



Petrus E.D.

Promoting Excellence in Development

INTRODUCTION TO FUNDRAISING

Tuesday, June 15

9:00 a.m.- 4:00 p.m.

Harvard Catholic Center
29 Mt. Auburn Street
Cambridge, MA 02138

INTRODUCTION TO FUNDRAISING is a one-day interactive workshop designed for those new to fund development and seeking to expand their mission impact by learning more about fundraising. Participants will gain a basic understanding of the core elements needed to successfully implement a sustainable fundraising program.

YOU WILL LEARN ABOUT

- † Financial Stewardship for Ministry
- † Fundraising and Development: What is the Difference?
- † Communications, Mail Appeals and eGiving
- † Ask and You Shall Receive: How to Ask for Major Gifts

WHO SHOULD ATTEND?

Pastors, School Principals and Presidents, Business Administrators, Diocesan and Parish Ministry Leaders, Stewardship Directors, Parish Council Members, Volunteers and Leaders of Catholic Organizations

GENERAL INFORMATION

Registration Fee: \$69 per person includes workshop materials, lunch and refreshments

Additional information is available at our website or by calling 888-5PETRUS



"I thoroughly enjoyed the program and learned a great deal about charitable giving. As a person who always said, 'I would do anything to expand the cause, just don't ask me to ask for money!' Today, I got a new look at 'asking.' It is a ministry for a cause."

- Cecile G.

Register at Petrusdevelopment.com

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Petrus Development is committed to strengthening Catholic organizations now – for the benefit of the future. Through the creation of long-term sustainable fund development programs, Petrus consultants empower Catholic ministries and organizations to reach new levels of success by leading teams of benefactors, boards and staff through the fund development process.

PETRUS
DEVELOPMENT

SCHEDULE

8:00 a.m.	Daily Mass (optional)
8:30	Registration/Hospitality
9:00	Welcome and Introductions Financial Stewardship for Ministry
9:30	Petrus Model for Sustainable Fundraising: Case, Leadership, Plan & Prospects
10:30	Break
10:45	Developing your Strategic Plan, Fundraising Plan, and Case for Support
11:30	Communications, Mail Appeals, and eGiving
12:30 p.m.	Lunch
1:30	Ask and You Shall Receive: How to Ask for Major Gifts
2:30	Break
2:45	Engaging Leadership and Volunteers in Fundraising
3:45	Closing

PETRUS PRESENTERS

Petrus consultants have combined experience of more than 60 years in the fund development field and have been part of efforts raising more than \$300 million. Each of our consultants, communications and grant writing specialists have a broad background of experience in fund development and Catholic ministry, as well as a proven record of success and commitment to our clients.



Peter de Keratry, MA, CFRE is CEO and Founder of Petrus Development, LLC. He brings over fifteen years of experience in fund development, having served as Campaign Director for projects with goals up to \$100 Million for organizations such as St. Mary's Catholic Center at Texas A&M

University; Father Gabriel Richard High School in Ann Arbor, Michigan; the Pope John Paul II Cultural Center in Washington, DC; Benedictine College in Atchison, Kansas; the Vatican Observatory Foundation in Tucson, Arizona and a wide variety of Catholic schools and campus ministry programs including Harvard Catholic Center, Vanderbilt Catholic Chaplaincy and San Juan Diego High School in Austin, Texas.



Mary Macuga, MA, has served as the Director of Development at the All Saints Catholic Newman Center at Arizona State University since 1997. Her development experience includes organizational strategic planning, creating and implementing an annual fund plan and a major gifts program,

strengthening relationships with the university, producing professional communication materials, public relations and coordinating special events. Mary serves as a consultant for parishes and schools within the Catholic Diocese of Phoenix and also with a variety of Petrus clients such as the Catholic Community at Stanford and the Newman Center at the University of Nebraska.