

In association with



South Asian Fund Raising Group, New Delhi.

&

**Meenakshi Mission Hospital and Research Centre
(Run by S.R. Trust) Madurai, India.**

Certificate Course on
**Principles and Techniques of
Fundraising**

October 20th - 24th 2008

Venue:

**Conference Hall , Meenakshi Mission Hospital and Research Centre,
(Run by S.R.Trust)
Madurai, India.**



Dear Friends in Fundraising,

It's my great pleasure to invite you to the Certificate Course on **“Principles and Techniques of Fundraising”** organized by Meenakshi Mission Hospital and Research Centre (MMHRC) in collaboration with The Fund Raising School (TFRS) of Indiana University, USA from 20th to 24th October, 2008.


Organized for the first time in India this prestigious course will walk you through an intensive five day learning experience in the various techniques of fundraising which includes practical guidance on building an annual donor base, fundraising research and recent techniques of fundraising. Conducted by an internationally acclaimed faculty from Indiana University, USA, this course is aptly designed for fundraising professionals/trustees/CEOs of NGO/CBOs, heads of foundations, representatives from educational/professional institutions, and corporate houses investing in human and community development.

MMHRC, the organizer, is an internationally well known medical institution for its qualitative and diversified medical care for everyone. The poor and needy gets special attention through its resource and development division which works hard to raise resources from around the world in order to subsidize international quality health care to them.

MMHRC is also emerging as a renowned centre for education on fundraising, micro credit, total quality management, and business administration. The above courses are designed as job oriented post graduate diploma programs and are well supported by a research and training capacity building centre. In fundraising, till date it has conducted five successful international conferences where renowned speakers like Mal Warwick, Richard Pordes, George Taylor and Joseph Scaria were lead speakers.

Here is your chance **to get an American University Certificate in India**. Register now at www.meenakshimission.org or write us at fundraising@meenakshimission.org or call Ms. S. Kanchan, The Programme Co-ordinator at +91- 452 – 2580243 (or) 09994534178

Look forward to meet you in the temple city for an enriching learning experience in fundraising


Dr. N. Sethuraman

Founder Chairman, Meenakshi Mission Hospital and Research Centre, Madurai, India.
Member, Association of Fundraising Professionals, USA,
Member, Association of Healthcare philanthropy, USA,
Trustee, South Asian Fund Raising Group, India.

The Center on Philanthropy at Indiana University:

The center on Philanthropy has become the world's largest and most comprehensive academic center focused on study and practice of philanthropy. The Fund Raising School at the centre is the **only international fundraising education** with philanthropic practice, arts and science of fundraising. This course has been taught in 40 more countries, attesting to its international reputation as the premier provider of education for fundraising professionals by increasing the understanding of philanthropy and improving its practice.

Speakers:

Kim M. Gattle

As a Director in development and communications for the Center on Philanthropy at Indiana University, Kim is the first alumna of the Center's Master of Arts in Philanthropic Studies degree program. Before her entrance in the center, Gattle was executive associate director of major and planned gifts for the Indiana University School of Medicine, the second largest medical school in the nation. During her career, she successfully mobilized \$375 million through capital campaign. She also served as the director of development for Walther Cancer Institute and as executive director of New Hope Development Corporation, a residential rehabilitation facility in Indianapolis.

Eva E. Aldrich

Eva Aldrich is the Associate Director of Public Service at the Center on Philanthropy at Indiana University and also a member of CFRE International's Exam Committee. She held the position of Senior Writer at Johnson Grossnickle & Associates, an institutional strategy and advancement consulting firm, worked with clients on case statement development, feasibility studies and foundation evaluation projects. Ms. Aldrich serves the nonprofit sector not only as a fundraiser, author, and teacher, but also as a board member and campaign committee member for several nonprofits.

Course Programme:

- Five days intensive training program on fundraising.
- **Course Fee (per participant)**
 - ❖ **INR 30, 000 (or) US \$ 700 (Non-Residential)**
- This program is considered as one of four courses required as part of **TFRS's** Certificate in Fund Raising Management (**CFRM**), which recognizes completion of a curriculum of knowledge-based courses.
- **TFRS** is limited to 40 delegates only to assure a quality experience for participants.

Who can attend?

- CEOs / Managing Directors
- Directors
- Board members
- Trustees
- Programme Directors
- Development Officers
- Fundraisers

What will you learn and receive?

