



HSC WORKSHOP SERIES

A Program of the Human Services Coalition



NEW! SUCCESSFUL FUNDRAISING STRATEGIES AND PLANS

with Maya Gasuk

Monday, October 15, 2018

9:00 am – 12:00 pm

Fee \$70, includes light refreshments

REGISTER ONLINE at www.hsctc.org/workshops

**Borg Warner Conference Room, Tompkins County Public Library,
E. Green St. at S. Cayuga St., Ithaca** ([driving and access directions below](#))

Presented by the Human Services Coalition

Co-sponsored by the Tompkins County Public Library

This presentation is designed to cover the essential elements of an effective fundraising plan and the key areas that drive success. Through an interactive series of activities, you will have a chance to reflect on your strategy and develop a plan - or build on an existing one.

Bring your organization's goals, reports, mailing samples, and thank you letters to get the full benefit from the session.

In this workshop, you will:

- ✓ Learn the core elements that support a successful fundraising program
- ✓ Understand the three types of giving that make up a fundraising effort
- ✓ Learn which methods generate the most success
- ✓ Identify the strategy and focus that works best for your organization
- ✓ Develop a fundraising plan that focuses on addressing your key needs
- ✓ Learn how to set fundraising goals that are realistic and achievable

About the Presenter

Maya brings nearly 30 years of fundraising experience to her work at West Wind Consulting Strategies in Fundraising, LLC, giving her clients access to hands-on experience and expertise and significantly increasing program results and performance. Maya's analytical and problem-solving skills enable her to develop innovative approaches resulting in extraordinary results both as a practitioner in the past, and as a consultant today. Having served for over a decade as a volunteer rowing coach in Ithaca, she has a passion for teaching and leading teams to greater levels of achievement and satisfaction. She is a regularly requested speaker at CASE, AFP, APRA, and the Ithaca Institute.

Maya graduated Magna Cum Laude from the S.I. Newhouse School of Public Communications at Syracuse University. She is honored to serve a four-year term as member of Cornell University Council in recognition of her 19 years of leadership and service to the University. She also currently serves as a member of the Board and as Chair of the Development Committee for Historic Ithaca to keep active as a professional fundraiser and volunteer.

Registration and Payment

Register online at www.hsctc.org/workshops. If you are unable to register and pay online please call 607-273-8686 or email registration@hsctc.org.

Cancellation Policy

All registration sales are final - we are unable to refund or transfer fees onto a different workshop for missed sessions. At times a workshop may be cancelled due to inclement weather or other issues. If this occurs, we will post the cancellation on our website: www.hsctc.org/workshops, email all registered participants, and refund any prepaid fees. If you plan to walk-in, please check our website for the most up-to-date information prior to attending.

Scholarships

Limited scholarships are available to agencies whose non-profit board and staff members cannot attend without one. To request a scholarship, email: registration@hsctc.org in advance of the workshop.

Snacks

Coffee, other drinks, and snacks are provided at all workshops; lunch is not provided. Attendees at sessions in the Borg Warner Room may leave and eat lunch on the beautiful Ithaca Commons.

Special Needs

Please notify us if you have any special needs; the Coalition wishes to make its workshops accessible to everyone.

For the comfort of everyone, HSC workshops are fragrance free. We appreciate your cooperation.

Driving and access

The Library is located in downtown Ithaca on the corner of East Green and South Cayuga Streets.

Directions for accessing the Library

The Library does not open its Main door until 9:30 am, so walk to the northeast corner of the building opposite the TCAT Green Street Station, turn right and enter at the door on the right under the green canopy. The Borg Warner room is immediately on your right.

Driving Directions

From North or South on Rt. 13 or 34: Proceed to Green Street in downtown Ithaca. Turn East (toward Cornell and downtown) on Green Street. Proceed approximately six blocks to Cayuga St, take a right turn and proceed as below.

From South on Rt. 96b: Proceed down hill on Aurora Street to East Clinton Street.

Turn left and proceed to Cayuga Street. Turn right on Cayuga Street and proceed as below.

From East on Rt. 79 or 366: Proceed to downtown on State St hill and veer right onto Seneca St at the bottom of the hill. Stay in the left lane of Seneca St until you come to Cayuga St. Turn left on Cayuga St and proceed as below.

From West on Rt. 79, 96 or 89: Proceed east to Fulton St. Turn right on Fulton St and stay in the left lane. Turn left on Green St and proceed about seven blocks to Cayuga Street. Turn right and proceed as below.

From all directions: Park in the Cayuga St. parking garage behind the Library and across from the Hotel Ithaca, or in the Green St. garage (entrance is past the "Pay and Display" and after the Cinemapolis sign on the left) diagonally across from the Library. Please note that "Pay and Display" parking is an option but the cost is twice that of the Green St. or Cayuga St. garages. The Library does not open the main door until 9:30 am, so go to the northeast corner of the Library building next to the TCAT Green Street Station, turn right and enter at the door on the right under the green canopy. The Borg Warner room is immediately on your right.

Accessible Parking

We recommend parking on the first floor (it's actually the second floor of the structure) of the Green Street parking garage near the lime green wall labeled "Green Street." There is an elevator that will take you down to the ground floor which outlets at the crosswalk on Green Street. Cross the street, turn right and it's a short distance to the northeast corner of the library, next TCAT's Green Street Station. Enter at the door under the green canopy. The Borg Warner room is immediately on your right. If the accessible parking spots are taken near the elevator you can also go one floor up and there are more spaces next to the elevator on the roof.

The Coalition is a United Way agency.