



BNP
ACADEMY

2010
Program



Quebec City
April 28th, 29th & 30th, 2010

Since the early days of Bolduc Nolet Primeau & Associates back in 1999, there has been consistent client demand for the training of volunteers, administrators, executives and other stakeholders associated with foundations and non-profit organizations.

In 2009, in honour of the firm's 10th anniversary, BNP has set up its own Academy. To render training accessible to as many individuals as possible, BNP's fund-raising specialists have developed a series of three-day seminars which are given in major centres across Québec and Atlantic Canada, including Montréal, Québec City and Moncton.

The seminar on the ABCs of fund-raising is intended for organizations in search of enhanced training for stakeholders in all sectors of endeavour. One seminar segment is intended specifically for organizations active in the educational sector.

BNP facilitators:
Leaders in their field

M^e Christian Bolduc, LL.B., CFRE
Partner, President and Chief Executive Officer

Jacques Primeau
Partner, Chairman of the Board

Jean Guy Lewis, B.Sp.Ec., CFRE
Partner, treasurer and Head of Administration

Jean-Nicholas Marziali, LL.B., M.A.P.
Partner, Vice-President in charge of the Maritimes

Matias Duque, MBA
Philanthropic Management Consultant

John L. McCabe
Senior Consultant – Director, Maritimes Operations

Robert Tremblay, Adm.A., B.Sc.Adm
Director – Alumni and Former Student Network Development



Want to **learn ALL** there is to know about **successful fund-raising**?

BNP Academy is the answer to your needs!

In the past 10 years, over 4000 NPO professionals have enrolled in **BNP** training. Through these workshops, foundations and organizations have enhanced their value and optimized their position in philanthropic circles.

BNP Academy provides training tailored to your sector of activity:

- Sessions for administrators, officers, volunteers and stakeholders seeking to familiarize themselves with the ins and outs of fund-raising;
- Ideal for NPO professionals with between 0 and 10 years of experience;
- Attendees earn credits towards CFRE International certification;
- General training for charitable organizations, with a segment intended specifically for the educational sector;
- Latest trends in fund-raising;
- Demystification of tools necessary for all fund-raising campaigns;
- Top calibre, professional facilitators.

Facilitators

Training sessions are facilitated by experts in their field. Many are CFREs with proven skills and extensive experience with a variety of organizations.

2009-2010 Program

- A specialized training session is being offered for the educational sector.
- General NPO training intended in particular professionals with between 0 and 10 years of fund-raising experience seeking to understand the mechanics of short, medium and long term fund-raising initiatives.

For further details

BNP Academy travels to locations across Québec and Atlantic Canada. For comprehensive program details, refer to pages 4 and 5. Note that effective June 1st, 2009, you will be able to enrol online at www.consultantsbnp.com. You are asked to address all requests for information to Julie Lafrenière at 1 888 528-8566.

Educational sector

Tapping into the power of your alumni!

Is your educational institution tapping into its full alumni potential?

In the company of Robert Tremblay, Adm.A., B.Sc.Adm., and Manager, Graduate Network Development with **BNP**, participants will learn how to establish meaningful ties with graduates and alumni.

Mr. Tremblay will touch upon the sense of belonging, the importance of maintaining relationships with graduates and alumni, organizing reunions and developing ties with academia, namely foundations and other internal units of educational institutions.

Participants will also learn how to set up a graduate or alumni association, define the role of volunteers, provide for association funding, organize initial activities, help ensure that graduates contribute to student training and a host of other topics. In addition to financial donations, graduates of educational institutions can contribute in a number of other ways to advancing the cause of their *alma mater*.

In short, all you need to know on how to set up an alumni association or breathe new life into an existing organization.

General sector

This session is spread out over two days and is intended for executives, administrators, volunteers and organization stakeholders who cooperate in fund-raising initiatives.

Short term fund-raising

During this one-day session, participants will familiarize themselves with the administrative and legal regulations governing the setup and operation of a charitable organization. Also included in the program: all aspects required to equip your organization with an effective fund-raising program (legalities, annual campaigns, solicitation techniques and fund-raising programs). In addition, you will learn how to steer donors

towards different fund-raising programs.

Medium and longer term fund-raising

During this second one-day session, participants will learn how to analyse the needs underpinning a major fund-raising campaign: latest trends in fund-raising, program evaluation and strategic planning, the planning and feasibility study, creation and cultivation of ties with prospect donors, stewardship program, research, as well as the role of the consulting firm. Also included: endowment and planned giving programs.

