



**Cause Effective Next Generation:
Fundraising **Activation** for **Rising**
Leaders of Color**





> PROGRAM ELEMENTS

Cause Effective Next Generation: Fundraising Activation for Rising Leaders of Color is designed for BIPOC senior managers in the nonprofit sector who want to build their fundraising skills to enhance their leadership potential. Nonprofit leaders will participate in conversations and exercises to develop their ability to drive mission-driven philanthropy, cultivate donor relationships, and raise the resources needed to grow their organizations.

With an emphasis on raising up the biases facing nonprofit leaders of color in the fundraising arena, this program will help participants manage scenarios that emerge within fundraising that emerge at the intersection of race and class dynamics, especially the particular challenges facing communities of color regarding fundraising from individuals and institutional philanthropy.

Led by expert nonprofit professionals, participants will experience workshops aimed at enhancing their ability to work with stakeholders at all levels: donors, volunteers, staff and board. Each group session will include access to senior BIPOC leaders in the field who will speak openly and candidly about their fundraising successes and challenges, and the arc of their learning curve. Participants will also be assigned to a coach to work on customized professional goals during the program.

> PROGRAM PURPOSE

Cause Effective Next Generation: Fundraising Activation for Rising Leaders of Color will develop current and future BIPOC nonprofit leaders who are confident and competent in their fundraising role, including:

- Building their personal fundraising skills, starting from an understanding that all nonprofit leadership requires proficiency in the development function
- Learning how to enhance these skills in themselves and their organizations
- Developing their ability to work with others to establish an effective fundraising team

The ultimate result of **Cause Effective Next Generation: Fundraising Activation for Rising Leaders of Color** will be greater mission-centered growth and impact as participants develop into fundraising-savvy leaders at the next tier of nonprofit management.



> PROGRAM GOALS

- Senior nonprofit managers of color inexperienced in fundraising will gain essential fundraising skills and competencies that will enable them to raise money for their cause from varied constituencies, and to build donor relationships that can grow over time
- Organizations serving marginalized communities will enhance their ability to acquire and retain private dollars through the increased skills of a wider group of leaders who can attract private donor support
- Communities of color and under-resourced communities will become more highly leveraged as a result of the additional resources raised through successful private fundraising efforts

> WHO WILL BENEFIT?

- Senior nonprofit managers who come from backgrounds in program, advocacy, or finance/operations, but don't have knowledge of development work and fundraising experience
- Senior nonprofit managers who work for under-resourced organizations
- Senior nonprofit managers who face navigating the tensions that come up around the power dynamics of money, class and race
- Senior nonprofit managers who want to overcome their fears around fundraising and improve their communication and messaging
- Senior nonprofit managers with a goal to build bridges across race, gender, experience within a cohort setting for peer learning



> PROGRAM DATES

OCTOBER 19, 2021 | NOVEMBER 9, 2021 | NOVEMBER 30, 2021

*All workshops will be held virtually from 1:00 pm to 5:00 pm.

All applicants should refer to and mark these dates on your calendar in the event you are selected for the program. **Participants are required to attend all sessions in their entirety**

This program is for senior nonprofit managers with the following qualifications:

- Has at least one year in their senior management role
 - Desire to learn more about fundraising in the goal of incorporating it into their current trajectory
 - Working for a nonprofit organization
 - Dedicated to career in nonprofit leadership
- Preference is given to those who have been in the nonprofit sector for at least four years
- Committed to staying in the nonprofit sector
 - Committed to attending all sessions
 - Can submit a written letter of support from their Executive Director

This program has a \$4,500 value but is provided at a lower cost to participants. Learn more [here](#). Scholarships are available.



Interested in submitting an application?
Applications are available at this [link](#)
and are due on September 24th by 11:59 p.m.