring your experience, insights, and commitment to collective liberation!

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<tbody>
<tr>
<td>Morgan Bassichis</td>
<td>History, Politics &amp;</td>
<td>New, Intermediate, &amp; Advanced</td>
<td>Organizers/Program Staff, Development/Fundraising Staff, Board Members/Grassroots</td>
<td>Moore 215</td>
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<tr>
<td>Molly McClure</td>
<td>New Models</td>
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<td>Leaders, Executive Directors</td>
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Assessing Fundraising Readiness

Join FACT Management Assistance Project (MAP) consultants for an interactive workshop to explore natural synergies between organizing and fundraising and to sharpen skills for increasing organizational capacity to get more money from grassroots fundraising and major donors. Participants will be introduced to a new fundraising readiness assessment flow chart and guide, receive worksheets to examine constituency circles, get a training manual, and learn strategies to connect base building to fundraising.

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<tbody>
<tr>
<td>Rebecca Johnson</td>
<td>Fundraising Systems</td>
<td>New, Intermediate, &amp; Advanced</td>
<td>Organizers/Program Staff, Development/Fundraising Staff, Board Members/Grassroots</td>
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Beyond the Dollars Raised: Evaluating How You Build Sustainable Support

How do you lay the foundation for individual donations in future years in the face of so much pressure to meet annual goals? Evaluate progress in building your group’s capacity to raise money as well as how much you raise. Assess and strengthen your Board/staff/volunteer capacity to reach out on your organization’s behalf. Learn the steps to build long term support, to be less dependent upon the askers and donors—or even a charismatic founder—of the moment.

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<tr>
<td>Gregory Cohen</td>
<td>Fundraising Systems</td>
<td>Advanced</td>
<td>Development/Fundraising Staff, Board Members/Grassroots Leaders, Executive Directors</td>
<td>Moore 247</td>
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Finding the Perfect Donor Database in an Imperfect World

There are nearly two hundred donor databases on the market. Each has its own strengths and weaknesses, fans and foes. The challenge is to find a system with strengths that meet your needs, weaknesses that won’t get in your way, at a price you can afford. This workshop will cover the basic concepts you will need to make a decision, and will walk participants through several exercises designed to illuminate the kinds of choices involved in a donor/organizational database selection. This is not a discussion of database vendors, but of database strategy.

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<tr>
<td>Robert L. Weiner</td>
<td>Fundraising Systems</td>
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<td>Development/Fundraising Staff, Board Members/Grassroots Leaders, Executive Directors</td>
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<tr>
<td>Tracy Kronzak</td>
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Go Team Go! Creating a Culture of Fundraising in Your Organization

Grassroots fundraising can be a transformative process on many levels – for the fundraiser, for the donors, and for your community. But in order to be as successful as possible at raising money from the grassroots, you need a healthy fundraising culture in your organization – one in which everyone understands the importance fundraising and everyone has a role to play. This workshop is for organizations that are looking to launch or improve their grassroots fundraising program, and will explore concrete ways to make fundraising a true team sport in which everyone is a winner!

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<tbody>
<tr>
<td>Rona Fernandez</td>
<td>Boards &amp; Teams</td>
<td>New &amp; Intermediate</td>
<td>Organizers/Program Staff, Development/Fundraising Staff, Board Members/Grassroots Leaders, Executive Directors</td>
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Grassroots Fundraising 101

You are just starting out as a fundraiser for your organization. What are the most important things you need to know? What should you do first? How can you feel more confident about asking for money? This session will focus on the steps you need to take to start raising money from individuals in your community.

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<tr>
<td>Ruth Zerezghi</td>
<td>Fundraising Skills &amp; Strategies</td>
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<td>Organizers/Program Staff, Development/Fundraising Staff, Board Members/Grassroots Leaders, Executive Directors</td>
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The Revolution Could Be Funded: Challenging Grantmakers to Build a Movement

Many grassroots groups remain frustrated in their efforts to marshal significant resources from grantmakers. We need a collaborative, organized challenge to grantmakers to get them to do more for communities of color, immigrant communities, and low-income communities. In this interactive workshop, we will apply the lessons of community organizing to the philanthropic landscape as we design and test a campaign to challenge funders to pledge an increase in social justice grants.

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<td>Aaron Dorfman</td>
<td>Fundraising Skills &amp; Strategies</td>
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Simultaneous Interpretation

Racism & Racial Dynamics in Fundraising: A Discussion for People of Color

Racism and white supremacy play out in our fundraising work, but they’re rarely talked about. Join us for a conversation about our experiences as people of color doing fundraising work. What challenges have we faced? How can we work together with other people of color to support one another in this work? How do we confront racism and white supremacy while building solidarity with white folks to achieve our common goals for collective liberation?

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<tr>
<td>Jordan T Garcia Manish Vaidya</td>
<td>History, Politics &amp; New Models</td>
<td>New, Intermediate, &amp; Advanced</td>
<td>Organizers/Program Staff, Development/Fundraising Staff, Board Members/Grassroots Leaders, Executive Directors</td>
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In Spanish Only

Una Introducción Básica a la Recaudación de Fondos

En este taller nos enfocaremos sobre las diversas estrategias en la recaudación de fondos para nuestras organizaciones. De donde llegan las donaciones y las estrategias más efectivas.

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<tr>
<td>Sara Mendoza</td>
<td>Fundraising Skills &amp; Strategies</td>
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**Authentic Leadership Renewal**

Authentic Leadership Renewal = Tools for renewing our passion and personal commitment to fundraising for social change. Tapping into authenticity and wholeness not only makes us better fundraisers, they provide techniques, tools, and methods for supporting that part of ourselves that lives beyond the realm of fundraising. When we embrace and utilize our natural tools, we become a powerful linkage to the positive change we want to see in the world. **Pre-requisites for attendees:** photo, drawing, or article of a person you believe is an authentic leader, a towel, and a childhood memory.

