

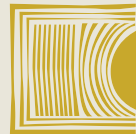
The **Resources Now!** National Institute

...helping national and community service initiatives
in their journey toward building knowledge and skills
to raise Resources Now!

SAN FRANCISCO, CA | May 22-24, 2007

SPONSORED BY:

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** ★★



RESOURCE & FUND
DEVELOPMENT
INITIATIVE



The **Resources Now!** National Institute | SAN FRANCISCO, CA | May 22-24, 2007

**As a project leader with experience in raising resources,
you are invited to The Resources Now! National Institute.**

Sponsored by the Corporation for National and Community Service (CNCS), The Resources Now! National Institute is designed, developed and facilitated by Campaign Consultation, Inc. Since 1998, Campaign Consultation has provided resource development training and technical assistance (T/TA) to more than 17,000 people from AmeriCorps, VISTA, Senior Corps and Learn & Serve.

In addition to mastering resource development principles, you will learn how to use funding strategies that larger development programs are already implementing. The Campaign Consultation facilitation team is committed to helping you “leap frog” your program to new heights of knowledge, application and implementation in the art and science of gathering resources.

Look inside for topics, sample agenda, and registration information.

We look forward to seeing you soon!

Attendees Get All Materials:

Since the goal is that leaders have as many resources as possible to take their resource development initiatives to the next level of success, CNCS provides all attendees with reference materials from all the workshops – including materials from those workshops you are unable to attend.

NEW! Free subscription to *Chronicle of Philanthropy*:

As a result of Campaign Consultation's asking and The *Chronicle of Philanthropy* responding with a generous discount, CNCS is able to purchase a subscription for every Institute participant to receive this stellar publication for one year, free-of-charge. Special thanks to the *Chronicle* for helping to advance community service nationwide.

NEW! CEUs

All participants of the Institute are eligible to submit an application for Continuing Education Units (CEUs).

RECENT RAVE REVIEWS BY PARTICIPANTS INCLUDE:

"I had 3 separate 'ah-ha' moments."

"I am convinced that individual donors are the way to go. I didn't realize this before coming to this institute."

"I will get my executive director and my board to be as psyched as I am with starting an effective development and fundraising effort"

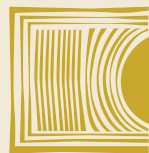
"I gained the confidence to go to a funder and ask for funds face-to-face!"

"I learned so much and [am] thankful for the written material so I won't forget anything!"

"I gained knowledge on Wealth Transfer and the effects it will have on the baby boomer generation."

"I learned what a volunteer fundraising leader is – where to find them, how to recruit, engage and retain them AND how to make them donors."

"I got good ideas on how to effectively present my message to corporations; how to tell them what value my program can provide them."



Topics | The Resources Now! National Institute | SAN FRANCISCO, CA | May 22-24, 2007

Attendees select and participate in a maximum of four workshops within or across the Resource and Fund Development topics shown below:

<p>People First! Individual Giving</p>	<p>SESSION 1 To Raise \$\$\$... Raise People Finding Support through Volunteer Leaders</p>	<p>SESSION 2 Developing Major Donors Moving Modest Gifts to Major Support</p>	<p>SESSION 3 Wealth Transfer and Impact on Community Service Investing in Emerging Seniors</p>	<p>SESSION 4 Small Group Coaching: Customize Resources Now! Approach to Your Initiative</p>
<p>Business Donor Giving/Partnership</p>	<p>SESSION 1 Inside the Corner Office and the Corner Store Experiencing Corporate Motivation & Response</p>	<p>SESSION 2 The Value of Your Program's Brand Gaining and Keeping a Competitive Edge</p>	<p>SESSION 3 Small Group Coaching: Customize Resources Now! Approach to Your Initiative</p>	<p>SESSION 4 Cause Related Marketing and Corporate Partnerships Learning How Business Impacts the Good!</p>
<p>Uncovering the Resources in Your Community</p>	<p>SESSION 1 Resources For Special Programs Making Funding Challenges Work for You</p>	<p>SESSION 2 Small Group Coaching: Customize Resources Now! Approach to Your Initiative</p>	<p>SESSION 3 Finding \$\$\$ in Your Community Using Hot Excavation Research Tools</p>	<p>SESSION 4 Revenue Generation Looking at What Makes a Good Program Fit</p>
<p>Asking Clinics</p>	<p>SESSION 1 Small Group Coaching: Customize Resources Now! Approach to Your Initiative</p>	<p>SESSION 2 Writing for \$\$\$-Individual Drafting Actual Appeal Letters</p>	<p>SESSION 3 Writing for \$\$\$ - Foundation/Corporate Drafting Actual Solicitation Proposals</p>	<p>SESSION 4 Articulating for \$\$\$ Practicing Actual Face-to-Face Personal Solicitations</p>

The Resources Now! National Institute is sponsored by the Corporation for National and Community Service. The Institute is designed, developed and facilitated by Campaign Consultation, Inc.

