

Start	End	Duration	Section
8:00 AM	9:00 AM	60	Day 1 Set up
9:00 AM	9:15 AM	15	Welcome: Training Overview, Logistics, and Group Agreements
9:15 AM	9:45 AM	30	What types of fundraising are you doing? Sharing our experiences
9:45 AM	10:30 AM	45	Thinking long range about fundraising: the three year campaign; Data implications
10:30 AM	11:00 AM	30	Introducing Donor segmentation and approaches for fundraising
11:00 AM	11:15 AM	15	Break
11:15 AM	11:45 AM	30	What is multi-channel fundraising? introducing the sprint campaign process
11:45 AM	12:15 PM	30	Planning the sprint campaign: team; goal; target
12:15 PM	1:05 PM	50	Lunch
1:05 PM	1:50 PM	45	Managing your Fundraising progress - the Fundraising Dashboard.
1:50 PM	2:35 PM	45	Developing and delivering multichannel fundraising messages
2:35 PM	2:50 PM	15	Email Message Sequence Examples
2:50 PM	3:05 PM	15	Break
3:05 PM	3:55 PM	50	Planning your Fundraising Campaigns; Using Summary fields to make smart groups to Identify who to ask
3:55 PM	4:25 PM	30	Using Contribution Reports to plan
4:25 PM	4:55 PM	30	Groups Question Time for consultants
4:55 PM	5:15 PM	20	Evaluation and closing for day 1

Start	End	Duration	Section
8:00 AM	9:00 AM	60	Day 2 Set up
9:00 AM	9:10 AM	10	Review and reflections from the day before
9:10 AM	9:55 AM	45	Best Practices for organizing teams for personal campaigns, having teams with goals and friendly competition
9:55 AM	10:25 AM	30	Tweaking your Contribution Pages - best practice
10:25 AM	10:45 AM	20	Using Personal Campaign Pages
10:45 AM	11:00 AM	15	Break
11:00 AM	12:00 PM	60	Phonebanking
12:00 PM	1:00 PM	60	Lunch
1:00 PM	1:45 PM	45	Modifying your PowerBase to Track Donors; Use Profiles to modify search results
1:45 PM	2:40 PM	55	How to do email with PowerBase
2:40 PM	2:55 PM	15	Break
2:55 PM	3:40 PM	45	How to do direct mail with PowerBase
3:40 PM	4:40 PM	60	Individual/group consultations- work time for group
4:40 PM	5:00 PM	20	Online evaluations, plus, minus evals, Closing, and Cleanup