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<td>Pam Pompey</td>
<td>Boards &amp; Teams</td>
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<td>LaWana Slackmayfield</td>
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**Creating Spectacular Special Events with Small Budgets: Yes, You Can!**

Get beyond any doldrums of planning this year’s event, and recommit yourself to the idea that your event is a value-added piece of your overall development plan. This workshop will give you ideas on producing an event with a big impact on a (small) budget. We will exchange what has and has not worked, while generating new ideas to produce events which help movements gain traction and momentum in the greater community.

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<td>Laurie Earp</td>
<td>Fundraising Skills &amp; Strategies</td>
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**Designing for Change: Developing Effective Print & Web Materials**

Design Action Collective will present examples of effective visual design for grassroots fundraising. A slide presentation of successful case studies will be followed by a discussion of print and web design focusing on how best to collaborate on projects with graphic designers and best practices for creating useful materials. Workshop participants will be encouraged to think about how to tell the story of their work and their organization and how to use design to help that story resonate with their community and funding base.

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<td>Sabih Basrai</td>
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<td>Nadia Khastagir</td>
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<tr>
<td>William Ramirez</td>
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**Dive Into Development Planning**

There are four parts to fundraising…plan, plan, plan, and work your plan! Learn the steps to creating a successful development plan. We'll assess your current situation, taking stock of outside factors, examining cash flow, assigning responsibility, and more! **Bring your current income and expense statement.** Dive into development planning…the water’s fine!

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<tr>
<td>Russell Roybal</td>
<td>Fundraising Systems</td>
<td>New &amp; Intermediate</td>
<td>Organizers/Program Staff, Development/ Fundraising Staff, Board Members/Grassroots Leaders, Executive Directors</td>
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**Fundraising and Organizing Go Hand in Hand**

Fundraising and community organizing are both necessary and critical in this political moment. Lucky for us, the same set of skills that make a good organizer also make a good fundraiser. Want to learn more about what this could mean for your organization? Join us in this workshop to look at the shared values, principles, and skills of community organizing and fundraising, and how to build on the strengths of each.

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<td>Marjorie Fine</td>
<td>Fundraising Skills &amp; Strategies</td>
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<td>Mario Lugay</td>
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# How to Build a Board that Actually Fundraises

This workshop aims to address some of the most common barriers to engaging your board of directors in your fundraising work in meaningful ways. We will explore alternative board structures, political analysis of the important role a board can play, and offer interactive tools that you can bring back to help build the skills and confidence of your board to get out there and raise funds to support your work.

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<td>Shaun Grogan-Brown</td>
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<td>Charles Long</td>
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<td>Dara Silverman</td>
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# Large-Dollar Fundraising: Capital Campaigns and Endowments

Do you have a large one-time special project that you need to raise a lot of money for? Come learn about the components and timelines for effective capital, special projects and endowment campaigns and get your questions answered—whether you’ve already embarked on a campaign, or want to find out what you need to do to get ready for one.

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<td>Mickey MacIntyre</td>
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# Successful Volunteer-Led Fundraising Strategies

A key foundation of successful fundraising is a willing and well-organized team of volunteers. Learn about how to get the most out of a volunteer team, and examples of fundraising strategies (including pledge events, house parties and individual donor campaigns) that volunteers can easily carry out. This session will include specific how-to tips and strategies for building stronger fundraising leadership and participation among your members and volunteers.

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<td>Stephanie Roth</td>
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# Simultaneous Interpretation

In Spanish only

# Moving Away from Fundraising and Toward a Resource Sharing Model or the 3 R’s: Reciprocal, Re-energizing, Resources

Sick of fundraising? Tired of advancing relationships where money is the only part? Have heart! Join us in exploring a resource sharing model that will tie an organization’s resource net directly to their base-building efforts in order to develop a relationship between community accountability and basic needs. This model has been workshopped and is now in the early stages of piloting. Our time together today will include presentation of the model, of the workshops already held, and discussion focused on the difference between “resource sharing” and “fundraising.”

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<td>History, Politics &amp; New Models</td>
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<td>Susan Raffo</td>
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<td>David Nicholson</td>
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# Mesas Directivas que Recaudan $!

El taller se enfocara sobre el papel importante de la mesa directiva en una organización sin fines de lucro. Especialmente en el trabajo de recaudar fondos para las organizaciones.

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FRIDAY MORNING 10:30AM–12:30PM
WORKSHOP BLOCK III

Connecting Advocacy, Activism & Fundraising Online and Offline
Gone are the days when your donors were your donors and your activists were your activists. In this session, we’ll explore a successful Jewish Voice for Peace campaign to support UC Berkeley divestment efforts that inspired their online list members to both act and give, and offered their geographically dispersed online community a powerful way to engage with on-the-ground activism in Berkeley. We’ll show you how you can apply what we learned in this campaign to inspire your activists to give, your donors to take action, and your online and offline communities to come together to create change.

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<td>Brian Hiatt</td>
<td>Fundraising Systems</td>
<td>Intermediate</td>
<td>Organizers/Program Staff, Development/Fundraising Staff, Board Members/Grassroots Leaders</td>
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<td>Nzinga Koné-Miller</td>
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<td>Sydney Levy</td>
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Funding Social Justice Organizing in the 21st Century
This workshop will explore long and short term strategies on how to create a sustainable movement and infrastructure, and explore how philanthropy can strengthen base-building organizations and the “social justice ecosystem” to achieve progressive political victories in the future.

