Did you know that 85% of all charitable contributions comes from individuals?

How can your organization tap into this tremendous resource and become less dependent on grants and special events?

This fast-paced, 1-day workshop is designed to help participants build a self-sustaining system for multiple-year individual giving that can be tailored to any organization.

Presented as a Pre-Conference workshop by the University of Arizona Maricopa County Master Gardener Volunteer Program. Conference attendance is not required.

Raising More Money®: Building a Self-Sustaining Individual Giving Program

A Fund Development Workshop

with Consultant

Terry Axelrod

October 13, 2000

Mesa Conference & Community Center
263 North Center Street
Mesa, Arizona

(Just 20 minutes east of Phoenix Sky Harbor Airport)

Presented by

The Western Regional Master Gardener Conference 2000
Does the constant pressure of raising unrestricted operating funds seem insurmountable?

Do you know you should be focusing on individuals yet don’t know how to grow a base of lifelong donors?

In this fast-paced, all-day session, Terry Axelrod, nationally recognized trainer and coach, will guide you through the process of building or growing a self-generating system for multiple-year, unrestricted individual giving.

You will learn how to incorporate board, staff and volunteers as well as existing events as you tailor this model to your organization. Also, you will learn how to identify and connect with potential donors and track information in your database.

You will leave this session with a new outlook on what is possible for your program in raising funds, and be excited and ready to go!

Terry Axelrod

Terry Axelrod, author of Raising More Money - A Step by Step Guide to Building Lifelong Donors, coaches and trains nonprofit executives and board members nationally in raising more money from individuals.

With over 25 years of Fund Development experience, Terry has built many strong programs, raising over $60 million for various causes.

Raising More Money Workshop

October 14-16, 2000
Mesa Conference and Community Center

Presented by

Master Gardener Volunteers from the University of Arizona
Maricopa County Cooperative Extension

The biennial Western Regional Conference 2000 will draw Master Gardeners from the 13-state Western Region for an exciting and fun 3-day educational horticultural conference.

The Maricopa County Master Gardeners’ 10th Annual Southwestern Regional Gardening and Landscaping Conference is joining the Western Regional Conference in 2000.

Master Gardeners will be joined by home owners, landscape professionals, educators and horticultural experts as they attend over 40 individual sessions and workshops taught by horticulturists from around the Nation.

About Master Gardeners

A Master Gardener is a specially-trained Cooperative Extension volunteer who has completed a comprehensive home horticulture training program.

In turn, a Master Gardener agrees to donate time educating the gardening public.

Master Gardeners encourage a progressive, integrated and environmentally responsible attitude toward gardening school gardening, landscaping, pest control and home food production.

Registration Form

“Raising More Money” Workshop Registration Fees:

<table>
<thead>
<tr>
<th></th>
<th>Individual rate: $100 per person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group rate:</td>
<td>2 full registrations $100 per person</td>
</tr>
<tr>
<td></td>
<td>then 3rd or more from same organization $85 per person</td>
</tr>
</tbody>
</table>

Registration fee includes coffee break, box lunch, afternoon break, cost of materials and speaker fee.

Friday, October 13, 2000
8:30 a.m. – 3:30 p.m.
Mesa Community and Conference Center Theater
263 North Center Street
Mesa, Arizona

Name _______________________________________________________
Address_____________________________________________________
_____________________________________________________________
City __________________________ State _______________ Zip ___________
Day Phone__________________________________ E-mail________________________
Amount enclosed $ __________________________

Make check or money order payable to: Fund-Raising Workshop
University of Arizona
Attn: Cheryl Czaplicki
PO Box 87585
Phoenix, AZ 85080

For more information about the Workshop or the Western Regional Conference 2000, contact: Cheryl Czaplicki
Tel/Fax: 602-942-3289  E-mail: j-c-czaplicki@worldnet.att.net