

REGISTRATION

ONLINE WITH CREDIT CARD: www.afptriangle.org [click on NC Conference]

COMPLETE THIS FORM: [and mail along with your payment to:]
 AFP Triangle Chapter • PO Box 18343, Raleigh, NC 27619

[check one]

AFP OR NCCN MEMBERS

CONFERENCE REGISTRATION
 [includes lunch]

- \$109 \$130 \$140 \$140 \$140
- \$40 \$60 \$60 \$60 \$60
- \$350 \$390 \$390 \$490 \$490

MEMBER: AFP Member # _____ NCCN Member

PAYMENT METHOD: Check # _____ enclosed, for \$ _____

Credit Card: [check one] MasterCard Visa

Amount to charge to card \$ _____

Card # _____ Expiration date _____

Billing address for card _____

Name as it appears on the card _____

Signature _____



Name _____ Nickname for Badge _____
 Organization _____ Title _____
 Address _____

Phone _____ Email _____

VEGETARIAN MEAL REQUIRED: Yes No

HOTEL ACCOMMODATIONS: Call the Sheraton Greensboro Hotel at Four Seasons at 336.292.9161. Ask for Association of Fundraising Professionals Group Rate. Rooms are limited and only rooms booked by July 10 can receive the special \$127 nightly rate (plus tax & service charge).

QUESTIONS? Email Sharon Tripp at chapteradmin@afptriangle.org. For additional registrations, please copy this form.

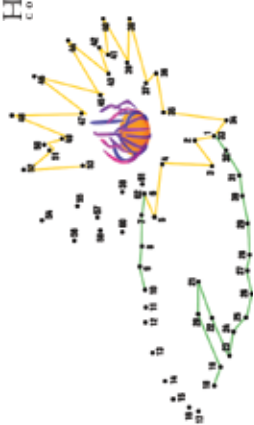


P.O. Box 18343
 Raleigh, NC 27619



North Carolina's Fifth Statewide Education Conference is co-hosted by the Charlotte, Triad and Triangle AFP Chapters. For more information or to register online, go to www.afptriangle.org.

PRSRT STD
 U.S. POSTAGE
 PAID
 PERMIT #34
 GREENSBORO, NC 27405



www.afptriangle.org



Aligning for Impact: Connecting the Dots!

Wednesday, August 12, 2009
 7:30 am – 4:45 pm

Sheraton Greensboro Hotel
 at Four Seasons, Greensboro, NC

Greater Value!
 Same cost as 2008
 with an added
 educational session

Also Offering:

Pre-Conference CFRE Review and First Course:
 August 10-11, 2009

Pre-Conference Reception:
 August 11 at The Community Foundation of Greater Greensboro

Featuring Two Keynote Addresses:

Opening Plenary by Kim Klein

Kim Klein is internationally known as a fundraising trainer and consultant, and is the author of four books, including the classic *Fundraising for Social Change*.

Luncheon Keynote by Viken Mikaelian

Viken is president of VirtualGiving and co-founder of The Planned Giving Company. His expertise is in combining planned giving principles with marketing and technology tools.

Sponsors:



Aligning for Impact: Connecting the Dots!

SPECIAL SESSIONS with Keynote Speakers

(Separate registrations required)

- 7:30 - 8:30 Registration, Networking & Continental Breakfast
- 8:30 - 10:00 Welcome & Opening Plenary
Featuring Kim Klein
- 10:15 - 11:15 Concurrent Educational Sessions I
- 11:30 - 12:30 Concurrent Educational Sessions II
- 12:45 - 2:15 Lunch & Keynote Presentation
Featuring Viken Mikaelian
- 2:30 - 3:30 Concurrent Educational Sessions III
- 3:45 - 4:45 Concurrent Educational Sessions IV
(Additional Session!)

Invited Speakers & Topics:

Prospect Research: Gateway to Your Leaders and Donors

Armen Boyajian, *Catholic Diocese of Charlotte*
Kaky Grant, *Capital Development Services*

Storytelling: Give the Gift of Your Voice

June Bradham, CFRE, *Corporate DevelopMint*

The Art of the Ask - Getting to "Yes"

Allan Burrows, *Capital Development Services*

Nonprofit Leadership: Communicating a Vision for Change

Todd Cohen, *Philanthropy Journal*

No Donors, No Money, No Time, No Problem

Karin Cox, MFA, *Hartsook Companies*

Is Now the Right Time for a Campaign?