- Management of Fundraising Process
- Research to match donors and NGOs mission and goals
- Build annual donor base
- A comprehensive 700 page study guide
- Fundraising Cube: A desk-top reminder
- Formulas for best practice benchmarks
- Board strength inventory
- Donor Evaluation forms

Accommodation:

Hotel Name	A/C tariff (INR)		Non A/C tariff (INR)		Contact Number Code: 91 452
	Single	Double	Single	Double	
Fortune Pandian	2800	3300	-	-	4356789
Royal Court	2500	2800	-	-	4356666, 9360329985
Sangam	2750	3250			2537531
Supreme	1080	1180	550	600	2343151, 3012222
Saratha Rajans	900	1050	750	810	2537501
North Gate	950	1150	700	800	4383030, 2523030
Chentoor	950	1050	490	550	3042222
Sulochna Palace	600	675	280	400	2341071, 4371073

Note: Tax is applicable, Tariff is subject to change. Please contact the concern hotels to book for your accommodation directly

For further details...

The Course Co-ordinator,
Meenakshi Mission Hospital and Research Centre,
Lake Area, Melur Road, Madurai - 625 107.
Tamil nadu, India.
Phone: +91- 452-2588741, 4263000 extn: 3011, 3412.
Direct Line: +91- 452 – 2580243
Fax: +91- 452-2586353
e.mail: fundraising@meenakshimission.org

Principles and Techniques of Fundraising



COURSE REGISTRATION FORM



The Center on Philanthropy at Indiana University U.S.A.

in Association with

South Asian Fund Raising Group (SAFRG), New Delhi



and

Meenakshi Mission Hospital and Research Centre, Madurai.

Name:[Dr/Prof/Mr/Mrs/Ms] _____

Designation: _____ Title: _____

Name of the Organization: _____

Contact Address:

Office Tel: _____

Mobile : _____ *e. mail: _____

**Email addresses will be used to provide necessary information and updates regarding the confirmation of your registration and course details*

Send back the completed registration form with payment to:

THE COURSE CO-ORDINATOR
MEENAKSHI MISSION HOSPITAL AND RESEARCH
CENTRE, LAKE AREA, MELUR ROAD,
MADURAI - 625 107, INDIA.
Ph: (+91) 452-2588741, 4263000, extn: 3011, 3412.
email: fundraising@meenakshimission.org

Registration Fee: In Rupees: INR 30,000
In Dollars: US \$ 700

DD / Cheque Number: _____

Name of the Bank & Place: _____

(All payment should be 'in favour of **S.R.Trust**' payable at Madurai)

Signature: _____

Date: _____

The Fundraising Course Registration, Cancellation & Refund Policy:

1. Your registration fee includes registration and Course fee only.
2. No cancellation or refunding is accepted
3. We reserve the right to cancel or postpone the course in the event of unforeseen circumstances; prior communication will be made to the registered participants.

Our Privacy Policy:

The Meenakshi Mission Hospital and Research Centre is committed to protecting your privacy and the confidentiality of information provided to us. The information you provide is necessary for the processing of your registration and updating your current records with us.

Unique Courses! First time in Asia!!

4th Batch starts now!!!

Meenakshi Mission Hospital and Research Centre, Madurai.
(Affiliated to **Madurai Kamaraj University, Madurai**)



Post Graduate Diploma in Micro Credit Management (PGDMCM)

Micro Credit Management is to equip individuals by leading, lending, financial transactions to facilitate mainstreaming of microfinance activities to eradicate poverty.

Features:

- To understand the functions of Microfinance and Microfinance Institutions
- To impart proficiency in social networking
- To gain the competency for market promotion, innovation and management
- To observe the current trends in financial management
- To equip individuals in record keeping of microfinance programmes
- To develop entrepreneur skills among women
- To impart professionalism in the field of microfinance

Post Graduate Diploma in Fund Raising Management (PGDFRM)

Fund Raising Management is a key management course that gives you ideas, knowledge, confidence and skills required to become a creative and successful fundraiser.

Features:

- To obtain Fundraising and Resource mobilization skills
- To adopt and implementing fundraising techniques
- To develop skills in identifying and recruiting donors
- To promote and maintaining relationships with donors
- To build competency in proposal writing and events management
- To understand the role of NGOs in the development of the society

Criteria for Both courses

Eligibility : Any graduate with an aggregate of 50%

Course fee: INR: 11,400/- (or) US \$ 400/-

Duration : One year (Non-residential)

Last Date : **31.08.2008**

Contact

Resource and Development Department

Meenakshi Mission Hospital & Research Centre, Lake Area, Melur Road, Madurai, Tamil Nadu, India - 625 107. Phone: 91-452-2588741, 4263000

Fax: 91-452-2586353

www.meenakshimission.org e.mail: fundraising@meenakshimission.org