

Registration Form

Name: _____

Organization: _____

Address: _____

Phone: _____

Email: _____

Forum cost (non-refundable):

\$70 per AFP Member

\$95 per Non-Member

Registration Deadline: May 10, 2013

_____ Amount Enclosed (checks
payable to AFP Northwestern PA)

Additional Notations:

_____ I am interested in more information
on AFP

_____ I cannot attend the Forum but would
like to make a donation to AFP (enclosed is
my donation of \$_____)

Complete and return with payment to:

AFP Northwestern PA Chapter
c/o Dawn Johnson, Administrator
105 Hillcrest Drive
Edinboro, PA 16412
(814) 734-3039
admin@afpnwpa.org

*The Fundraising Forum
qualifies for 6.5 CFRE
Continuing Education credits.*



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FUNDRAISING FORUM

featuring

Robert A. Burdinski

presenting

A Little Bit Of Old, And A Little Bit Of New In Annual Giving: A Two Part Program

**Morning Session: Leveraging Your
Old Annual Fund with New Apps
and Gadgets**

**Afternoon Session: Leadership
Annual Giving Forum**

**Thursday, May 16, 2013
8 a.m. to 3 p.m.**

**Jefferson Educational Society
Monticello Room**

3207 State St, Erie, PA 16508

www.afpnwpa.org

Fundraising Forum: A Little Bit Of Old, And A Little Bit Of New In Annual Giving

The Northwestern Pennsylvania Chapter of the Association of Fundraising Professionals (AFP) is proud to present internationally-recognized annual giving consultant, author, speaker and trainer **Bob Burdenski**.

Morning Session: Leveraging Your Old Annual Fund with New Apps and Gadgets

Your stately old annual giving methods aren't dead—they're just in need of some cross-channel integration and some killer apps! Bob Burdenski, author of *Innovations in Annual Giving*, returns with some brand new fundraising examples that highlight online tools, gadgets and strategies that can breathe new life into your old annual fund.

Learning objectives:

- Review examples of effective annual giving strategies from a range of not-for-profit institutions.
- Get ideas on evolving trends in annual giving fundraising strategy;
- See recommended Web services and strategies selected especially for small shops (and budgets)

Afternoon Session: Leadership Annual Giving Forum

Bob Burdenski presents an afternoon of discussion all about leadership annual giving programs. Often referred to as "the muddle in the middle" between direct marketing annual giving appeals and individual major gift prospect cultivation, why is leadership annual giving an important element of the prospect pipeline, and how do we go about it most effectively?

Bob will share examples and strategies from other institutions around the world on:

- Identifying the Prospects
- Leadership Giving Materials and the Case For Support
- The Mechanics of a Meeting
- The Leadership Annual Giving "Ask"
- The End of the Beginning

Agenda

- **8 to 8:30 a.m.:** Registration/Check-in
- **8:30 to 8:45 a.m.:** Welcome
- **8:45 a.m to Noon:** Part One: Leveraging Your Old Annual Fund with New Apps and Gadgets
Break: 10:15 a.m. to 10:30 a.m.
- **Noon to 12:30 p.m.:** Lunch
- **12:30 p.m. to 3 p.m.:** Part Two: Leadership Annual Giving Forum
Break: 1:45 p.m. to 2:00 p.m.
- **3 p.m.:** Closing

The Forum is being held at the Jefferson Educational Society. The Society is located near the corner of State Street and West 33rd in Erie. Visit their website at www.jeserie.org.

Nearby Hotels:

Avalon Hotel—1.5 miles
Sheraton Erie Bayfront Hotel—2.4 miles
Days Inn—2.7 Miles
La Quinta Inn and Suites—2.9 miles

Robert A. Burdenski



Robert A. Burdenski is an internationally-recognized annual giving consultant, author, speaker and trainer, and has served more than 200 institutions since 1994. He has worked with clients of all sizes throughout the U.S., Canada, Europe, Australia & Asia. He's the author of the Council for the Advancement and Support of Education (CASE) bestsellers, *Innovations in Annual Giving: Ten Departures That Worked*, and *More Innovations in Annual Giving: Ten Global Departures That Worked*. For more information, visit www.BobBurdenski.com.