

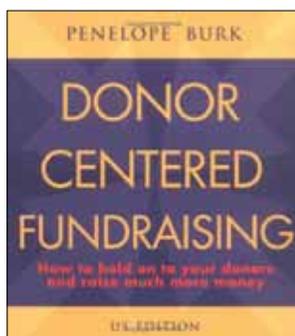


Women in Development of Northeastern New York

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

Donor Centered Fundraising

Burk's comprehensive study of donor communication, recognition, and donor relations paints a clear picture of the kind of relationship that donors are seeking and defines donor centered fundraising as the essential methodology for keeping donors long term.



WID proudly presents renowned author, speaker and fundraising futurist



Penelope Burk

Being Donor Centered in Changing Times: How to Use Donor Trends and New Technologies to Raise More Profit

Thursday, March 13, 2014, 3:00-6:00 pm

Program	3:00-4:30 pm
Networking & Cocktails	4:30-6:00 pm
Book Signing	4:30-5:00 pm

Location The Century House
997 New Loudon Road, Latham

Cost: \$30/members, \$40/non-members

Penelope Burk is an author, researcher, and mentor celebrated for some of the most important innovations in modern-day fundraising.

She is president of Cygnus Applied Research, Inc., a research-based consulting firm serving the not-for-profit sector. In 1997, Cygnus began seeking to answer the questions, *What do donors want?*, *What would inspire their sustained loyalty?*, and *What would increase giving sooner?* From those questions came two landmark studies that redefined customer service in fundraising from the donor's perspective. This research challenged many ingrained beliefs and practices and grabbed the attention of the fundraising industry.

In 2000, Penelope introduced the concept of Donor Centered Fundraising, transforming the way the sector communicates with donors and bringing fundraising in line with donors' needs. Today, Penelope's groundbreaking research continues to gain international recognition for challenging long-standing but ineffective fundraising practices and showcasing evidence-based methods that raise more money.

You simply cannot afford to miss this outstanding opportunity to learn about her latest findings on donor trends and technologies.

In collaboration with:



Yes! I would like to attend **Being Donor Centered** on March 13.

- Please reserve _____ spots for WID/AFP/GPG members (at \$30/each).
- Please reserve _____ spots for non-WID members (at \$40/each).
- I would like to become a member of Women in Development (\$60/annually).

How did you hear about this program? _____

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

Name _____ Member Non-Member AFP or GPG Member

Name _____ Member Non-Member AFP or GPG Member

Please share your contact information.

Organization _____ Address _____

City _____ State _____ Zip _____

Daytime phone _____ E-mail _____

Note: AFP and GPGNENY members may register at the WID member rate - \$30

**Registration Deadline
is March 7, 2014.**

Please send payment to: Women in Development • P.O. Box 5871 • Albany, NY 12205 • membership@widneny.net
To register online by credit card, visit our website at: <http://www.widneny.org/programs.htm>