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<tr>
<td>Christine Ahn</td>
<td>Giving &amp; Philanthropy</td>
<td>New, Intermediate, &amp; Advanced</td>
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<tr>
<td>Michael Leon Guerrero</td>
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<td>Mark Randazzo</td>
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<td>Saba Waheed</td>
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Got Equity?? Revolutionary Redistribution: Engaging Major Donors in Collective Liberation
How can we use our relationships with “major” donors to both generate resources for our organizations and shift systemic class/race power dynamics? How can we provide opportunities for donors to leverage privilege, wealth, and power in support of movements led by poor and working-class people and people of color? We will share our experience building POOR Magazine’s Solidarity Board and discuss opportunities and strategies for engaging people with wealth/privilege in a way that is directly accountable to grassroots movements.

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<tr>
<td>Tyrone Boucher</td>
<td>History, Politics &amp; New Models</td>
<td>New, Intermediate, &amp; Advanced</td>
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<td>Tiny a.k.a. Lisa Gray-Garcia</td>
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How Fundraising, Finance and Program Can Work Together
Many people assume that fundraisers sit in one corner of the office and bring in the money, finance people sit in another corner and track the money, and program people go out and spend the money. A little-known secret is that everyone’s job gets easier, and many disasters can be avoided, when organizations strategically integrate fundraising, budgeting and program practices. In this session we will explore how to create the systems that can make your organization run more smoothly in hard economic times.

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<td>Margi Clarke</td>
<td>Fundraising Systems</td>
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Legacy Giving (a.k.a. Planned Giving) Building Blocks: Attracting Long-Term Support
Is your organization prepared for the inter-generational transfer of wealth? Are you wrestling with how to build your legacy and endowment gift program? Do you feel overwhelmed by planned giving techno-babble? Are you looking for straightforward strategies to engage prospects? This interactive session will provide the steps, tools and methodology to help you build a successful program.

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<tr>
<td>Greg Lassonde</td>
<td>Fundraising Skills &amp; Strategies</td>
<td>New, Intermediate, &amp; Advanced</td>
<td>Development/Fundraising Staff, Board Members/Grassroots Leaders, Executive Directors</td>
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</table>
## Make That Ask! A Major Donor Clinic

Successful major donor programs have a few key components: finding good prospects, building a fundraising team, developing relationships with your donors, and being prepared to ask for gifts. This workshop will offer tools for starting your major donor program and give you the opportunity to practice making an ask.

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<td>Nisha Anand</td>
<td>Fundraising Skills &amp; Strategies</td>
<td>New, Intermediate, &amp; Advanced</td>
<td>Development/Fundraising Staff, Board Members/Grassroots Leaders, Executive Directors</td>
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## Raps That Raise Money: Fundraising at Any Gathering

Making a fundraising pitch at a special event, house party, or other gathering is a far more effective technique to raise money than “passing the hat.” In this workshop you will learn practical tips for preparation, making the pitch, and following up to increase your event fundraising by $1,000–$10,000.

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<td>Mark Toney</td>
<td>Fundraising Skills &amp; Strategies</td>
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## Writing to Make a Difference: The Art & Craft of Turning Your Words into Cash

Most of us realize the strategic importance of creating outstanding fundraising materials – both offline and online. We simply can’t afford to misuse our writing opportunities! Based on the 2010 book, Writing to Make a Difference: 25 Powerful Techniques to Boost Your Community Impact, this highly interactive and practical workshop will leave you inspired and equipped to write winning fundraising and marketing materials. Bring at least 2 copies of a brief written piece and get constructive feedback on the spot!

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<td>Dalya Massachi</td>
<td>Fundraising Skills &amp; Strategies</td>
<td>New, Intermediate, &amp; Advanced</td>
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## Gaining Faith-based Support

Most faith communities give away money, organize members to work on behalf of mission and take leadership positions on public policy. This workshop will describe some of the structures of congregations, identify what kinds of things organizations can ask for, how to ask, and ways to follow-up.

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<tr>
<td>Mary Ann McGivern</td>
<td>Fundraising Skills &amp; Strategies</td>
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## Simultaneous Interpretation

- **In Spanish only**

## Lotería, fiestas en casa, bailes comunitarios: el éxito de los eventos organizados por voluntarios

Usted no tiene el tiempo, el personal o el dinero para organizar una gran gala o subasta para recaudar dinero para su grupo. Sin embargo, hay maneras de juntar a la gente que quiere apoyar a su organización y divertirse. Venga a este taller para obtener algunos consejos sobre la organización de eventos simples que le pueden ayudar a recaudar $1000 a $10,000 para su causa y pueden ser utilizados para obtener apoyo a largo plazo.

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<tr>
<td>Natalia López</td>
<td>Fundraising Skills &amp; Strategies</td>
<td>New</td>
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**FRIDAY AFTERNOON 2:20PM–4:20PM**

**WORKSHOP BLOCK IV**

### Beginning of the (Year) End: Preparing for a Successful Year-End Fundraising Campaign Online

The end (of the year) is coming – are you ready? Come learn about how you can make the most of the year-end fundraising season, starting right now. We’ll share some of the lessons we’ve learned and show you how you can use social networks, mobile fundraising, Google ads (and Google grants), email and web to bring in more dollars from more donors than ever before. We’ll share case studies to show what works and what doesn’t, and answer all your questions on the strategies, technologies, and techniques that can make the last two weeks in December the most wonderful time of the fundraising year (as long as you start soon!).

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</table>
| Heather Buchheim  
David Taylor  
Will Valverde | Fundraising Skills & Strategies | New, Intermediate, & Advanced | Development/Fundraising Staff | Lokey 125 |

### Effective Earned Income Strategies

It’s important to do grassroots fundraising, but the typical nonprofit’s largest source of funding isn’t donations or grants—it’s earned income from the sales of mission-related services and goods. Come learn the basics of developing and implementing earned income strategies that work for your group’s needs. Then, test out your ideas!