Day 1

Educational Sector

Quebec City : April 28th, 2010

Tapping into the power of your alumni!

In addition to financial donations, graduates of educational institutions can contribute in a number of other ways to advancing the cause of their *alma mater*. Is your educational institutional tapping into its full alumni potential?

8:00 – 8:30

Greeting of participants and continental breakfast

8:30 – 9:00

Importance for an educational institution to be able to count upon an alumni association; how to set up an association

9:00 – 9:30

Types of alumni associations

9:30 – 10:15

Relations between associations and internal institutional units

Break

10:30 – 11:00

Role of volunteers

11:00 – 12:00

Database

Luncheon

13:00 – 13:45

Various modes of association funding

13:45 – 14:15

Communications and sense of belonging

14:15 – 15:00

Any number of activities possible, including class reunions, recognition galas, golf tournaments, mentoring, student recruitment...

Break

15:15 – 16:00

Multiplicity of member services, including clubs, placement, library, retail merchant discounts...

16:00 – 16:30

Formative years of an association and benchmarking

16:30 – 17:00

Questions and evaluation

Day 2

General Sector

Quebec City : April 29th, 2010

Short term fund-raising

During this one-day session, participants will familiarize themselves with the administrative and legal regulations governing the setup and operation of a charitable organization. Also included in the program: all aspects required to equip your organization with an effective fund-raising program (legalities, annual campaigns, solicitation techniques and fund-raising programs). In addition, you will learn how to steer donors towards different fund-raising programs.

8:00 – 8:30

Greeting of participants and continental breakfast

8:30 – 9 h

Timing of fund-raising initiatives

9:00 – 9:30

Legal and ethical aspects, as well as taxation considerations pertaining to charitable organizations

9:30 – 10:15

Administrative management of a charitable organization

Break

10:30 – 12:00

Annual campaign (Part 1)

Luncheon

1 3:30 – 15:00

Annual campaign (Part 2): Solicitation techniques and fund-raising programs

Break

15:15 – 16:30

Communications program

16:30 – 17:00

Questions and evaluation

Day 3

Quebec City : April 30th, 2010

Medium and longer term fund-raising

During this second one-day session, participants will learn how to analyse the needs underpinning a major fund-raising campaign: latest trends in fund-raising, program evaluation and strategic planning, the planning and feasibility study, creation and cultivation of ties with prospect donors, stewardship program, research, as well as the role of the consulting firm. Also included: endowment and planned giving programs.

8:00 – 8:30

Greeting of participants and continental breakfast

8:30 – 9:00

Latest trends in fund-raising (Internet, designated gifts, etc.)

9:00 – 10:15

Program evaluation and strategic planning

Break

10:30 – 11:15

Planning and feasibility study

11:15 – 12:00

Creation and cultivation of ties

Luncheon

13:30 – 15:30

Major fund-raising campaign and research

Break

15:45 – 16:30

Endowment and planned giving

16:30 – 17:00

Questions and evaluation

BNP facilitators: Leaders in their field

Each of our workshop sessions is facilitated by a **BNP** professional. His or her skill as an educator guarantees sessions conducive to dialogue and interaction, and which are certain to captivate attendees. Questions from participants are always welcomed.



Me Christian Bolduc, LL.B. CFRE
Partner, President and Chief Executive Officer

Co-founder of **BNP** and member of the Quebec Bar since 1991, Christian studied at the University of Indiana's renowned Fund-Raising School and is an Association of Fund-Raising Professionals (AFP) Certified Fund-Raising Executive (CFRE). In his role as expert consultant since 1995, he has contributed extensively to **BNP**'s outstanding recognition and reputation within the philanthropic milieu. A determined leader and exceptional achiever, Christian maintains privileged relations with key decision makers in a multitude of sectors.

Jacques Primeau

Partner, Chairman of the Board

Jacques is an expert in the fund-raising field, boasting a vast knowledge of the health sector in particular. Prior to joining **BNP**, between 1990 and 2000, he presided over the Foundations of the Verdun Hospital Centre, the Notre-Dame Hospital, and the Clinical Research Institute of Montreal. Having accumulated comprehensive management experience, he is intimately familiar with the needs and challenges of non-profit organizations and working with volunteers. Among Jacques' most significant talents are his keen organizational skills and his ability to develop and implement effective solutions.