Sample Agenda | The Resources Now! National Institute | SAN FRANCISCO, CA | May 22-24, 2007

TUESDAY, MAY 22	9:30am-11:30am		12:30pm	2pm	3:30pm	4pm	5:30pm	6pm
	On-Site Check-In		Institute Opening Session	Session 1	Break	Session 1 Continues	Community Meeting	Day 1 Concludes

WEDNESDAY, MAY 23	7:30am	8am	8:45am	10:15am	10:30am	12pm	1pm	2:30pm	3pm	4:30pm	5pm
	Continental Breakfast (Provided)	Opening Session	Session 2	Break	Session 2 Continues	Lunch (Provided)	Session 3	Break	Session 3 Continues	Community Meeting	Day 2 Concludes

THURSDAY, MAY 24	7:30am	8am	8:45am	10:15am	10:30am	12pm	1pm
	Continental Breakfast (Provided)	Opening Session	Session 4	Break	Session 4 Continues	Closing Session	Institute Concludes

FOUR Ways to Register!

- 1 Online** Go to www.regonline.com/122159 and fill out the online form. You can complete your registration AND pay the registration fee all at once!
- 2 Toll Free** Call us TOLL FREE 877.243.2253 x37 and we'll get you registered over the phone.
- 3 Fax** Fill out the Registration Form to the right and fax it to us: 410.243.1024, Attn: Laura Cook, Cook@CampaignConsultation.com
- 4 By Mail** Fill out the Registration Form to the right and mail it to us:
Campaign Consultation, Inc. | 2819 Saint Paul Street, Baltimore, MD 21218-4312 | Attn: Laura Cook, Cook@CampaignConsultation.com

Registration Information | The Resources Now! National Institute | SAN FRANCISCO, CA | May 22-24, 2007

Registration Fee: \$165.00 (\$25 less than recent past Institutes, covers continental breakfasts, lunch and breaks)

Registration Deadline: April 23, 2007

Hotel Information: Campaign Consultation, Inc., the CNCS Resource & Fund Development Initiative provider, has a special arrangement with Hyatt at Fisherman's Wharf. Registrants are responsible for contacting the hotel to make reservations:

Hyatt at Fisherman's Wharf
555 North Point Street
San Francisco, CA 94133
TOLL FREE: 800.233.1234 or 415.563.1234 F: 415.486.4444

Please tell reservations that you are with The Resources Now! National Institute to get the special hotel rate of \$140 per room, per night, plus tax. If you are from a not-for-profit organization, please feel free to ask the Hyatt how you can make arrangements to use your tax-exempt status. Some states may assist grantees with hotel costs. Contact your State Commission or CNCS State Office for information.

Travel Information: You are responsible for your own travel and your Commission or State Office may be able to assist with the cost. The Institute begins at 12:30pm on Tuesday, May 22 and concludes at 1pm on Thursday, May 24. On-site check in will be from 9:30am to 11:30am on Tuesday, May 22. In many cases, preferred travel agent Travel Destinations Management Group, Inc. is offering assistance on finding the best rates on airfare. To inquire, call Travel Destinations at 800.368.2383.

For conference information and/or to mail registration form and fee:

Campaign Consultation, Inc.
2819 Saint Paul Street, Baltimore, MD 21218-4312
Attn: Laura Cook, Cook@CampaignConsultation.com
TOLL FREE: 877.243.2253x37 F. 410.243.1024

Registration Form

The Resources Now! National Institute
SAN FRANCISCO, CA May 22-24, 2007

Full Name: _____

First Name for Institute Badge: _____

Title: _____

Organization: _____

Address: _____

Email: _____

Phone: _____ Fax: _____

Dietary Requirements: _____

Special Considerations: _____

Fax to: 410.243.1024, Attn: Laura Cook

Or Mail to: Campaign Consultation, Inc.
2819 Saint Paul Street, Baltimore, MD 21218-4312
Attn: Laura Cook