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</table>
| Tanya Mayo | Fundraising Skills & Strategies | New & Intermediate | Organizers/Program Staff, Development/ 
Fundraising Staff, Board Members/Grassroots Leaders, Executive Directors | Moore 212 |

### Grassroots Fundraising & Movement Building

We know foundation funding isn’t the answer. We know our organizations need deeper roots in our communities and networks to achieve our goals. And many of us are experimenting with grassroots fundraising as a powerful component of our organizing. This interactive discussion will draw upon the experience in the room to draw lessons from our practice. We will explore how we are or could approach fundraising from a movement building perspective to help achieve our political goals and raise the resources we need.

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</table>
| Ari Clemenzi  
Chris Crass  
Rachel Herzing | History, Politics & New Models | New, Intermediate, & Advanced | Organizers/Program Staff, Development/ 
Fundraising Staff, Board Members/Grassroots Leaders, Executive Directors | Moore 215 |

### Fundraising When U.S. Foreign Policy is Not on Your Side

This informative and interactive workshop will discuss both the challenges of and opportunities for fundraisers whose organizations focus on often unpopular international issues that do not align with US foreign policy. Using three areas - Palestine, the anti-war movement, movements in one’s own country of origin – we will discuss how diaspora communities and allies can successfully fundraise for movements and issues abroad.

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</table>
| Ziad Abbas  
Bob Wing | History, Politics & New Models | New, Intermediate, & Advanced | Organizers/Program Staff, Development/ 
Fundraising Staff, Board Members/Grassroots Leaders, Executive Directors | Moore 247 |

### The Personal Touch: Cultivating and Upgrading Donors

There’s a common misconception in fundraising that in order to raise significant gifts from individual donors, you need to know rich people. Come learn how you can grow your individual donor program – and raise more money from your donors at all giving levels - by creating more opportunities for contact and engagement with your supporters.

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<tr>
<td>Kim Klein</td>
<td>Fundraising Skills &amp; Strategies</td>
<td>Advanced</td>
<td>Development/Fundraising Staff, Board Members/Grassroots Leaders, Executive Directors</td>
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Power in Numbers: Grassroots Members Raising Funds for the Movement

Involving members in raising funds for your non-profit organization is important to the growth and development of your group. It can also become challenging, exhausting, and yield little profit. This workshop will address ideal member-led fundraising strategies, best practices, and learn about successful programs (and even some unsuccessful ones).

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<tr>
<td>Elmer Roldan</td>
<td>Boards &amp; Teams</td>
<td>New &amp; Intermediate</td>
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Punch it Up! Linking Fundraising & Communications

Sometimes facts are not enough. Learn how to describe your work so it speaks not only to the mind but also the heart. Make your work illuminate so your supporters will give eagerly not meagerly. We will also examine different tools and formats to convey your message.

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<tr>
<td>Yee Won Chong</td>
<td>Fundraising Systems</td>
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The Right Business Model for Your Grassroots Organization

Every organization has a strategy for financial viability even it can’t articulate what it is. And these days most community nonprofits are hybrids: we combine many types of both contributed/donated and earned income. This fast-paced workshop begins by helping you create a diagram showing your current revenue strategy, then gives you criteria and a process (using both financial and mission impact indicators) to help you create a comprehensive revenue strategy. In other words, develop your revenue strategy in two hours!

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<td>Jan Masaoka</td>
<td>Fundraising Systems</td>
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Simultaneous Interpretation

Giving Models in Communities of Color

The Art Of Giving is a decolonized model of giving, receiving and sharing in Native communities. This philanthropic, fundraising curriculum and training honors culture, promotes purpose, encourages inter-generational and inter-tribal participation, and embraces the universal elements that connect all of life. The Ujamaa Institute is an African-American participant led organization, which focuses on developing young and diverse donors of color. Learn more about building culturally-based models for growing fundraisers and increasing donorship featuring concepts from these two models.

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<tr>
<td>Roxanne Gould</td>
<td>Giving &amp; Philanthropy</td>
<td>New, Intermediate, &amp; Advanced</td>
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<tr>
<td>Pam Pompey</td>
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<td>James Rock</td>
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In Spanish Only

Recaudar Fondos: La Chispa de Su Mensaje y Practica de Pedir Dinero

Este taller tiene dos enfoques. El primero es como crear las bases necesarias para que todos en su organización efectivamente recauden fondos. La segunda parte se enfoca en enseñar los principales básicos de pedir dinero y ponerlos en practica.

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<tr>
<td>Cristina R. González</td>
<td>Fundraising Skills &amp; Strategies</td>
<td>New, Intermediate, &amp; Advanced</td>
<td>Organizers/Program Staff, Development/Fundraising Staff, Board Members/Grassroots Leaders, Executive Directors</td>
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**PRESENTER BIOS**

**Ziad Abbas**, Associate Director of the Middle East Children’s Alliance, is a Palestinian refugee from Dheisheh Refugee Camp in the West Bank. He is the co-founder of the Ibdaa Cultural Center in Dheisheh. Ziad is also a journalist and has participated in the production of several documentary films. He recently completed his Master of Arts in Social Justice and International Relations from the World Learning School for International Training Graduate Institute. ziad@mecaforpeace.org

**Christine Ahn** is a policy analyst specializing in globalization and philanthropy. A former director at the Women of Color Resource Center, Ahn edited Shafted: Free Trade and America’s Working Poor and contributed to The Revolution Will Not Be Funded. She holds a Master’s Degree in public policy from Georgetown University. christineahn@mac.com

**Nisha Anand** is a leading trainer, activist and fundraiser in the global justice, direct action and anti-violence movements in the U.S. She has worked as Director of Development for the Ruckus Society, San Francisco Women Against Rape, and The People’s Grocery. Nisha is on the Board of Directors for SFWAR and the Catalyst Project, and is a trainer for GIFT and The Ruckus Society. nisha@riseup.net

**Sabiha Basrai** is a co-owner of Design Action Collective in Oakland, California — a worker-owned cooperative that provides graphic design and visual communications for progressive, non-profit and social change organizations. She is an active member of the Alliance of South Asians Taking Action (ASATA) and board member of the nonprofit Freedom Forward. sabihab@designaction.org