Keith Curtis, *The Curtis Group*

The 4 Things Every Fundraising Professional Needs to Know About Their Donors

Gayle Davey, *Clarity Group*

A Call to Action - Creating, Growing, and Preserving a Planned Giving Program

Erich S. Hamm, CTFA, *First Citizens Bank*
Gregory S. Williams, JD, *Carruthers & Roth, P.A.*

What Landed Our Largest Gifts?

William Hinman, CFRE, MBA, MA, *William Hinman Consulting*

Raising More Money in Difficult Times

Whitney Jones, PhD, *Whitney Jones Inc.*
Richard Gottlieb, *Senior Services, Inc. of Winston-Salem*
Michelle Speas, *Old Salem Museums & Gardens*
Scott Wierman, *Winston-Salem Foundation*

Beyond "Portraits of Donors," Insights from the 2008 Follow-up Study of High Net Worth Donors
Tom Lawson, *Bank of America Philanthropic Management*

Fresh Approaches to Securing Business Support
Melissa Le Roy, *Foothills Equestrian Nature Center, Inc.*

Easy Planned Giving to Give Donors More Options
Jean Craig Long, *Nonprofit Development Consultant*

What Can Your Nonprofit Learn from the Best of Business and Strategy?
Patton McDowell, *Patton McDowell & Associates*

Recruiting and Retaining Staff on a Limited Budget
Colette Murray, JD, CFRE, *Paschal•Murray, Executive Search*

Getting Out in Front of the Pack: How to Gain the Edge with Self-Knowledge
Martin L. Novom, CFRE, *Skystone Ryan*

Parties with a Purpose: Turn Your Fundraising Event into the Best Party in Town
Gail Perry, MBA, CFRE, *Gail Perry Associates*

Fundraising with Blogs
Sandy Rees, CFRE, *Sandy Rees Consulting*

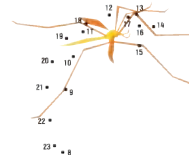
Integrating your Website/Blog/Facebook/Twitter!
Sandy Rees, CFRE, *Sandy Rees Consulting*

The Freak Factor: Strategies for Sticking Out
Dave Rendall, *Rendall & Associates*

The Millennials: Weebles, Scrilla, Steezy, & Swarming - Youth Culture 2009 and What EVERY Adult Needs to Know About This Generation
Eric Rowles, MS, *Leading To Change, Inc.*

When X, Y, and Boomers Collide: Navigating, Identifying, and Celebrating the Generational Differences That Impact the Present and Future Leaders of the Workforce
Eric Rowles, *Leading To Change, Inc.*

Funding a New World
Rick Smyre, *Center for Communities of the Future*



This year's invited speakers represent a wealth of fundraising and presentation experience, including many national program presentations. Watch for more details on the conference website.



Creating a Systematic and Disciplined Fundraising Program

Kim Klein

Your organization will grow and thrive if you focus your fundraising efforts on building a broad base of individual donors, but this is easier said than done. How can your organization expand its donor program? What do donors want and need to stay involved? How can you use your donors to lead to other donors? How can you focus a proper amount of effort on major gifts?



Guerrilla Marketing for Your Planned Giving Program

Viken Mikaelian

Planned giving is now in more demand because of our current economy. But how do you get the message out to your donors and prospects? What's the best way to market to them so that they see the value in planned giving and contact your organization when they're ready to make a planned gift? Viken Mikaelian shows tactics that successful for-profit organizations use to increase sales, what we can learn from them, and how to avoid killer mistakes that alienate prospects and squander limited budget resources. This high-energy presentation is full of action-packed ideas to help your members invigorate their planned giving marketing campaigns.

These sessions are not running concurrently, so you may register for both. However, space is limited. To register, check *Special Session* on the attached registration form or indicate *Special Session* when you register online at www.afptriangle.org.



**ASSOCIATION OF
FUNDRAISING PROFESSIONALS**

AFP, an association of professionals throughout the world, advances philanthropy by enabling people and organizations to practice ethical and effective fundraising. The core activities through which AFP fulfills this mission include education, training, mentoring, research, credentialing and advocacy.



DIRECTIONS

**Sheraton Greensboro
Hotel at Four Seasons**
3121 High Point Road,
Greensboro, NC

Adjacent to Interstates 40 and Business 85. For hotel information and directions, go to www.sheratongreensboro.com or call 336.292.9161.