



AFP Audio/Web Conference

What's Wrong with Your Fundraising and How You Can Fix It

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*)

Presenters: Linda Lysakowski, ACFRE and Ellen Bristol

Date: July 24, 2013 (Wednesday)

Start Time: 1:00 PM

Estimated Length: 1 hour, 30 minutes

Location:

Fairfield County Community Foundation
383 Main Avenue, Norwalk, CT
Tel 203.750.3200 (reception)
Contact: Elaine Mintz - 203.750.3209

Directions:

Please park on level P2 or P1 (the last 2 levels of the parking garage). You will enter the building through the elevator lobby and take the elevator to Plaza Level to sign in. The Community Foundation is on the 4th floor.

Fairfield County Community Foundation is located in the Merritt View building, 383 Main Ave., Norwalk. The major landmark is a large shopping center directly across the street, with a Bob's Stores and Stop and Shop.

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:

This webinar, based on the upcoming book by Ellen Bristol and Linda Lysakowski, ACFRE will help you look at how your fundraising efforts are really going. Participants in the webinar will have the opportunity to complete the Leaky Bucket assessment online prior to the webinar. Results for organizations nationally and results for webinar participants in particular, will be reviewed in the webinar. Participants will then be given some ideas on how to fix their fundraising and stop the "leaks" in their own "buckets."

At the conclusion of this session, participants will:

- Learn the difference between leading indicators and trailing indicators
- Learn how to determine the weaknesses in your fundraising program
- Learn how to develop a plan to improve donor acquisition and donor retention
- Learn how to communicate with donors effectively

Target Audience

Mid-level development professionals

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 Presenters:

Linda is one of fewer than 100 professionals worldwide to hold the Advanced Certified Fund Raising Executive designation. In her twenty years as a philanthropic consultant,



Linda has managed capital campaigns, helped hundreds of nonprofit organizations achieve their development goals, and trained more than 22,000 development professionals in Canada, Mexico, Egypt and the 50 United States.

A graduate of Alvernia University and AFP's Faculty Training Academy, she is a Master Teacher. Linda is the author of *Recruiting and Training Fundraising Volunteers; The Development Plan; Fundraising as a Career: What, Are You Crazy?; Capital Campaigns: Everything You NEED to Know; Raise*

More Money from Your Business Community; Fundraising for the GENIUS, a contributing author to *The Fundraising Feasibility Study - It's Not About the Money*, co-editor of *YOU and Your Nonprofit* and *The Nonprofit Consulting Handbook* and co-author of *The Essential Nonprofit Fundraising Handbook* and *What's Wrong With Your Fundraising...And How You Can Fix It*.

In addition to her consulting and training practice, Linda serves as Acquisitions Editor for CharityChannel Press and For the GENIUS Press.



Ellen Bristol has worked with hundreds of nonprofits for the past seventeen years, helping them improve their fundraising results using systematic disciplines and metrics. She says "We bring in the science that makes the art of fundraising possible." She is the developer of the firm's flagship methodology Fundraising the SMART Way®, an evidence-based model for managing the fundraising effort on the basis of continuous improvement and its accompanying software utility SMART Way™ Scorecard 2.0.

Ellen developed the Leaky Bucket Assessment for Effective Fundraising, an on-line assessment that has been collecting data for over a year. She wrote a book based on the findings of this study, called *What's Wrong with Your Fundraising - and How You Can Fix It*, with co-author Linda Lysakowski. She currently is working on a book about Fundraising the SMART Way™.

Ellen is considered a thought leader in the specialized field of performance management and business intelligence for nonprofits. She is a member of the Professional Advancement Division of the Association of Fundraising Professionals International, where she serves on the Research Council.