



AFG Chicago Programs presents

*Extreme Makeover: Expanding
your donor base beyond
traditional markets*

Date: Wednesday, March 26, 2008 **Time:** Noon to 1:30 p.m.

Location: East Bank Club
500 North Kingsbury Street
Ample lot and street parking available

Price: \$40 members \$45 non-member/guests
Lunch included

RSVP: Registration form attached

Speakers: Robert A. Vitas, Ph.D., CFRE, Director
Healthy Smiles, Healthy Children:
The Foundation of the American Academy of Pediatric Dentistry

Katherine Keating Edsey, Manager
Foundation and Resource Development
International Association of Defense Counsel

Gini S. Ohlson, Director
Massage Therapy Foundation

Healthy Smiles, Healthy Children

Pediatric dentists have a soft spot in their hearts for children. Many are generous in supporting their specialty's efforts in expanding access to oral healthcare while educating children and their caregivers on the link between oral and systemic health. Despite increasing public outreach, many parents still do not receive information on the importance of dental examinations and preventive treatment for even the youngest children. How do you publicize the need and increase funding for pediatric dental care? The foundation of the American Academy of Pediatric Dentistry engaged in a strategic planning process in 2006 that called for the organization's re branding from its AAPD moniker. The intent was to increase the number of AAPD member-donors and the amount of their contributions, raise money for the foundation's mission beyond the dental community, and accelerate public information on oral healthcare issues.

- The benefit of lean strategic planning that will glean results.
- Reframing your thinking to move beyond your organization and into the broader market.
- Refocusing on your foundation's real mission, imposing a new discipline. Jettisoning activities that are not profitable and expanding into new ones.

The Massage Therapy Foundation

Similarly, the American Massage Therapy Association (AMTA) Foundation underwent an entire name change. In 2004 it became the Massage Therapy Foundation (MTF). This conversion from one identity to another was the result of careful strategic planning and was fully supported by the association's founder and largest donor. The intent was to increase interest in and financial support for the Foundation from beyond the AMTA membership. In 3.5 years funding, as well as volunteer activity, have incrementally increased.

- Having your own identity can result in increased giving
- There may be skeptics and people who think the change is unnecessary and perhaps even a mistake. Over time these skeptics may eventually become your biggest supporters.

Mission:

AFG is the network designed for professionals involved in leading, managing and raising funds for foundations related to membership organizations. For more information about AFG visit www.afgnet.org or Email: afg@afgnet.org.



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REGISTER

Complete this form and fax to the AFG office at 703-971-7772 or reply via e-mail to afg@afgnet.org.
Reservations are required and must be made by noon Wednesday, March 19. After March 19th, an additional \$10 will be charged to your reservation. If you must cancel your reservation, please notify us by 12:00 noon, Monday, March 24th to avoid being invoiced.

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 \$40.00!

GUEST _____ **PHONE** _____

PAYMENT

MEMBER (\$40) _____ **NON-MEMBER** (\$45) \$ _____ **TOTAL DUE** \$ _____

Fees after 12:00 noon on March 19: Members \$50 and Non-members \$55.

- I will mail a check made payable to
AFG to the AFG Office, 6277 Franconia Road • Alexandria, VA 22310-2510
- I will pay at the door _____
- Charge my Visa/MasterCard or American Express
Card number _____ Expiration _____
Signature _____

QUESTIONS

Phone 1-877-234-2359