# Development 101

Have you ever thought you just need to sit with a highly experienced development professional to listen, ask questions and get advice? With a maximum class size of twelve, this course is an intimate and dynamic learning and mentoring opportunity for:

- those new to the non-profit field
- seasoned professionals looking for a refresher
- other staff spending a significant time on development tasks.

Participant focused, with concrete agendas and clear rationale, this course will give you implementation steps, evaluation metrics and creative know-how. Beyond just theory, we will provide you tools of the trade to realize immediate results.

Seeds for Change is taking its Breakfast Series model to a new level by offering a complementary series of relevant topics in an intimate, casual setting. Originally taught in 2010, we are excited to bring the Development 101 course back to Austin.

1. Fundraising 101 – Terminology, Theories
2. Fundraising 101 – Best Practices

3. Development Plan – Overview
4. Development Plan – How To

5. Finances – Goals, Budgeting, Tracking
6. Advocacy & Public Policy

7. Communications & Public Relations 101
8. Communications Case Studies

9. Events 101
10. Topic Choice of Group

November 13: Mentoring

Six consecutive Wednesdays
October 9, 16, 23, 30
November 6, 13

8:15 – 10:00 a.m.

Course Location
Regional Foundation Library
1009 E. 11th Street

Cost: $350 course fee including all materials

Course includes:

- Series of five 105 minute classes
- Topic-relevant homework
- One hour of post-course mentoring

Daily Schedule:

- 5 minutes - review and Q & A, goals for the day
- 40 minutes - new material presentation
- 5 minutes - topic Q & A
- 5 minute break
- 40 minutes - new material presentation
- 5 minutes - topic Q & A
- 5 minutes - homework overview

**OTHER DETAILS:**

Homework is optional but completion is highly encouraged for participants to fully benefit from the course material. Attendance at all five classes, for the full class time, is mandatory. One benefit of the class is the small size and intimacy gained from a small group working together for five weeks. Therefore, space is limited to the first twelve paid participants.

**Course Credit:** While not an official continuing education course (CEU), this class does provide nine hours of education/workshop credits for the CFRE education requirement.

**Cancellation Policy**: A $150 refund will be given to registered individuals cancelling before 10:00 a.m. October 7. There will be no refunds given after October 7. A completed registration form and payment is due in full to hold a space. Class may be cancelled if seven people are not signed up by October 7, with full refunds paid; cancellation is at the discretion of the organizers.

**Registration:** To register, visit www.seedsforchangeconsulting.com and follow the 2013 class links. Registration is not complete until your payment is received. We accept credit card/PayPal payments and checks.

**Seeds for Change Consulting, LLC** is a full service consulting firm for non-profit organizations. Founded in 2004 and headquartered in Austin, TX, Seeds for Change provides customized services: consulting, compliance, writing and events. Stacy Ehrlich is the firm's founder and managing partner, and she is joined by eight expert consultants. Development 101 teachers are all SFCC consultants.

**Questions?** Please email Stacy Ehrlich at seedsforchange@gmail.com
Mail: 3112 Windsor Road, A – 390 Austin, TX 78703
Phone: 512-751-6161

# Seeds for Change Consulting, llc

# presents

# Development 101

*An intimate class series…*

*everything you need to know to*

*do your job well*

Wednesday mornings,

October 9 – November 13, 2013