

## ***Fund-Raising and Friend-Raising Through Successful Special Events***

**Presented by  
Pam McDonald  
Executive Director, Council on Fundraising**

**Lebanon**

**Thursday, May 24, 2012**

**8:45am to Noon** (Check In: 8:30am)  
Upper Valley Educators Institute  
194 Dartmouth College Highway (Route 4)  
Lebanon, NH 03766

Special Events can be an important part of your development plan and should be an essential source of prospects for your Individual Giving Program. But if not done well, managing all the pieces will seem like an overwhelming task and become a drain on staff resources. Learn how to choose the right event, at the right time, for the right reason, to support the right cause AND how to keep your volunteers happy and asking to do more! Get the A-Z basics and lots of tools to get you started or to put you back on the right track to create ***dynamite special events***.

### **This session will discuss:**

- The right – and wrong – reasons to hold a special event
- Choosing the event that's right for you and your organization
- It's ALL in the planning and knowing who should do what
- Enlisting, training and overseeing volunteers
- How to get corporate support
- How to put it all together
- Stewardship of attendees to become future annual donors

### **Who Should Attend:**

This workshop is essential training for

- Development Professionals
- Special Event Coordinators and Managers
- Executive Directors of Small Shops
- Volunteer leaders

### **Registration Fees:**

\$49 for CONFR members

\$39 for board members of CONFR member organizations

\$79 for nonmembers

**Register Today!** Go to [www.confr.org](http://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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