



AFP Audio/Web Conference

Effective Campaigns: The Design, Content and Delivery of Effective Email Campaigns

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: Derrick Feldmann

Date: November 7, 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:

Email fundraising has risen in popularity by 20% over the last year alone. Effective email campaigns are more than just creative design and discussion around a cause; they are a multi-channel ticket to engaging and retaining donors. Derrick will discuss how to make an effective campaign from the importance of design, content and delivery. Derrick will also provide examples of effective email campaigns and how to create similar campaigns for your organization.

At the conclusion of this session, participants will know:

- The importance of email design
- Appropriate content; the importance of telling a great story
- Donor focus vs. organization focus
- How to track success

Target Audience

- Fundraisers at all levels
- Nonprofit professionals
- Representatives from organizations with challenging email campaigns
- Representatives from organizations who want to learn more about how to launch a successful email campaign

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:



As CEO, Derrick provides overall leadership for Achieve. He is responsible for providing strategy to clients, overseeing the creative development of client work, and leading the full execution of fundraising efforts for clients. He leads the research team on the Millennial Impact - a project to understand Millennial engagement

in the nonprofit sector. When not working closely with Achieve clients, he is a speaker and author on the latest trends in fundraising, online engagement, and Millennials. Derrick is the author of Cause for Change - The How and Why of Millennial Nonprofit Engagement published by Jossey Bass.

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.

First floor of Xavier Hall, President's Conference Room (across the hall from Xavier 112).