

# FUNDRAISING ESSENTIALS FOR OUTDOOR RECREATION: NURTURING NATURE, BUILDING SUPPORT

 Tuesday, February 6, 2024  
10:00-11:00 AM

 Zoom

Register at [natrails.org](https://natrails.org)

## IN THIS MINI-WORKSHOP WE'LL HIGHLIGHT

- **Clear Objectives and Goals;** Defining the purpose of your outdoor recreation fundraising campaign and help donors understand where their contributions are going
- **Engaging Storytelling;** craft compelling stories that highlight the impact of your project
- **Target Your Audience;** explore strategies for identifying those you are trying to reach and how to tailor your message to appeal to varying groups
- **Donor Recognition;** explore unique ways to honor, recognize, and retain your supporters
- **Outdoor-Friendly Fundraising Practices;** discover sustainable practices that align with your cause and resonate with environmentally conscious donors
- **Trailblazing Online Presence;** optimize your online presence to communicate the impact of your initiatives and build a following of online donors
- **Events and Activities;** infuse excitement and creativity into your fundraising skills that motivate supporters

Rooted in a deep appreciation of the outdoors, this workshop is designed to combine fundraising expertise with the opportunity to promote outdoor recreation throughout the state of Alabama.

Participants will be equipped with the tools and resources to align fundraising efforts in order to improve recreational infrastructure and build outdoor opportunities. Whether creating, maintaining, planning, or promoting, having an understanding of the basic essentials for raising funds can equip a community to be a catalyst for nature.

## GUEST SPEAKERS:

**Jessica Davenport**  
CEO  
Give Social



**Bethany Green**  
Founder  
Bean Nonprofit Consulting



**AUBURN UNIVERSITY**

College of Human Sciences  
Cary Center | Community and Collegiate Programs

