

‘The Art & Science of Fundraising’

A Study Visit to New York for Senior Executives from European Universities and Cultural Institutions

New York City, April 23 to 26, 2017

Funded through the generous support of



Across Europe, nonprofit organizations are increasingly seeking private donations to complement the funding they receive from public authorities. In their efforts to broaden and diversify their sources of funding, they might draw inspiration from their colleagues in the United States.

To stimulate this learning experience, the King Baudouin Foundation United States (KBFUS) is organizing an invitation-only study visit entitled *‘The Art & Science of Fundraising’*. This intensive, four-day program will take place from Sunday April 23 through Wednesday April 26, 2017. It is designed to introduce a select group of 30 executives from European cultural institutions and universities to the factors that have helped their American counterparts achieve continued success in fundraising.

The study visit will provide participants with a unique opportunity to meet with the ‘best of the best’ of New York City’s fundraising world. The program consists of a series of highly interactive discussions, covering key topics such as strategic planning, prospect identification, membership and alumni giving, donor cultivation, capital campaigns, corporate partnerships, planned giving and trustee involvement. In addition, maximum interaction and sharing of ideas among the participants is encouraged through various social events.

Similar initiatives, successfully organized by KBFUS since 2007, drew highly positive comments from all participants. Marcel Crochet, Honorary Rector of the Université Catholique de Louvain, said it was *“A great introduction to the American art of fundraising.”* Ainhoa Grandes Massa (Museum of Contemporary Art of Barcelona) added *“You gave us the motivation we need to continue our hard job. Interesting topics, bright speakers, perfect organization.”* For Pavel Hajek (State Opera of Prague) it was simply *“20/20”*.

Practical Information:

Dates:

From Sunday April 23 to Wednesday April 26, 2017

Registration:

Registration deadline is December 31, 2016.

As places are limited, we encourage you to register early.

To register, please contact:

Ellena Fotinatos, Deputy Director, Donor & Nonprofit Services,
Phone +1 (212) 713 7660, ellena@kbfus.org.

Cost:

There is no registration fee for participation in the program, since it is by invitation only. Participants will pay for their own travel and accommodation expenses. KBFUS will cover the costs for meals, social events and local transportation in New York City.

Travel & Accommodation:

- **Travel to and from New York:** To be arranged by participants at their best convenience.
- **Accommodation:** Participants will stay at the Iroquois New York (49 West 44th Street), conveniently located close to the program’s activities. **Please note that room availability and preferential rate of \$228 per night (plus taxes, deluxe king room) can NOT be guaranteed after March 9, 2017.** In case you decide to stay at another hotel, please let us know.

About the King Baudouin Foundation United States (KBFUS):

The King Baudouin Foundation United States (KBFUS) facilitates thoughtful, effective giving to Europe and Africa. We enable U.S.-based donors to support their favorite causes and organizations overseas, and provide European and African nonprofits with cost-effective solutions to raise funds in the United States. Through an ‘American friends fund’ at KBFUS, they can invite their friends and alumni to support their activities through contributions that are deductible for U.S. tax purposes. KBFUS is an American 501(c)(3) public charity associated with the Brussels-based King Baudouin Foundation (KBF), a leading foundation in Europe named after Belgium’s late head of state. For more information, please visit www.kbfus.org.
