

STOCKTON COLLEGE

THE RICHARD STOCKTON COLLEGE OF NEW JERSEY



Institute for Community Development to Offer the Association of Fundraising Professionals First Course in Fundraising

Event Slated for November 16, 2009 in the Carnegie Library Center

For Immediate Release

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Atlantic City, NJ – The Institute for Community Development of Southern New Jersey (ICD) is offering The Association of Fundraising Professionals (AFP) First Course in Fundraising beginning on November 16, 2009 in Stockton's Carnegie Library Center in Atlantic City. Members of the nonprofit community will be able to take the first step toward becoming skilled fundraisers. The two-day course offers a complete overview of the development function, featuring state-of-the-art information and proven techniques. This course will introduce the novice fundraiser to such fundamental fundraising concepts and techniques as:

- securing annual donors,
- upgrading and securing major gifts,
- conducting capital campaigns,
- working with trustees, volunteers and CEOs,
- obtaining grant support from foundations, corporations, and government, and
- operating a development office.

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“Nonprofit and community-based organizations are feeling the impact of the difficult economy,” explained ICD Project Director, Ariane Newman. “Now more than ever, nonprofit organizations have to equip themselves with the tools they need to fundraise effectively,” Newman continued.

Participants in the AFP First Course in Fundraising typically include executive directors