



AFG Program Registration

****RESCHEDULED****

February 25, 2010 11:30 AM – 1:30 PM

Donor Appeal: Does Your Organization Have It?

PRESENTERS: **Barbara L. Ciconte, CFRE**, Senior Vice-President of Consulting Services, Donor Strategies Inc.
Linda A. Wilson, Director of Development, Society of Industrial and Office Realtors Foundation

LOCATION: **Bank of America Building**, 730 15th Street, NW, on the 10th Floor.
Check in with Security at the door on 15th St.
The nearest Metro is McPherson Square.

RSVP by Monday Feb. 22 - Registration form attached.

Donors invest in organizations that share their values and beliefs. Yet, too often appeals are organization-centered and not donor-centered. Creating messages and appeals that resonate with your donors requires a good case for support. Our February program will focus on helping you develop and enhance your case for support.

Our presenters will lead us in an interactive discussion of what makes a good case, how to develop it and why you and your board should review it periodically. Some time will be spent reviewing donor materials so bring along your organization's case, brochure or solicitation materials for review.

For thirty years, Barbara Ciconte has helped nonprofits think strategically and work smarter. She is currently Senior Vice President of Consulting Services at Donor Strategies Inc., a professional services firm specializing in nonprofit management, fundraising and board development for associations and nonprofits. She has experience in all facets of nonprofit management and resource development, and is the co-author, with Jeanne G. Jacob, CAE, CFRE, of *Fundraising Basics: A Complete Guide, Third Edition* published by Jones and Bartlett.

Linda Wilson has over 15 years experience in development, marketing, communications, and executive management of nonprofit organizations and associations. Prior to entering the non-profit field, she spent 15 years in private business marketing, public relations and advertising for a variety of clients and causes, and has owned and operated her own advertising and public relations agency.

MARK YOUR CALENDARS NOW FOR THESE 2010 PROGRAM DATES:

March 11, April 8, June 19 & July 8
8th National Conference May 20, 2010



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REGISTRATION

Complete this form and fax to the AFG HQ office at 703-971-7772 or reply via e-mail to afghqtrs@afgnet.org. Reservations are requested by 12:00 noon Monday, Feb. 22. If you must cancel your reservation, please do so before 12:00 noon Tuesday, Feb. 23 to avoid being charged.

Call 703-971-4011

NAME _____ PHONE _____
ORGANIZATION _____
FAX _____ EMAIL _____

AFG MEMBER BONUS!

Bring a non-member colleague as a first-time attendee for the AFG Member Rate of only \$45.00!

GUEST _____ ORGANIZATION _____

PAYMENT

MEMBER: #__ @ \$45 NON-MEMBER: #__ @ \$55 TOTAL DUE: \$_____

- I will mail a check made (payable to AFG) to the AFG Office Feb.22
- I will pay at the door
- Charge this Visa/MasterCard ___ or American Express Card ___

Card number _____ Expiration _____

Billing Zip _____

Signature _____