
Disaster Fundraising: Preparing and Responding in Chapters
ARC 3074-3, Rev. 4/09
Fact Sheet Rev. 4/09

Description Learners understand how to organize and execute a disaster fundraising campaign on an operation in this one-day, intermediate level course.

Purpose *Disaster Fundraising (DFR): Preparing and Responding in Chapters* is a skills-based training course that provides the tools for chapter leadership, staff and volunteer fundraisers to prepare for and execute disaster fundraising campaigns in response to disasters within their jurisdiction, and during national disasters. The primary focus will be on the management of disaster fundraising at chapters for Level I – III operations.

Disaster Fundraising: Preparing and Responding in Chapters replaces *Principles and Methods* as the introductory disaster fundraising course. *Disaster Fundraising: Principles and Methods* is no longer available.

Learning Objectives

At the end of this training, each participant should-

- Understand the significance of disaster fundraising and how it fits into the annual chapter development plan.
 - Identify chapter and national headquarters disaster fundraising responsibilities.
 - Explain Red Cross corporate policies that relate to disaster fundraising.
 - Define a Disaster Fundraising Action Plan (DFRAP) and understand the activities that must occur in the pre-campaign, campaign and post-campaign phases.
 - Assess your chapter's preparedness for disaster fundraising and identify areas where additional work is needed.
 - Understand when to activate the DFRAP and how to use it to direct fundraising efforts during a disaster.
 - Acknowledge and report donations in accordance with corporate guidelines.
 - Identify methods of building relationships with disaster donors to gain support of annual fundraising initiatives.
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Audience	<p>The intermediate course is strongly recommended for all chapter board chairs, CEO's, development staff, senior disaster staff, and communicators. Volunteers with an interest in supporting disaster fundraising efforts, either at the chapter or on a major operation, should take this course.</p> <p>The course should have a minimum of 8 and a maximum of 25 participants.</p>
Prerequisites	<p>No prerequisites however, we do recommend the approximately ½ hour tutorial review of Disaster Services Introduction Overview, http://www2.redcross.org/flash/course01_v01/.</p>
Length	<p>The course consists of 6 ½ hours of instruction, with one hour for lunch and two 15-minute breaks. Participants must attend the entire course.</p>
Scheduling	<p>This course is specific to <i>internal</i> American Red Cross fundraising practices and is <i>not appropriate</i> for a non-American Red Cross group.</p> <p>All DFR courses must be authorized by national headquarters and course materials are under restricted, controlled distribution. Units interested in sponsoring training should work with the Disaster Fundraising, Tosha Edwards, Field Training Coordinator for the Development Department at NHQ to schedule the class. A Course Request Form must be submitted to the Tosha Edwards, Field Training Coordinator located at National Headquarters to obtain the necessary approval. National Headquarters will authorize the release of course materials after confirming a certified Disaster Fundraising Instructor is facilitating, and minimum enrollment requirements are met. Courses should have a minimum of 8 and a maximum of 25 participants.</p> <p>Any unit with questions about sponsoring the <i>Disaster Fundraising: Preparing and Responding in Chapters</i> course should contact the Tosha Edwards, Field Training Coordinator at National Headquarters.</p>
Instructor Requirements	<p>The <i>Disaster Fundraising: Preparing and Responding in Chapters</i> course will be delivered by nationally trained and certified Disaster</p>

Fundraising Instructors who have met the following requirements:

- Successful completion of Disaster Fundraising: Preparing and Responding in Chapters (A3074-3, Rev. April 2009).
- Disaster fundraising experience on at least one chapter administered relief operation and one nationally administered operation within the last three years.
- Successful completion of the self-study course, *Fundamentals of Instruction and Facilitation* (ARC 3090-1).
- Successful completion of the *Disaster Fundraising Instructor Specialty Training* (D-FIST) course.
- Submission of instructor application and approval by the National Headquarters following fulfillment of above requirements.

The best practice is to have two instructors teach the course, though it is not a requirement.

Materials

Facilitator Materials:

- *Disaster Fundraising: Preparing and Responding in Chapters Facilitators Guide*
- *Disaster Fundraising: Preparing and Responding in Chapters Participant Guide*
- *Disaster Fundraising: Preparing and Responding in Chapters PowerPoint Presentation*

Materials Provided by the Sponsoring Red Cross Unit:

- 3 Course Records
- Certificates of Completion
- 1 LCD projector and computer (to use with PowerPoint presentation)
- 1 20 foot power extension cord
- Tables and chairs to support class size
- Newsprint Easel with Pad
- Permanent Markers
- Name Tents for each participant
- Roll of Tape