



Professional Development and
Networking for Nonprofit Fundraisers

Planned Giving 202: *Beyond the Basics*

Presented by
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Davenport & Barr, Inc.

Concord

Friday, April 20, 2012

8:45am to Noon

(Check In: 8:30am)

Plymouth State University – Office of Graduate Studies
2 Pillsbury Street, 5th Floor, Concord, NH

This workshop will review the most common types of planned gifts beyond simple bequests, the myriad of assets that can fund them, and how small development shops can achieve significant results without adding extra staff or significant cost.

Participants will learn how information contained in their donor database can provide the basis for identifying not only the best prospects for these gifts, but also strategies for maximizing more planned gifts for their organizations. The workshops will also include a special section devoted to the implications of the current economic/political/tax environment. Participants will learn:

- How to categorize loyal donors between major and planned gift prospects.
- Affordable tactics that advance the relationship for both sets of prospects, including ways to involve your board and development committee.
- How to ask and how donor motivations can vary the proposal.
- Strategies for managing your extended program and stewarding major and planned gift donors.

Who Should Attend:

This workshop is essential training for

- Executive Directors
- Development Professionals
- Board Members
- Development Committee Members

Registration fees:

\$49 for CONFR members

\$79 for nonmembers

\$39 for board members of CONFR member organizations

Register Today! Go to www.confr.org to register online or download a registration form and mail to: CONFR, PO Box 3514, Concord, NH 03302. For more information, please call 603-724-6741.

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