



UNIVERSITY OF NEBRASKA AT OMAHA

GRACE ABBOTT SCHOOL OF SOCIAL WORK

Fundraising Fundamentals from a Macro Perspective

Knowing your audience is the first step to effectively engaging them with your organization's mission. Translate the art and science of fundraising using Maslow's Hierarchy of Needs as your inspiration.

Friday, February 14, 2020

8:30 A.M. – Noon

(check-in and continental breakfast served from 8 – 8:30)

College of Public Affairs and Community Service

[CPACS 132D](#)

University of Nebraska at Omaha

6001 Dodge Street, Omaha NE 68182

Cost to attend: \$75

(includes breakfast and 3.0 social work/mental health CEUs)

Learning Objectives:

- ✓ Exposure to a new perspective on raising money
- ✓ Myths and truths of fundraising
- ✓ Understanding individual and corporate giving motivators
- ✓ Crafting your fundraising message
- ✓ Strategizing different solicitation approaches



This workshop is intended for social workers, non-profit executives, resource development and fundraising professionals, community partners, and counselors.

[**Click here to register!**](#)



Cindy Elifrits Peterson
Maximizing Excellence, LLC
Sioux Falls, South Dakota

Cindy Elifrits Peterson has 20 years of experience in fundraising, volunteer management, and board development. Having graduated from UNO with a Master in Social Work, Cindy helps organizations meet their goals through creative problem solving and by asking the right questions. She is a Certified Fund Raising Executive (CFRE) and is certified in Capital Campaign Fundraising through the Institute on Charitable Giving.

QUESTIONS? Contact Michelle Nelsen (mdnelsen@unomaha.edu)

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