



**FOR IMMEDIATE RELEASE**  
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**NEW DONOR DEVELOPMENT INSTITUTE LEADS  
COMMUNITY FOUNDATION'S 2011 NONPROFIT WORKSHOPS  
Orientation January 24 for Five-part Donor Development Institute**

Monterey, CA—The Community Foundation for Monterey County's Management Assistance Program begins its 2011 winter workshops with the new **Individual Donor Development Institute**. Smaller nonprofits and grassroots organizations can benefit greatly from the support of individual donors but often struggle to build and sustain this relational approach to fund development. This five-part institute will balance learning the "art" of building donor relationships with implementation of a plan through applied activities between sessions. It is aimed at organizations with little or no experience in cultivating individual donors.

The Individual Donor Development Institute begins on **Monday, January 24** with an orientation from 4:00 – 5:00 PM at the Community Foundation for Monterey County's Monterey Office at 2354 Garden Road. The classes will take place there on **February 28, March 14 & 21, April 18 and May 16 from 4:00 – 8:00 PM. Participation in the January 24 orientation and all five sessions is required.** The cost is \$150 for the first person from an organization and \$75 for each additional person and includes dinner. The Institute is free to CLP grantees and first come, first served CAA grantees, First 5 Funded Partners and Pathways to Safety providers. To register for the Institute, please visit [www.cfmco.org/map](http://www.cfmco.org/map). For more information, please call 831.375.9712.

Staff, board members and volunteers are encouraged to participate as a team. Together you will assess your organization's options, then create and get ready to implement an effective donor development program appropriate to your organization's type and size.

Lisa Bennett, CFRE, will facilitate the Institute. She will provide recommendations on all participants' draft fund development plans. Ms. Bennett has worked in the nonprofit world since 1981, first in a major-gifts career at Princeton University and then at Mount Holyoke College. Since 1988, she has run The Cornerstone Group, a consulting practice serving the nonprofit sector. Bennett is also a senior faculty member with The Fund Raising School at Indiana University and is the Development Director for the Hospice Foundation of the Central Coast.

Including the five-part Donor Development Institute, there are ten programs on nonprofit management to be  
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(more)

## **Community Foundation's Donor Development Institute and Nonprofit Workshops, cont.**

held January through April. A full schedule of offerings and online registration along with other professional development opportunities are available at the Community Foundation for Monterey County's website: [www.cfmco.org/MAP](http://www.cfmco.org/MAP).

The mission of the Community Foundation for Monterey County is to improve the quality of life in Monterey County by raising, managing, and distributing charitable funds to qualified organizations and by creating positive connections between donors and their interests.

## **Community Foundation for Monterey County's Winter/Spring 2011 Workshops**

### **Monthly**

#### **Board Chair Brown Bag Lunch**

Ongoing – no registration necessary

Community Foundation for Monterey County, 2354 Garden Road, Monterey.

### **January 11, 2011 (and 2<sup>nd</sup> Tuesdays through June)**

#### **Executive Directors' Breakfast**

8:00 – 10:00 AM

Community Foundation for Monterey County, 945 S Main Street, Suite 207, Salinas

### **January 24, 2011 and February 28, March 14 & 21, April 18 and May 16 (must register for all)**

#### **Individual Donor Development Institute Orientation**

4:00 – 5:00 PM

Community Foundation for Monterey County, 2354 Garden Rd. Monterey

### **January 28, 2011**

#### **Mapping Social Networks with NodeXL: Finding Direction in a Sea of Connection**

9:00 AM – 5:00 PM

Hartnell College, 411 Central Avenue, Call Building Room 208, Salinas

### **February 21, 2011**

#### **Get Ready for Grantseeking with an Introduction to the Foundation Directory Online\***

10:00 AM-Noon

Steinbeck Branch of the Salinas Library, 350 Lincoln Avenue, Salinas

### **March 3, 2011**

#### **Maximize the Power of Your Budget (Nonprofit Finance Fund)\***

1:00 - 4:00 PM

Castroville Branch, Monterey County Free Libraries, 11160 Speegle St, Castroville

### **March 17, 2011**

#### **Recruiting Your Best Board Yet**

5:30 - 8:30 PM

Marina Branch, Monterey County Free Libraries, 188 Seaside Circle, Marina

### **April 13, 2011**

#### **Board Seminar: Secrets of Successful Board Members**

5:30 - 8:30 PM

Community Foundation for Monterey County, 2354 Garden Rd. Monterey

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