The Urban Ecology Center® offers over 20 years of experience in neighborhood transformation. It all starts with connecting people in cities to nature and each other.

To do this work, we rely on a mix of revenue sources, and our Development Team has refined and expanded the tools and tactics that bring in the support for our programs. They are ready to share what they do, so you can inspire your donors to connect to and support your mission.

Over the course of two days, take a deep dive into development methods that improve current plans or create new ones. This hands-on workshop will allow you to head back to work, not just with a list of great ideas, but with some actionable plans that you can put into motion immediately.

Institute Workshop: From Transactional to Transformational

Join the Urban Ecology Center Development Team to:

- Learn about the Urban Ecology Center’s distinctive way of fundraising
- Vision an engaging donor stewardship and communication plan
- Develop effective tools and resources for successful fundraising campaigns
- Build strong relationships with your Board of Directors
- Discover development methods to do all of the above in a way that is genuine and authentic to your mission while having fun. (Yes, we said FUN & Development in the same sentence!)

Day One – April 30

- **Drop your Baggage** – operating from a place of abundance versus scarcity*
  *Special session with Ken Leinbach, Urban Ecology Center Executive Director
- **Foundations of Success** – creating a development culture of collaboration, authenticity, and learning
- **Planning your Development Year** – tools and resources to create an effective campaign and events calendar
- **Stewarding Donors** – personal and unique thank-yous

Day Two – May 1

- **Creating Introductory Donor Experiences** – an Urban Ecology Center Impact Hour
- **Board & Committee Engagement** – providing interesting and meaningful work for your biggest ambassadors
- **Finding Your Voice** – rethink your latest appeal
- **Take Action** – create and present your action plan

For registration, visit: [http://urbanecologycenter.org/institute](http://urbanecologycenter.org/institute) or email: institute@urbanecologycenter.org

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