2023 International School of Fundraising

July 9 – 14, 2023
Jerusalem, Israel

PROGRAM AND AGENDA
International School of Fundraising
The Leadership Institute’s Premier International Program

Four days of executive leadership training in every aspect of raising funds, taught by proven fundraising experts from around the world.
Jerusalem

Experience a unique blend of training to sharpen your fundraising skills, the opportunity to network with leaders and organizational entrepreneurs from around the world, in this historic setting.
Waldorf Astoria Jerusalem

Located just steps from the Old City, the Waldorf Astoria Jerusalem provides the perfect setting for learning, networking, and planning for future success.

Participants may take advantage of a special discounted rate of $395++ per night for accommodations or choose a nearby alternative hotel.
Participants receive four days of lectures, panel discussions and exercises, plus networking opportunities and consultative sessions.
Jaffa Gate
entrance to the
Old City

Waldorf Astoria
Jerusalem
Registration and Tuition

Register online for the 2023 International School of Fundraising at LeadershipInstitute.org/ISF.

Register before April 1 to benefit from the significantly reduced early registration fee of $495. For those who register after, the full tuition is $1,200.

Tuition covers the welcome reception, four days of training, daily breakfast and lunch, all materials including a two-volume workbook. Hotel accommodations are not included with tuition.
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<th>Day</th>
<th>Date</th>
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<tr>
<td>Sunday</td>
<td>July 9</td>
<td>6:00 – 8:00 PM</td>
<td>Registration and Welcome Reception</td>
<td>Waldorf Astoria Jerusalem</td>
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<tr>
<td>Monday</td>
<td>July 10</td>
<td>8:30 AM – 6:00 PM</td>
<td>ISF DAY 1: Establishing the Foundation</td>
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<td>Tuesday</td>
<td>July 11</td>
<td>8:30 AM – 6:00 PM</td>
<td>ISF DAY 2: Putting Strategy into Action</td>
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<td>Wednesday</td>
<td>July 12</td>
<td>8:30 AM – 6:00 PM</td>
<td>ISF DAY 3: Putting Strategy into Action</td>
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<td>Thursday</td>
<td>July 13</td>
<td>8:30 AM – 6:00 PM</td>
<td>ISF DAY 4: Going Big!</td>
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<td>Friday</td>
<td>July 14</td>
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<td>Historical and Security Tour of Jerusalem</td>
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Participants in the International School of Fundraising are advised to arrive in Jerusalem on Sunday, July 9.

Register and pick up your materials at the welcome reception at the Waldorf Astoria Jerusalem. The reception is 6:00 PM to 8:00 PM.

WALDORF ASTORIA JERUSALEM
Gershon Agron St 26 – 28
Jerusalem, Israel

The International School of Fundraising instructional sessions will take place at the Waldorf Astoria 8:30 AM to 6:00 PM, Monday through Thursday.
MONDAY
July 11

DAY 1: FUNDRAISING FUNDAMENTALS, STRATEGY AND PLANNING

Opening Session
Why Donors Give
Case Studies: US and International
Fundraising First Steps: Establishing Your Vision, Objectives, Strategy and Plan
Vision Exercise
The Four Horsemen of Marketing
Practical Exercise
Converting Vision to Strategy and Plans
TUESDAY, July 12

DAY 2: TURNING STRATEGY INTO ACTION
Care and Feeding of Donors
Building a Lifetime Value Engine
Philosophy of Direct Mail
Types and Content of Direct Mail
Building a House File
The Pipeline: Small Donors to Big Donors
The Art of Storytelling
Storytelling Exercise
Program at a glance

WEDNESDAY, July 13

DAY 3: TURNING STRATEGY INTO ACTION

Digital Fundraising Strategy and Metrics
Email List Growth and Online Branding that Stands Out
Writing Effective Fundraising Emails
Raising Funds with SMS and Digital Advertising
Donation Page Testing and Optimization: Statistics and Case Studies
Video Strategy and Techniques
Fundraising Events
Case Study
THURSDAY, July 13

DAY 4: GOING BIG!
- Major Donor Meetings
- Major Donor Meetings Exercise
- I Love Giving Clubs
- Major Gifts Panel
- Planned Gifts
- Going Big with a Fundraising Campaign
- Mega Gifts
- Utilization Panel
- Graduation
FRIDAY
July 14

Historical and Security Tour of Jerusalem
Why should you attend?

• Sharpen your fundraising skills by learning from successful fundraising experts across the complete range of techniques.

• Interactive panels intensify the discussion, providing depth and practical examples of how to succeed.

• Private consultative sessions with faculty members provide expert advice to help you meet your specific fundraising challenges.

• Network and build relationships with conservative leaders, faculty members and organizational entrepreneurs from around the world.
International Training

LI’s International Division works with partner organizations around the world to provide high quality training events for conservatives that take place outside of the United States.

In 2022, the Leadership Institute’s International Division trained 1,350 conservative candidates, leaders and activists abroad in fundraising, campaign management, and communications.

For more information, contact Ron Nehring at RNehring@LeadershipInstitute.org.
We look forward to welcoming you to Jerusalem for the 2023 International School of Fundraising!