

# Fund Raising 101 Workshop



Date: June 7, 2011  
Location: MetLife, 501 US Hwy 22, Bridgewater, NJ 08807  
Room: Conference Room A  
Time: Breakfast: 8:00 am, Program: 8:30 to 11:30 am

## Topics include:

- An overview of the corporate, foundation, and individual giving realms.
- Time-tested fundraising techniques, donor motivations, and major national philanthropic trends.
- The rapid growth of America's nonprofit sector.
- Practical fundraising tips and tactics.

## Who should attend?

- Executive Directors, development officers, and nonprofit board members interested in learning how to boost fundraising effectiveness and organizational capacity.

**Fee:** \$150.00 (Includes continental breakfast and program materials)

## [Register Now!](#)

## Facilitator: Mark R. Wille



Mark Wille's career spans more than 37 years in both the nonprofit and for-profit realms. A seasoned, passionate executive with diversified experience in the fields of resource development, public relations, and institutional administration, he brings a wealth of talent to J.F. Smith & Associates.

Mark's consulting focus is nonprofit capacity building. Working closely with board members and administrative staff, he enables them to understand and holistically apply governance, strategic planning, fundraising, and public relations best practices. The end result: Nonprofits that realize their full potential and also have a lasting, positive impact on the people and communities they serve.

Mark brings extensive, real world experience to the firm, having served for many years in Development Officer, Development Director, and Executive Director positions with local, regional, and national nonprofit agencies such as the Boy Scouts of America, Recording for the Blind & Dyslexic, and Volunteers of America. He also has excelled in the field of marketing public relations as an account executive with Harshe-Rotman & Druck, Inc., an internationally renowned public relations firm.

A long-time member of the Association of Fundraising Professionals, Mark is Co-Founder of the New Jersey Nonprofit Consultants Collaborative. He graduated Cum Laude from Ithaca College with a BS degree in Communications.