Jean Guy Lewis, B.Sp.Ec., CFRE
Partner, treasurer and Head of Administration

An Association of Fund-Raising Professionals (AFP) accredited Certified Fund-Raising Executive (CFRE) since 1995, Jean Guy worked with the Development and Peace organization for more than 15 years. He holds a Bachelor's degree in Economics, as well as a certificate in Fund-Raising Management from Humber College in Toronto. As an expert in the field, he has counselled numerous organizations active in international cooperation, human rights, health and education. Through his firm commitment to building a better world, Jean Guy is an ardent advocate of philanthropy.



Jean-Nicholas Marziali, LL.B., M.A.P.

Partner, Vice-President in charge of the Maritimes and Corporate Secretary

Jean-Nicholas is a member of the Quebec Bar and holds a Master's degree in Public Administration. A dedicated fund-raising professional since 2004, he has developed a highly pragmatic knowledge of the issues confronting organizations today thanks to the valuable experience he acquired with the Public Curator of Quebec and the School of Public Administration. Jean-Nicholas has been responsible for managing all **BNP** activities in the Maritimes since 2006.

Matias Duque, MBA

Philanthropic Management Consultant

Since joining **BNP** in 2005, Matias has worked on the major fund-raising campaigns for the Diocese of Saint-Jérôme(2005-2007), the Séminaire Salésien de Sherbrooke(2008), and the Maison de la Famille des Maskoutains de Saint-Hyacinthe(2008). He is presently working on four major fund-raising campaigns, three in the education sector and one in the health sector. Matias has a Bachelor's degree in Political Science from McGill University (1999) and an MBA from HEC Montreal (2003). Between 1999 and 2002, Matias worked for a multinational in the wood processing industry in France and Spain. Before joining **BNP**, Matias worked as a political attaché for the City of Montreal.



John L. McCabe

Senior Consultant – Director, Maritimes Operations

John has a proven track record of achieving campaign goals and has spent the last 20 years serving non-profit organizations in Ontario, New Brunswick, Prince Edward Island, Nova Scotia and Newfoundland. In Nova Scotia, among others.

John is a graduate of Concordia University and attended the McGill University's Fundraising Management Program. He is a long-time member of AFP and he will Chair the 2010 AFP Maritime Conference.

Robert Tremblay, Adm.A., B.Sc. Adm

Director – Alumni and Former Student Network Development

For more than 30 years, Robert worked to promote the advancement of Université Laval, serving as Executive Director of its alumni association (Association des diplômés de l'Université Laval – ADUL) for the last 10 years. Created in 1948, this association is now one of the most dynamic among all French-speaking universities in Canada. ADUL represents 212,000 alumni and encompasses 48 alumni groups around the world, including 27 in Canada.



Rates

	1 day	2 days	3 days
1 st person	\$250	\$475	\$700
2 nd person*	\$200	\$425	\$650
Additional person*	\$175	\$400	\$625

* Registrants must be from the same institution

Early bird registration

\$25* reduction applicable to all registrations received two (2) months prior to a session or series of sessions

Fees include training, documentation, continental breakfast, healthy breaks, luncheons, and applicable taxes
Refund granted provided cancellation occurs prior to commencement of the workshop session(s)

Seminar Location

Quebec City

April 28th, 29th & 30th, 2010
(French)

Université du Québec

475, du Parvis St.
Tel. : 418 842-8581
www.quebec.ca

Reservation form

Contact person

Last name _____ First name _____ Title _____ Since _____
 Organization _____ Address _____
 City _____ Province _____ Postal code _____
 Tel. _____ Cell. _____ Fax _____
 Email _____ Website _____

	Educational sector	General sector	
	Day 1	Day 1	Day 2
Quebec City	April 28 th <input type="checkbox"/>	April 29 th <input type="checkbox"/>	April 30 th <input type="checkbox"/>

Registrants

Last name	First name	Title	# of days	Rate
_____	_____	_____	_____	_____ \$
_____	_____	_____	_____	_____ \$
_____	_____	_____	_____	_____ \$
Total amount				_____ \$

Signature _____ Date _____

Please make your check or money order to: Académie BNP Academy
and send it with this form at: 1329, Sainte-Rose St., Montreal, Québec H2L 2J7