**Morgan Bassichis** is an organizer and former Development Manager at Community United Against Violence (CUAV) in San Francisco. morgan@cuav.org

**Tyrone Boucher** co-founded the website Enough: The Personal Politics of Resisting Capitalism. He has done grassroots fundraising with a variety of organizations, including POOR Magazine and the Catalyst Project, and leads workshops on class, anti-capitalism, and wealth redistribution. He currently lives in Philadelphia and organizes with the Poor People's Economic Human Rights Campaign. tyrone@samson@gmail.com

**Heather Buchheim** is a Senior Account Executive at Watershed. She’s worked with Rainforest Action Network, The Nation and The Humane Society of the United States to raise money at year-end. Want to ask her something? Share a tale of fundraising woe/success? heather@watershedcompany.com

**Kristen Cashmore** has more than 12 years experience fundraising for social justice organizations as a staff member and consultant. She is a graduate of GIFT’s internship and Training for Trainers programs, has led workshops on numerous fundraising topics, and has written for the Grassroots Fundraising Journal. Kristen maintains that with a last name like Cashmore, she was destined to be a fundraiser. devodiva10@gmail.com

**Yee Won Chong** is the Development and Communication Director at Western States Center. Born and raised in Malaysia, Yee Won has been initiating fundraised and earned-income projects since secondary school. Yee Won also serves on the board of GIFT. chong@pobox.com

**Margi Clarke** is an independent consultant with Management Assistance Program (MAP) of French American Trust Charitable (FACT). Her consulting practice focuses on strategic planning, program evaluation/program development, board/executive leadership coaching, personnel/HR issues, financial management structures, and fundraising strategies. Margi is bilingual in English and Spanish. margiclarke@comcast.net

**Ari Clemenzi** is an organizer with the Catalyst Project, developing white anti-racist leaders and organizations. Ari grew up in a poor Italian-American family outside of Boston, where she had many experiences that solidified her commitment to anti-violence, feminism, and ending classism. Since 2006, she has also worked with the Bay Area Childcare Collective organizing competent and politicized childcare for working-class women of color led organizations. a_clemenzi@yahoo.com

**Gregory Cohen** is a Senior Associate at Cause Effective, a nonprofit management support organization which builds capacities for fundraising and board development. For over 30 years, he has led or advised a range of nonprofits including six start-ups in low income housing, arts, youth development and global health. greg@causeeffective.org

**Chris Crass** is an organizer with the Catalyst Project, a center for political education and movement building. Catalyst works to develop anti-racist leadership and strategy to organize in white communities, form multiracial alliances and build strong, dynamic, visionary social movements. His essays on collective liberation politics, anti-authoritarian leadership, feminism, and movement building have been published widely in ZNet and Colours of Resistance. chris@collectiveliberation.org

**Aaron Dorfman** is executive director of the National Committee for Responsive Philanthropy. Before joining NCRP, Dorfman served for 15 years as a community organizer with two national organizing networks, spearheading grassroots campaigns to
improve public education and affordable housing. He holds a Master's Degree in philanthropic studies from Indiana University. adorfman@ncrp.org

**Laurie Earp** is principal of Earp Events & Fundraising, which has specialized in fundraising and event production for non-profit and labor organizations for more than 14 years. Laurie is also the mother of two teenagers and enjoys modeling for them what it means to participate in movements making positive change. laurie@earpevents.com

**Kate Eubank** is a Development & Communications Director by day, and a grassroots activist by night. She is passionate about finding ways to work both within and outside of the nonprofit industrial complex to transform power and resource relationships to build more just, resilient and fabulous communities of movement. kate.eubank@gmail.com

**Rona Fernandez** is a fundraising consultant who specializes in helping social justice and community organizing groups integrate fundraising into their core programs. She has worked with Californians for Justice, Asian Pacific Environmental Network, East Bay Alliance for a Sustainable Economy and Equal Justice Society, among other groups. She trains frequently for GIFT and is a member of the Grassroots Fundraising Journal’s Editorial Board. rona@kleinandroth.com

**Marjorie Fine** is the Project Director of The Linchpin Campaign, a special project of the Center for Community Change. She was previously the Executive Director of the Unitarian Universalist Veatch Program at Shelter Rock, as well as the Executive Director of the North Star Fund. She serves on the boards of Interfaith Funders, the Alston-Bannerman Fellowship and the National Committee for Responsive Philanthropy. mfine@communitychange.org

**Jordan T. Garcia** is the Immigrant Ally Organizing Director for Coloradans For Immigrant Rights, a project of the AFSC and a proud GIFT board member. He believes that community organizing for systemic change can and will lead us to liberation. A sensitive Cancer, Jordan enjoys cooking with friends, riding his bike, and hopes to one day become a better bee farmer. j_t_garcia@hotmail.com

**Cristina González** is the Program Manager for the Fund for Santa Barbara, a community foundation dedicated to addressing the root causes of social, economic, environmental and political challenges in Santa Barbara County. She manages the Youth Making Change teen grant-making program and provides grant and technical assistance to community groups. Cristina was a GIFT Intern in 2005 and now serves as a member of GIFT’s Trainers Network. gonzalezcristinar@gmail.com

**Roxanne Gould** (Odawa/ Ojibwe) Roxanne received her doctorate at the University of Minnesota in educational leadership with her research emphasis on global Indigenous education and leadership. She also holds a BA degree in American Indian Studies and MA in Educational Psychology and Counseling. Her most recent research was looking at Indigenous education best practice models with an emphasis on the Maori of New Zealand. goul0069@umn.edu

