Pennsylvania Economic Development Institute and PEDA Present:

Fundraising for Economic Development

September 20, 2016
9:30 am - 11:00 am
Web Seminar
Fundraising for Economic Development

Economic development organizations (EDOs) are funded through a variety of avenues ranging from public support to private sector dollars and everything in between. The amount of funding derived from each of these sources can vary widely between organizations. This web seminar will focus on the pursuit of private sector funding and its impact on organizations’ competitiveness in the economic development marketplace.

The limiting factor in how much an economic development organization can accomplish is almost always money. Few have all the dollars they need, which means they cannot hire enough staff, do enough marketing, or help enough businesses. By helping these front-line economic developers increase their budgets, they can do what’s necessary to retain and grow their existing businesses, while also attracting new jobs and capital investment to town. It’s a win-win.

Somewhat unexpectedly, many EDOs do not systematically approach local businesses in their communities for financial support, despite the fact these organizations are the only ones in town that can demonstrate the direct correlation that exists between their efforts and local businesses’ bottom lines. That gives them “asking rights” and they can use those rights to involve private investors, increasing their annual budgets – sometimes significantly – and positive economic impact. This web seminar, led by a professional nonprofit fundraiser and leaders from within the Pennsylvania economic development community, will introduce participants to best practices in conducting economic development fundraising and share lessons learned.

Among the topics to be covered during this presentation are the following:

• Overview of fundraising in the current economy
• Brief history of economic development fundraising
• Economic development ROI (return on investment)
• Economic development fundraising trends and best practices
• Industry sectors that usually invest in economic development
• How to raise money for economic development

Presenters

Rick Kiernan is a Principal with Convergent Nonprofit Solutions, a firm which provides a variety of services to the nonprofit industry, from fundraising to sustainability planning to organizational audits and more. With 20 years of experience in the fundraising industry, Rick has provided counsel in dozens of communities and, to date, his expertise has resulted in raising more than $100 million for nonprofits.

Mike Grigalonis serves as COO for the Chester County Economic Development Council and has held this role since 2004. Among the initiatives he oversees are the Economic Development Partners Initiative (municipal services and community development), HireOne (a job matching effort for dislocated professionals), and the Ideas x Innovation Network in addition to overseeing efforts focused on organizational sustainability.

MaryFrances McGarrity serves as Director of Business Development for the Chester County Economic Development Council. In addition to her efforts focused on programs and initiatives aimed at attracting, retaining, and growing businesses in Chester County, she meets regularly with local corporate decision makers and community stakeholders regarding financial support of economic development efforts.

Full bios are available at www.peda.org.

Professional Development Units

This event qualifies for 1.50 organizational PDUs (Organizational Management) through the Pennsylvania Economic Development Institute (PEDI).

Additional information is provided in the Guidelines for Certification of Economic Development Organizations issued by DCED and in PEDI’s Policies and Procedures.

Registration Information

Registration Fees: The per person fee for PEDA members is $80 and for non-members is $105.

Cancellation & Refund Policies: Requests for cancellations and refunds must be made in writing and received by close of business September 9th. No refunds will be granted after that point. All cancellations and refunds are subject to a $50 administrative fee. No-shows will be billed in full.

Questions: Contact Joshua Skopp at (717) 441-6047 or jskopp@wannerassoc.com.

Note: We reserve the right to reschedule or cancel this offering. In the event of a cancellation, a refund will be provided to registrants.
REGISTRATION FORM

Attendee Information: One registration per form. For additional registrations, copy this form or download additional forms from www.peda.org. All requested information is required.

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REGISTRATION

Online registration will remain open through COB on September 16th. Please select a registration option below.

- **PEDA Member:** $ 80
- **Non-Member:** $ 105

**Total Amount Due:** $ _____________

PAYMENT

1. **Check** – Download this form, complete required information and mail, with check made payable to Pennsylvania Economic Development Association, to 908 N. 2nd St., Harrisburg, PA 17102 or fax form to (717) 236-2046.

   - **Payment Enclosed**
   - **Check requested / will follow in the mail**

2. **Credit Card** – Go to www.peda.org to register and pay by credit card for the event.

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