



AFP Audio/Web Conference

Annual Fund and Major Gifts Partnerships: Pipeline Management and Donor Maximization

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: Michael Delzotti, CFRE and Chris Kasavich

Date: October 10, 2013 (Thursday)

Start Time: 1:00 PM

Estimated Length: 1 hour, 30 minutes

Location:

Fairfield Prep, Fairfield University Campus
1073 North Benson Road, Fairfield, CT 06824-5157
First floor of Xavier Hall, President's Conference Room (across the hall from Xavier 112)

Contact: Larry Carroll
Phone: 203-254-4237

Directions: see below

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:

When the span between fundraising campaigns is measured in hours, it can be difficult to think about anything but the next major gift. And while a focus on cultivating and soliciting these high-wealth prospects is key to a successful fundraising effort, where do those prospects come from? The most effective fundraising directors know an integrated approach which consistently acquires and upgrades annual giving donors is critical to populating major gift portfolios.

This course will examine the interchanges between annual giving and major gifts, with a careful eye on strategy and tactics to enhance both programs as well as the overall fundraising effort. In this case, 1 + 1 really do add up to more than 2!

Course participants will come away with a greater understanding of the roles of both programs when they work well together, and specific steps to maximize returns in or out of a campaign. While this is a great session for development directors, this is also a good session for Executive Directors and CEOs who are looking to enhance their existing development efforts.

At the conclusion of this session, participants will:

- Understand how a robust annual giving program works not only to generate current-use dollars, but future major gift prospects.
- Understand how major gift officers can work with their annual giving colleagues to advance the organization and build the donor pipeline.
- Have concrete next steps and tools for their annual giving and major gift programs to improve their current situation and advance a comprehensive pipeline management strategy.

Target Audience

Beginner to intermediate fundraisers, although senior fundraisers and management will also benefit from the systems and strategic principles presented.

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:



After several years in healthcare administration, Mike, a Chicago native, began his nonprofit career as the program administrator for Washington workshops, in Washington DC. He then moved to a public foundation in Los Angeles and later spent time as an executive director of development at UCLE and as the VP of development & marketing at Special Olympics Southern California.

Since moving to Houston, Mike has been a director of development/team lead for Rice University, the chief development officer of the Houston food bank and is now a director of philanthropic resources at MD Anderson.

In addition to being past president of the association of fundraising professionals (Greater Houston Chapter), he is also a member of AFP international's political action committee (PAC) board, a member of their committee on directorship (2012-2013) and chair of their US government relations committee. He is vice chair of the development committee for the space center Houston board of directors, a member of the Fall Creek Elementary PTO, an AFP certified master trainer and a fellow of the Paul Harris rotary international foundation. Mike and his very patient wife Yvette Money enjoy an above average eight year-old daughter Caroline Fiona.



Chris Kasavich has been a professional fundraiser for eleven years, serving in a variety of positions and nonprofit sectors.

He began his career in fundraising at Rice University as their first Leadership Giving officer for Annual Giving before joining their Major Gifts team. After four years he joined the Houston Symphony as Director of Corporate Relations, where he managed the Corporate Relations team in engaging and stewarding new and existing corporate partners.

Currently he is a Director of Development at Baylor College of Medicine, and is responsible for college direct response (annual fund, employee giving, and alumni scholarship giving), grateful patient programs, and major gift fundraising.

Chris earned his CFRE in 2009, and graduated with honors from the University of Houston Bauer College of Business with an MBA in 2010. He is a past Board Member of the Association of Fundraising Professionals-Greater Houston Chapter, and is a past chair of the AFP-Houston Ask the Experts professional development conference.

Through AFP and the Center for Philanthropy and Nonprofit Leadership at Rice University he has presented seminars on corporate giving, annual giving, donor pipeline management, and the employment of professional marketing strategy in fundraising and annual campaigns.

DIRECTIONS TO FAIRFIELD PREP

Fairfield Prep, Fairfield University Campus
1073 North Benson Road, Fairfield, CT 06824-5157
First floor of Xavier Hall, President's Conference Room (across the hall from Xavier 112)
Contact: Larry Carroll
Phone: 203-254-4237

PLEASE NOTE: Attendees need to enter and exit the building through Prep's main entrance (at the far end of the parking lot) and must report to the main office to be signed in, so allow some extra time.

From New York Via Connecticut Turnpike: Take exit 22 (Round Hill Road). Take a left onto Round Hill Road. Turn right onto Barlow Road. At the traffic light turn left onto North Benson Road. Turn left into the Fairfield University main entrance (Loyola Drive). Prep consists of the four-building complex on your left. VISITORS' PARKING: From Loyola Drive, take a left onto McInnes Road (the turn onto McInnes Road is the first left after the guard house). Take your next left onto Murphy Road. Take your next left into the Prep main parking lot. Visitors' parking spaces are located on the far side of the parking lot.

From New Haven Via The Connecticut Turnpike: Take exit 22 (North Benson Road). Turn right onto North Benson Road. Proceed through two traffic lights. Turn left into the Fairfield University main entrance (Loyola Drive). Prep consists of the four-building complex on your left. VISITORS' PARKING: From Loyola Drive, take a left onto McInnes Road (the turn onto McInnes Road is the first left after the guard house). Take your next left onto Murphy Road. Take your next left into the Prep main parking lot. Visitors' parking spaces are located on the far side of the parking lot.

Via the Merritt Parkway: Take exit 44 (Fairfield Business District). Follow Route 58 south onto Stillson Road (Route 135). Bear left onto North Benson Road. Turn right into the Fairfield University main entrance (Loyola Drive). Prep consists of the four-building complex on your left. VISITORS' PARKING: From Loyola Drive, take a left onto McInnes Road (the turn onto McInnes Road is the first left after the guard house). Take your next left onto Murphy Road. Take your next left into the Prep main parking lot. Visitors' parking spaces are located on the far side of the parking lot.

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