**Tiny a.k.a Lisa Gray-Garcia** is a poverty scholar, revolutionary journalist, PO’ Poet, spoken word artist, welfareQUEEN, lecturer, teacher, mixed race mama of Tiburcio and daughter of Dee, author of **Criminal of Poverty: Growing up Homeless in America**, and the co-founder and executive director of POOR Magazine/ PoorNewsNetwork. deeandtiny@poormagazine.org

**Shaun (Sha) Grogan-Brown** works to strengthen movements for social justice as an organizer, teaching artist, trainer and consultant. He was Development Director of CISPES, coordinated national grassroots fundraising efforts for the US Social Forum 2010, and recently co-founded two consulting groups: Rise Fundraising and On Point Consortium. sgroganb@onpointconsortium.org

**Michael Leon Guerrero** is the Coordinator of the national Grassroots Global Justice Alliance. For 17 years, he was with South West Organizing Project, organizing low-income communities in New Mexico and campaigns on environmental justice, corporate accountability and globalization. Michael serves on the boards of National Jobs with Justice and Asian Pacific Environmental Network. He also serves on the International Council of the World Social Forum. michael@ggjalliance.org

**Rachel Herzing** is a member of Critical Resistance, a national grassroots organization dedicated to abolishing the prison industrial complex. rachel@criticalresistance.org

**Brian Hiatt** is a Senior Account Executive at Watershed. Brian has been organizing on-the-ground and online for over six years. He was formerly the communications & online organizing director with a local affiliate of the League of Young Voters and is currently developing communications strategies for progressive organizations including Planned Parenthood Federation of America and AFSCME. brian@watershedcompany.com

**Rebecca O. Johnson** brings her over 30 years of experience as a writer, fundraising organizer and popular educator to help grassroots social and environmental justice organizations build successful grassroots fundraising programs. Rebecca’s clients include grantees of the Environmental Support Center, French American Charitable Trust and the Unitarian Universalist Veatch Program at Shelter Rock. rebecca_johnson@mac.com
PRESENTER BIOS CONTINUED

Nadia Khashagir has been a member of Design Action since 2004, having previously worked at CorpWatch as the in-house graphic designer and assisting with development. She has been active with Bay Area grassroots organizations and is on the board of Global Resistance. nadia@designaction.org

Kim Klein is internationally known as a fundraising trainer and consultant. She is currently working on a project to help nonprofits advocate for fair and just tax policies. Her most recent book is Reliable Fundraising in Unreliable Times. She is the Chardon Press Series Editor at Jossey-Bass Publishers and is the founder of the Grassroots Fundraising Journal. She is also a member of the Building Movement Project, where she is currently working on a project called “Talking About Taxes.” kim@kleinandroth.com

Nzinga Koné-Miller is Account Director at Watershed Company. Nzinga is a strategist and project manager with over seven years experience working with nonprofits using technology. She has managed web implementation and developed online communications strategy for organizations including ACORN, Working America, Jewish Voice for Peace, and The Nation. She is a regular contributor to the Grassroots Fundraising Journal. nzinga@watershedcompany.com

Tracy Kronzak is Technology Manager at the Applied Research Center in Oakland, CA. She manages the organization’s technological infrastructure, user support, growth and adoption as well as its Salesforce database. Tracy holds a Master’s of Public Administration from New York University. tkronzak@arc.org

Greg Lassonde, CFRE, has been working as a legacy giving specialist since 1992, started a professional services planned giving consulting practice in 2007, and late last year co-founded Legacy Giving Company which provides jargon-free training. He has worked in a variety of nonprofits from KPFA to the San Francisco Symphony. greg@greglassonde.com

Sydney Levy is Director of Campaigns at Jewish Voice for Peace. Sydney has worked for over 15 years in nonprofits advocating for LGBT human rights organizing for media justice, and assisting in the preparation of death row appeals. A Venezuelan native born to Egyptian Jewish immigrants, Sydney later lived in Jerusalem for seven years, where he received his Master’s degree from Hebrew University. sydney@jvphq.org

Charles Long is currently the Director of Development at The NYC AIDS Housing Network (NYCAHN)/Voices of Community Activist & Leaders (VOCAL-NY). He has worked in development for both large and small organizations, while also raising funds as a board member and appreciator for other groups. charles@nycahn.org

Natalia López, MNA provides organizational development, strategic planning, fundraising and coaching consulting services to nonprofit, community-based organizations. She has over 20 years of experience in the nonprofit sector. Through her consulting practice, she has helped to build the governance, management and fundraising capacity of several Bay Area organizations. lopez186@sbcglobal.net

Mario Lugay is a philanthropic and nonprofit consultant and also serves as Associate Program Officer for the Mitchell Kapor Foundation. Previously, Mario has worked at the Funders’ Committee for Civic Participation, Racial Justice 911: People of Color Against the War, and CAAAV Organizing Asian Communities. He has served on CAAAV’s Strategizing Committee, the Community Funding Board of the North Star Fund, and sits on the board of the Asian Pacific Environmental Network. mario lugay@gmail.com

Mickey MacIntyre is President & CEO of realChange Partners and brings a lifetime of non-profit leadership experience to his work with other leaders. He has provided countless trainings and fundraising and organizational development consulting and coaching to thousands of local, regional, and national organizations. mickey@realchangepartners.com

Jan Masaoka is the publisher of Blue Avocado, arguably the second-most read publication for the nonprofit sector, with 50,000 subscribers. Blue Avocado sees itself as a community organizing project with grassroots and community-based nonprofits. She is former executive director of CompassPoint Nonprofit Services. She is also co-author of a forthcoming book —Nonprofit Sustainability—on revenue strategies for community nonprofits. jan@blueavocado.org

Dalya F. Massachi, M.A., founder of Writing for Community Success, specializes in helping social justice organizations advance their missions through outstanding fundraising and marketing materials. Her 2010 book is Writing to Make a Difference: 25 Powerful Techniques to Boost Your Community Impact. Dalya’s website and free e newsletter are at www. dfmassachi.net. dm.writer@live.com

