

## **Strategic Fundraising and Capital Campaign (SFCC) Project**

Pursuant to ORBICOM's mission as an international network that links communication leaders from academia, media, and government circles, we are collaborating with C&F Porter Novelli (Nigeria, [www.candf.com.ng](http://www.candf.com.ng)) and Minnesota State University, Moorhead (MSUM), MN (USA, [www.mnstate.edu](http://www.mnstate.edu)) and Tri-College University, Fargo, ND ([www.tri-college.org](http://www.tri-college.org)) to provide Strategic Fundraising and Capital Campaigns (SFCC) training for university presidents and advancement officers, initially in Nigeria, but eventually globally.

The Strategic Fundraising and Capital Campaign (SFCC) project is a series of free monthly webinars and a hybrid international summit that will hold on the campus of Minnesota State University, Moorhead (MSUM), MN (USA), from September 15 to 18, 2021.

The yearlong plan is unfolding with these monthly training activities:

May 12 – Introduction to the SFCC Project.

June 16 – Intermediate SFCC.

July 14 – Advanced SFCC.

August 18 – Integrated SFCC.

September 15-18 – International Hybrid Summit at MSUM.

October 13 – Communicating SFCC.

November 17 – Evaluating SFCC.

December 15 – The Business of SFCC.

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Minnesota State University, Moorhead (MSUM) was started in 1888, tuition-free to all students promising to teach two years in Minnesota. Today, it is a global university, with Dr. Anne Blackhurst as the 11<sup>th</sup> President whose vision is “to spark a cultural shift that will ignite passion and pride for the university that will spread beyond the campus to important constituencies.”

C&F Porter Novelli (Nigeria) is one of the leading public relations and corporate affairs agencies in Africa and it has won multiple international laurels, including the LaPRIGA Award as “The Model Agency of All Time.”

ORBICOM – We are the UNESCO Think Tank and the Network of UNESCO Chairs in Communication with the mission of “stimulating the exchange of information and the development of joint communication projects.” Our primary mandate is the promotion of exchange of knowledge and expertise in communication through education, research, concrete actions.”

May 11, 2021