

WEBINAIRE AFF – REPLAY

Webinar culture - Stronger Fundraising at Home and Abroad: Learnings from the American Model for Development

9 décembre 2020

Regardless of context, the fundamentals of fundraising are an essential constant to keep charitable organizations stable and growing into the future. Nowhere has the practice of fundraising been more studied and professionalized than the United States, offering incredible insight to strengthen nonprofits in France — applying learnings to fundraising operations at home, as well as exploring opportunities to develop new revenues across the Atlantic.

Together with U.S. fundraising expert Karen Brooks Hopkins, President Emerita of the Brooklyn Academy of Music, Sr. Advisor to the Onassis Foundation and author of the widely read book, *Successful Fundraising for Arts & Cultural Organizations*, we will learn more about the ins and outs of successful fundraising in the United States — and how they can be applied to your organization. Then, leading French fundraiser Kara Lennon-Casanova, Director of Development at the Bibliothèque nationale de France, will help us explore the necessary questions, preconditions and strategies to successfully launch U.S. fundraising activities as a French organization.

This conversation is hosted by the King Baudouin Foundation United States (KBFUS), the leading resource in the U.S. to facilitate philanthropic giving to Europe and Africa, and Association Française des Fundraisers (AFF), France's network of fundraising and sponsorship professionals serving the general interest across all sectors, including solidarity, social action, health, higher education, research, culture, environment, religion and sport.

Speakers:

- Karen Brooks Hopkins, President Emerita, Brooklyn Academy of Music, and Sr. Advisor, Onassis Foundation

- Kara Lennon-Casanova, Director of Development, Bibliothèque nationale de France

En partenariat avec the King Baudouin Foundation United States

You can learn more about KBFUS by contacting Jean-Paul Warmoes at jeanpaul@kbfus.org

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