



Community Tree Leadership Forum Fundraising Seminar with Andy Robinson

Wednesday, May 28, 2008 ▶ Caribe Royale Hotel ▶ Orlando, Florida

Community Tree Leadership Forum

Andy Robinson (www.andyrobinsononline.com) provides training and consulting for nonprofits in fundraising, grantseeking, board development, marketing, earned income, planning, leadership development, and facilitation. Over the past twelve years, Andy has worked with organizations in 46 US states and Canada. He specializes in the needs of groups working for human rights, social justice, environmental conservation, and community development.

Andy is the author of *Grassroots Grants, Second Edition* and *Selling Social Change (Without Selling Out): Earned Income Strategies for Nonprofits*, available from Jossey-Bass. His latest books, *Big Gifts for Small Groups* and *Great Boards for Small Groups*, were published by Emerson & Church. When he's not on the road, he lives in Plainfield, Vermont.

This all day seminar will help you improve your skills and confidence level in approaching individual donors and in developing grant proposals. Andy's engaging, highly interactive teaching style will challenge you to apply the concepts you learn and have fun doing it. Lunch is included in the one-day registration fee.

Hosted by the **Alliance for Community Trees** and the **Arbor Day Foundation**, with generous support from the **USDA Forest Service**, the *Community Tree Leadership Forum* is a training series developed to suit the needs of community groups and nonprofits engaged in urban and community forestry. Learn from expert trainers among a group of outstanding peers engaged in community greening issues.

Wednesday, May 28 ♦ 8:30 am – 5:00 pm
Caribe Royale Hotel ♦ 8101 World Center Drive ♦ Orlando, Florida 32821

This is a pre-conference workshop held in cooperation with *Nature and the Network, the 2008 National Conference on Urban Ecosystems*. To register, or for more information about the conference, visit <http://www.americanforests.org/conference>

For Registration Inquiries, please contact:
Ben Hoffman at registration@amfor.org or (703) 904-7508.

For Forum Information, please contact:
Alice Ewen Walker, Executive Director
Alliance for Community Trees at (301) 277-0040
<http://www.actrees.org>

The seminar will feature:

Grassroots Grants

Get that grant! Learn the keys to winning grants, including:

- ▶ The pros and cons of chasing grants
- ▶ Designing fundable projects
- ▶ Grants research: how to find the money
- ▶ Developing relationships with funders
- ▶ Building your proposal, piece by piece

Big Money for Small Groups

85% percent of charitable funds come from individual donors -- not foundations or corporations. Learn how to build a fundraising program that honors your mission.

- ▶ Why people give
- ▶ The basic principles of fundraising
- ▶ Raising major gifts through the mail
- ▶ Identifying prospective donors
- ▶ "The ask" -- face to face solicitation

Forum Registration Fee (includes lunch):

\$55 per person, ACT members

\$75 per person, non-members

Register at americanforests.org/conference

