

**Sunday October 17**  
**2:00 to 5:15 p.m.**

## **Tips, Tools and Techniques for Boosting your Bucks**

This session will provide the participant with the fundamental tools and techniques to increase the revenue potential for their older adult centre. In an interactive and entertaining environment, several highly successful methods of increasing revenue will be introduced. Hot tips and juicy tidbits on revenue generation are just part of the benefits of taking this workshop.

Key Learning Objectives:

1. Learn how to objectively assess a fundraising event's profit margin
2. Explore various fundraising special events
3. Learn about the regulations related to fundraising (municipal bylaws, alcohol/gaming commission, etc.)
4. Discover the main sources of funds for older adult centres (other than taxes)
5. Acquire the basics of developing a funding proposal request to service clubs and businesses
6. Learn how to create a 'gift guide' for your centre

**Greg Burns** is the President of his own consulting firm, Mental Floss, a company specializing in innovative, customized group training/development and organizational strategic planning and fundraising. Until his retirement in June of 2009, he also worked in the leisure services field for thirty-nine years, holding a variety of positions including community developer, sports director, program manager,

director of parks and recreation in both small and large municipalities, and for the past twenty years, as a professor and co-ordinator in the Recreation and Leisure Services program at Conestoga College (Kitchener, Ontario).

Greg is the author of two best selling manuals, "Financial Management System for Recreation and Leisure Services" and "Fundraising for Community Service Organizations".