Tanya Mayo has spent the last two decades in the nonprofit field as an educator, administrator and capacity-builder. Previously, she was Director of Capacity Building at San Francisco’s Department of Children, Youth and their Families. She has also worked at Loco Bloco Drum and Dance Ensemble, Gay-Straight Alliance Network, and Not In Our Name. tmayoconsulting@gmail.com

Molly McClure is an organizer with Catalyst Project and volunteer coordinator at Causa Justa :: Just Cause. molly@cjjc.org
Mary Ann McGivern is a Sister of Loretto. Mary Ann McGivern has lived at the Catholic Worker (not tax-exempt, depends on donations) and raised money, goods and services for the Worker, for peace actions and programs (the Peace Economy Project and Justice and Peace Shares) and to assist men and women being released from prison at Project COPE.

Mary Ann McGivern
maryann.mcgivern@gmail.com

Sara Mendoza has more than 15 years of experience as a grassroots community organizer, fundraising trainer and outreach specialist. Her work is focused on leadership, violence prevention and capacity building for women and girls. Most recently, she served as the Executive Director of the Los Angeles Indigenous People’s Alliance, a human rights organization working with migrant indigenous families from Mexico and Central America living in Los Angeles. sarax2k@hotmail.com

Sara Mendoza

David Nicholson is the Program Director with the Headwaters Foundation, a foundation with the mission to be a catalyst for social, racial, economic and environmental justice. A focus on creating new ways for grassroots communities to fund their work is part of Headwaters’ mission. david@headwatersfoundation.org

David Nicholson

Pam Pompey is the Executive Director of the Ujamaa Institute based in Charlotte, NC. She is a philanthropic-fundraising consultant, trainer, and author whose spent the last fifteen years working with individuals, foundations, grassroots organizations, and southern community groups helping to build a sustainable base of philanthropic constituents and fundraisers of color. ppompey@ujamaagives.org

Pam Pompey

Susan Raffo is a writer, community organizer and “development consultant.” The reason that is in quotation marks is because her work is moving away from development and fundraising and more towards a model of resource sharing. For this, there is no proper title yet. raffo95@gmail.com

Susan Raffo

William Ramírez arrived in the Bay Area in 2003 from the Dominican Republic. He has a Graphic Design and Illustration degree from the Universidad Autónoma de Santo Domingo. He has more than 12 years of experience in both print and web design and loves flirting with HTML, CSS, JavaScript and Open Source CMS. william@designaction.org

William Ramírez

Mark Randazzo has worked to promote economic development and social justice for over two decades, focusing on strengthening citizens’ movements, civil society organizations and international NGO networks. Mark obtained a Master’s degree from the School of Development Studies at the University of East Anglia in England in 1986. mark@fntg.org

Mark Randazzo

Adriana Rocha, MA is Practice Director at CompassPoint Nonprofit Services, providing evaluation and support for its programs, as well as on the board of GIFT. She was a Program Officer at the New York Foundation and a Senior Consultant at Community Resource Exchange. Adriana received her bachelor’s in Politics from the University of California at Santa Cruz, and a master’s from Columbia University, Social Organizational Psychology Program. Adriana is from Toluca, Mexico. AdrianaR@compasspoint.org

Adriana Rocha, MA

James Rock (Dakota) has taught astronomy, chemistry and physics for almost 30 years. He has taught courses in Native Skywatchers Astronomy and American Indian Philosophy at Fond du Lac Tribal & Community College, the Science Museum of Minnesota, Macalester and the University of Minnesota’s Indigenous Summer Science & Math Program called Andogiikendassowin/Wasdodyawacinpi (Seek To Know) in partnership with the American Indian Science and Engineering Society. rocksalt@ties2.net

James Rock (Dakota)

Elmer Roldan is a GIFT consultant in the Los Angeles area. For seven years, he led the Board, staff and members of Community Coalition to raise unrestricted funds, implementing strategies that included an annual gala yielding $400,000 from sponsorships, ads and silent auctions; membership dues from 4,000 members; and an annual holiday dinner that yielded over $10,000 in sponsorships, raffles, and toy donations. roldan.elmer@yahoo.com

Elmer Roldan

Stephanie Roth is a consultant and trainer for grassroots, social justice organizations, with a focus on fundraising, board development and meeting facilitation. She formerly served as co-director of GIFT and Editor of the Grassroots Fundraising Journal. She is the co-author, with Mimi Ho, of The Accidental Fundraiser: A Step-by-Step Guide to Raising Money for Your Cause (Jossey-Bass, 2005). stephanie@kleinandroth.com

Stephanie Roth

Russell Roybal is the deputy executive director of external relations for the National Gay and Lesbian Task Force, the nation’s first LGBT civil rights organization. He is also on the board of the National Committee for Responsive Philanthropy and the former Chair of GIFT. Russell puts the “fun” in fundraising! rroybal@thetaskforce.org

Russell Roybal

Dara Silverman is a consultant who works with small and mid-sized non-profits to build their organizing skills, fundraising and organizational capacity. She is the former Executive Director of Jews for Racial and Economic Justice (JFREJ). She splits her time between consulting, farming, and teaching yoga. For more information: http://www.infovisions.org/rise. dara@riseup.net

Dara Silverman
LaWana Slack-Mayfield is the epitome of activism and volunteerism. Her role as a community change agent includes serving as the Diversity Co-chair and National Female Diversity Co-chair of the Human Rights Campaign (HRC). She is currently the coordinator of the Mecklenburg Justice program, which addresses the transformation of public safety, polices and justice reform. lawanaslackmayfield@yahoo.com

David Taylor is the Online Director of the Rainforest Action Network. He was formerly the Founder and Director of Radical Designs, a software development company focused on meeting the technological needs of grassroots social movement organizations. When not building websites, David is a direct action trainer and mass mobilization organizer. dtaylor@ran.org

