



AFP Audio/Web Conference

Online Success Strategies, Tools & Trade Secrets - 101

Our AFP Chapter is happy to make Web Conferences available for our fundraising community. We purchase the Web Conference from AFP International to ensure quality programs and present them at a central location. **This is not a webinar, all conference participants watch the presentation at the identified location.**

Registered participants will receive an email the day prior to the conference, with a link to download their own conference materials. (There will be no handouts given at the conference.)

FREE TO AFP MEMBERS (\$20 for non-members*)

Presenter: Ted Hart

Date: June 18, 2013 (Tuesday)

Start Time: 1:00 PM

Estimated Length: 1 hour, 30 minutes

Location:

Norwalk Community College
Culinary Arts Dining Room on the West Campus
188 Richards Avenue
Norwalk, CT

Registration/Payment:

Free to AFP Members; \$20 for Non-Members*

*We ask that payment for Non-Members be **made in advance**, either by mailing a check made payable to "AFP-FC" and mailed to:

Marianne Hickey, 29 Black Alder Lane, Wilton, CT 06897

or we can accept a Visa or M/C payment over the phone by calling Marianne at 203.834.1910.

To confirm your attendance, send an email to: mshickey@optonline.net

About the Event:

Over the past decade, nonprofit organizations have been inundated with Internet services and technology options. This session taught by Ted Hart, one of the world's foremost experts on Nonprofits and the Internet will focus nonprofit leadership on how they can improve the management, networking and fundraising of their organization through the use of these tools. Content is based on the new book, "Nonprofit Internet Management: Strategies, Tools and Trade Secrets." While nonprofit organizations continue to embrace the use of the Internet for a variety of purposes, the challenge organizations face is not whether they should be using the Internet, but instead HOW they should manage their Internet applications in a coordinated, cost-effective and efficient manner to leverage these efforts for maximum benefit. Following the guidance offered in this book will help charities address increasing public demands for accountability and performance measurement of nonprofits.

At the conclusion of this session, participants will understand:

- Management of Fundraising Online using the Internet.
- Accountability of Nonprofits.
- Performance measurement using online tools.
- Saving money, adding efficiency using the internet.

CFRE Credits:

You earn 1.5 CFRE credits toward certification for each Audio/Web Conference you attend. For more information about CFRE certification, please visit <http://www.afpnet.org/Professional/CertificationList.cfm?navItemNumber=554>



About the Presenter:



Mr. Hart brings extensive experience in internet and global philanthropy to Charities Aid Foundation of America; he is sought after as an internationally recognized speaker and consultant on topics related to nonprofit strategy and board/volunteer development both online and offline. He previously served as CEO of Hart Philanthropic Services, an international consultancy to nonprofits/NGOs. He has inspired the creation of People to People Fundraising, an online fundraising movement. He is also Founder of the International ePhilanthropy Foundation and has also taken a leadership role in helping nonprofits become more green by

founding the greennonprofits.org movement.

Hart has served as CEO of the University of Maryland Medical System Foundation and before that as Chief Development Officer for Johns Hopkins Medicine, Bayview Campus. He was one of the youngest professional ever to be certified as an Advanced Certified Fund Raising Executive (ACFRE) by the Association of Fundraising Professionals (AFP). Hart is the editor and author of many books and published articles and the host of the Nonprofit Coach Internet Radio program. His most recent book is entitled Internet Management for Nonprofits. He has also served as an adjunct faculty member to the Master of Science in Fundraising Management program at Columbia University (NYC). Mr. Hart has a daughter and a son.