

2023

Fundraising Con Ganas CONFERENCE

SOMOS
EL PODER!
A National Latinx Fundraising Institute

EVENT SCHEDULE

DRAFT
ORDER OF ACTIVITIES IS
SUBJECT TO CHANGE

APRIL 6, 2023

- 9:00 - 9:30am Welcome and Keynote
- 9:30 - 10:30am Principles of Fundraising
- 10:30 - 11:00am Break
- 11:00 - 12:00pm Fundamentals of Prospect Research and Prospecting
- 12:00 - 1:00pm Designing a Development Plan
- 1:00 - 2:00pm Lunch with Special Speaker
- 2:00 - 3:00pm Guerilla Marketing and Outreach
- 3:00 - 4:00pm Corporate Fundraising, Small and Large
- 4:00 - 4:15pm Break
- 4:15 - 5:00pm Board Best Practices and Recruitment
- 6:30 - 8:00pm Dinner, Catered, Speakers and Live Music

APRIL 7, 2023

- 8:00 - 9:00am Breakfast
- 9:30 - 10:00am Growing an Individual Major Donor Program
- 10:00 - 10:15am Break
- 10:15 - 11:00am Cold Calling and Getting the First Appointment
- 11:00 - 12:00pm Improving Your Foundation Giving
- 12:00 - 1:00pm Funder Lunch- Panel Discussion
- 1:00 - 2:00pm Cultivation and Stewardship Discussion and Design
- 2:00 - 3:00pm Mailings, Grassroots Methods to Grow Your Fundraising
- 3:00 - 4:00pm Solicitation
- 4:00 pm Closing

ABOUT US

Somos El Poder is dedicated to improving and growing fundraising at Latinx focused nonprofits in our nation. We work with any Latinx focused nonprofit regardless of size or budget. We are a nonprofit and accessible provider of support, professional development, best practices, training, and more.

2023 CONFERENCE

A new and first time fundraising conference designed for small and medium sized Latinx focused nonprofits. There is an extensive two days curriculum. Organizations are required to bring a Board Member and a staff. We have found that Board support of new fundraising initiatives greatly improves the chances of implementation, support and success of fundraising work. Somos El Poder raised funds to strategically offer low cost to attend and quality training. Many of our Latinx-focused organizations depend on a few grants but rarely expand their fundraising. We seek to support nonprofits in their growth so they can continue fighting the most pressing issues affecting the Latinx community in the US. If we want to have more impact, we need to raise much more money!

LOCATION

Langham Huntington Hotel

1401 S Oak Knoll Ave.
Pasadena, CA 91106

The conference is intentionally at a beautiful, comfortable location, because we believe in honoring our nonprofit leaders.

