

SCHEDULE FOR THE DAY

8:00 a.m. – 8:45 a.m.

Registration, Continental Breakfast and
Networking

8:45 a.m. – 9:45 a.m.

Keynote Address

“Donor-Centered Fundraising™”

10:00 a.m. – 11:00 a.m.

“Communication is the Ask” – Part 1

11:15 a.m. – 12:15 p.m.

“Communication is the Ask” – Part 2

Questions, contact

JILL ALLEN

(315) 446-9111 X 141

jallen@menorahparkcny.com

Who Should Attend?

Fundraising/Development Staff

Executive Directors/CEOs

Management Staff

Beginning Fundraisers

Board Members/Trustees

Communication/Marketing Staff

Volunteers

Consultants in the field

AFP-CNY
P.O. Box 5074
Syracuse, NY 13220



Proudly Presents **FUNDRAISING DAY 2009**



with Keynote Speaker

Penelope Burk

Author of

Donor-Centered Fundraising™

and presenter of

Communication is the Ask

**Monday, March 9, 2009
8:00 a.m. to 12:15 p.m.**

**Renaissance Syracuse Hotel
701 East Genesee Street
Syracuse, New York**

NON-PROFIT ORG.
U.S. POSTAGE
PAID
SYRACUSE, NY
Permit No. 692

PENELOPE BURK

President of Cygnus Applied Research, Inc., Penelope Burk has over thirty years of experience in not-for-profit management, fundraising, and research. A native of Montreal, Canada, Penelope began her professional career in marketing and fundraising in the arts, quickly rising to the ranks of senior management and broadening the scope of her accomplishments to include social service and sport and recreation organizations. She became known as a “turn around specialist” advocating innovative solutions to improve revenue and institutional performance. After fifteen years in staff positions, Penelope opened a national fundraising consulting firm, Burk & Associates Ltd., and a decade later founded Cygnus Applied Research, Inc.

Penelope Burk is the author of two books and more than fifty seminars, training programs, articles and dramatic plays, all written specifically for not-for-profit organizations.

PROGRAM

DONOR-CENTERED FUNDRAISING™ is the breakthrough concept in fundraising and communication that reduces donor attrition while setting a new standard for fundraising success. Penelope Burk, presents her evidence within the context of dramatic twenty-first century trends which chart how donors are taking control of their philanthropy in ways never before seen. She makes a compelling argument for *Donor-Centered Fundraising* as the remedy for a jaded public searching for accountability and satisfaction.

PART I:

COMMUNICATION IS THE ASK offers practical advice on how to connect more effectively with donors in an age of information overload. Developed from Penelope Burk's groundbreaking research on the causes of and remedies for high donor attrition, COMMUNICATION IS THE ASK explains what donors need to know and explores how not for profits can become masters of their own messages. This energetic, program leads participants through a hands-on, creative experience on selecting, shaping and delivering information to secure and sustain a competitive edge.

PART II:

DONORS ON THE MOVE — How donors are changing how they give, and why Donor-Centered Communication is your competitive advantage.

WHAT DONORS WANT TO KNOW — Why selling your brand only works once and how measurable results and news trump all other communications; how to talk to your CEO and Board about restricted vs. unrestricted giving.

COMMUNICATION CHALLENGES — Why donors are drowning in a sea of information and how you can persuade your colleagues to reduce their communications to your donors; how to edit without losing your story's appeal; finding a satisfying balance between intellectual and emotional copy.

REGISTRATION FORM

Fee: \$50.00
for members and non-members
*Please complete one form
for each participant*

Name _____

Job Title _____

Organization _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Method of Payment

Check (*enclosed, make payable to AFP CNY Chapter*)

Visa MasterCard

Credit card # _____

Expiration date _____

Signature _____

To register, mail or fax form to:

Beverly Mack

AFP CNY

P.O. Box 5074

Syracuse, New York 13220-5074

Phone: 315-498-6057 **Fax:** 315-492-8386

Email: mackbe@sunyocc.edu

www.afpcny.org

*Your registration is your commitment to attend.
Should you need to cancel, please do so at least 3 business days
prior to the event. Otherwise, you will be invoiced
for your unpaid registration.*