



# Women in Development of Northeastern New York

Building networks, sharing best practices, and  
working collaboratively for our collective success.

## Fund Raising in a Down Economy: Engaging Prospects Authentically

**Thursday, December 11, 2008      Registration Deadline: December 1, 2008**

Registration and Networking: 7:30 am-8:00 am • Program: 8:00-10:00 am, following a buffet breakfast  
Wolferts Roost Country Club, 120 Van Rensselaer Blvd. Albany

The economy is faltering, markets are volatile, and people are fearful about their financial future. Where does that leave nonprofits dependent on the philanthropic dollar?

It is not a time to panic. It IS a time for thoughtful strategy and action. The “same old same old” is not going to work. Or, even worse, doing nothing or keeping distance from donors during these difficult times is not the course either. If you’re looking for ways to weather this storm and develop deeper, more meaningful relationships with your donors in the process, this program is for you.

Join us for a dynamic presentation by Susan Washburn of the prestigious consulting firm, Washburn & McGoldrick. We’ll begin with a look back at how past recessions have impacted fund raising and gain clues as to what we may expect tomorrow. Using this insight, understanding funding trends, and learning strategies to overcome obstacles in a challenging climate will help you meet funding goals. This program will emphasize the value of relationships and the importance of engaging both prospects and donors. This will be your impetus for a call to action: understand the emerging trends and produce opportunities for frequent, quality contacts that create relative experiences to increase levels of giving.

Attendees will participate in interactive roundtable exercises that will challenge them to be creative and work together to devise a plan to initiate or strengthen a relationship with a prospect or donor. Strategies will be shared and compared to optimize learning.

### Our Speaker:

For more than 35 years, **Sue Washburn** has been a leader in educational advancement with a reputation as a strategic thinker and outstanding teacher. Her commitment to philanthropy, interest in donor motivation, and passion for education led her to partner with Bill McGoldrick to form the Latham based company of Washburn & McGoldrick, Inc. in 1995. Their firm has served over 135 clients with campaigns ranging from \$6 million to \$2 billion.

Sue has brought her expertise in development, constituency relations, communications and marketing, finance and administration, and trusteeship to consulting relationships in North America, the United Kingdom and Australia. In her work with many outstanding colleges, universities and schools, she has focused on critical philanthropic issues and trends, campaign strategy and execution, training of staff and key volunteers, governance, and program assessment and planning in all advancement areas.

**For more information about this program contact [membership@widny.net](mailto:membership@widny.net)**

Yes! I would like to attend “**Fund Raising in a Down Economy**” on Thursday, December 11, 2008.

- Please reserve \_\_\_\_\_ spots for WID members (at \$20/member).
- Please reserve \_\_\_\_\_ spots for non-WID members (at \$35/non-member).
- I would like to become a member of Women in Development (\$60/annually).

### Please list the names of the people who will be attending this program.

Name \_\_\_\_\_  Member     Non-Member  
 Name \_\_\_\_\_  Member     Non-Member  
 Name \_\_\_\_\_  Member     Non-Member

### Please share your contact information.

Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Daytime phone \_\_\_\_\_ E-mail \_\_\_\_\_

**Registration deadline is December 1, 2008.** Registrations made after this date will be assessed a \$5 late fee. Unpaid reservations will be invoiced regardless of whether someone is in attendance at the program. We thank you for understanding that WID must pay Wolferts Roost for every reservation made.

**Please send payment to:** Women in Development • P.O. Box 5871 • Albany, NY 12205 • [membership@widny.net](mailto:membership@widny.net)  
**To register online by credit card, visit our website at: [www.widny.net/programs.htm](http://www.widny.net/programs.htm)**



Women in Development  
of Northeastern New York  
P.O. Box 5871  
Albany, NY 12205

*WID* Program Announcement

**Save the Date!**  
**Thursday, December 11, 2008**

**Women in Development of Northeastern New York Presents**

**“Fund Raising in a Down Economy:  
Engaging Prospects Authentically”**

**About Women in Development of Northeastern New York**

Founded in 1994, Women in Development of Northeastern New York was established by 12 women dedicated to promoting women in the fields of development, organizational advancement, and other related fields. Today, the membership has grown to over 140 women in northeastern New York, western Vermont and western Massachusetts. WID of Northeastern New York is part of an informal national WID organization.

**Among WID’s many Membership Benefits**

- Listing and access to WIDNENY On-line Member Directory
- Seminars and workshops tailored to your needs
- Opportunities to meet and network with professionals sharing similar interests
- WID newsletter, published quarterly, providing information on WID members, activities, and job opportunities