Mark Toney is an experienced social justice fundraiser and organizational leader. He has served as Executive Director of The Utility Reform Network, Center for Third World Organizing, and Direct Action for Rights & Equality. mtoney@earthlink.net

Manish Vaidya is Program and Development Coordinator of GIFT and Co-Coordinator of the Alliance of South Asians Taking Action. He graduated from GIFT’s internship program in 2006. He loves working with groups to mobilize resources for collective liberation. He writes and performs spoken word and poetry, most often with the queer and trans people of color performing arts group Mangos With Chili. manish@grassrootsfundraising.org

Will Valverde is a senior account executive at Watershed, where he has helped organizations like ACORN and Planned Parenthood Federation of America develop and implement successful year-end fundraising campaigns. He’s here to help those of you who do it all, from devising strategy to writing copy to tweaking that donation page to get the most out of every donor. will@watershedcompany.com

Saba Waheed is research director at the DataCenter and brings over eight years of experience in leading and facilitating community-based research projects in collaboration with local and national community groups and alliances and in particular, ways to popularize methods and analysis. saba@datacenter.org

Robert L. Weiner is an independent consultant specializing in helping nonprofits make informed, strategic decisions about the use of technology for fundraising. He has consulted for a wide variety of organizations including the Applied Research Center, Earthjustice, GIFT, the Trust for Public Land, and EMILY’s List. Robert@rlweiner.com

Bob Wing has been a social justice writer and organizer since 1968. He currently works at the Southern Coalition for Social Justice in Durham, N.C. In recent years he was the founding editor of ColorLines magazine and War Times newspaper, national co-chair of the antwar coalition United for Peace and Justice, and director of strategic projects for Community Coalition in Los Angeles. BobWing68@gmail.com

Ruth Zerezghi is a GIFT Trainer and GIFT internship graduate living in Denver, CO. For the last ten years, she has served the nonprofit sector in various capacities and is an active community and youth activist and organizer around issues of economic, racial, and social justice, human rights, the Horn of Africa, and her native country of Eritrea. rzerezghi@gmail.com
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Blue Avocado is a nonprofit online magazine that speaks for and from the people in community-based nonprofits. Community organizations come out of constituencies and hold themselves accountable to those constituencies. Nurturing the community organizations movement is Blue Avocado’s purpose. Published every third Tuesday through an HTML newsletter Blue Avocado delivers practical, provocative and fun food for thought to more than 60,000 subscribers.
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CompassPoint Nonprofit Services provides nonprofits with management tools, strategies, and resources to lead change in their communities. A “next generation” management support organization, we contribute to knowledge and practice about shared leadership, multicultural capacity building and influencing the sector towards progressive values and social change. CompassPoint works with GIFT to provide the Fundraising Academy for Communities of Color, and has recently launched the Talking About Taxes Project with Kim Klein, Building Movement Project, and the California Pan-Ethnic Health Network.
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Liberation Ink Collective is a volunteer-run, worker-owned apparel printing and design collective created to fund social justice organizing. The collective was born out of our belief that a truly sustainable movement must be funded from within – sharing values and goals with social justice grassroots fundraising. Our apparel carry political art and messages. Our proceeds go to support the Deporten a la Migra Coalition and the May 1st Alliance for Land, Work and Power. We also have profit-sharing partnerships based around particular designs – with Puente (fighting SB1070 in Arizona) and the US Social Forum 2010.
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National Committee for Responsive Philanthropy has served as the country’s only independent watchdog of foundations for more than 30 years. NCRP promotes philanthropy that serves the public good, is responsive to people and communities with the least wealth and opportunity, and is held accountable to the highest standards of integrity and openness. Our Criteria for Philanthropy at Its Best calls for greater support of marginalized communities; increased funding for advocacy and organizing; more general operating and multi-year support; and greater diversity, transparency, and accountability. Our Grantmaking for Community Impact Project documents the dramatic return on investment that nonprofit advocacy, community organizing, and civic engagement can have. Join us in challenging grantmakers to strengthen our communities.

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Michael Allison
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Mickey MacIntyre
realChange Partners, LLC
www.realchangepartners.com

Carmela G. Carreño
Social Good Fundraising
info@socialgoodfundraising.com

Peggy Mathews
Mathews Consulting
pegmathews@earthlink.net

Tina Aincotti
Funding Change Training & Consulting
www.fundingchangeconsulting.com

Mary Morten
The Morten Group
www.themortengroup.com

Jara Dean-Coffey
jdc Partnerships
www.jdcpartnerships.com

Mara Perez
Funding Development & Planning Services
www.maraperez.com

Laurie Earp
Earp Events & Fundraising
www.earpevents.com

Beth Reaps
Bringing Money to Light
bethreaps@earthlink.net

Gil Gerard
Gil Gerald & Associates, Inc.
www.gilgerald.org

Andy Robinson
www.andyrobinsononline.com

Judy Levine
Cause Effective
www.causeeffective.org

Shiree Teng
Strategy & Evaluation for Social Justice
shireeteng@earthlink.net

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Catch the AC Transit Bus 58L towards the Eastmont Transit Center
Off board at MacArthur Blvd & Pierson St
2 minute walk to Mills College entrance on Richards Road
Fare is $2 each way.

**Driving to Mills from the hotel (10-15 minutes):**
1. Head southeast on 11th St toward Broadway
2. Turn left at Broadway
3. Take the 2nd left onto 12th St
4. Turn right at Castro St
5. Slight left to merge onto I-980 E toward CA-24
6. Take the exit onto I-580 E toward Hayward
7. Exit onto MacArthur Blvd
8. Turn left to stay on MacArthur Blvd
9. Turn left onto Richards Road
10. Free parking is available in the parking lot immediately to the right after you enter the campus.