



# Women in Development of Northeastern New York

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

## Embracing Technology: 4 Easy Steps to Engage Donors & Enhance Prospect Research

Wednesday, June 15, 2011      Registration Deadline: June 8, 2011

7:30-8:00 am - Registration, Networking and Buffet Breakfast: • 8:00-10:30 am - Program, including Annual Meeting and Election • **Location:** Wolferts Roost Country Club, 120 Van Rensselaer Blvd., Albany

Whether you are on the cutting edge or just getting started, this program will give you some new ideas on how you can engage your existing donor base as well as reach out to a new one.

Fundraising will always be about personal relationships and technology is just another resource that can help you track and further that relationship. Kristina Pelly plans to show you 4 Easy Steps that will make you more successful at what you do.

This program offers an insider's view with the opportunity to get answers to many of the questions you have about prospect research such as:

- *Does my website speak to my donor population?*
- *How do I track my current donor population?*
- *What is your social media strategy to attract donors?*
- *How can I research new donors?*



### *Our Speaker:*

WIDNENY is proud to present Kristina Pelly, Account Executive in the eTapestry Division of Blackbaud. Kristina brings to us a wealth of experience in how prospect research relates to technology. She works with not-for-profit organizations in her home state of New York, helping them to evaluate fundraising goals and challenges, to help determine how the eTapestry product and web solutions may be able to improve their respective operations.

Kristina actively volunteers with many local organizations and is a member of NWMBA (National Women's Association MBA Professionals).

*Note: This program will be purely educational and will not focus on any single tool or product.*

**Yes!** I would like to attend "4 Easy Steps to Enhance Prospect Research" on June 15, 2011.

- 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

**Please share your contact information.**

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

### **Registration Deadline is June 8, 2011**

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 for every reservation made.

**Please send payment to:** Women in Development • P.O. Box 5871 • Albany, NY 12205 • [membership@widneny.net](mailto:membership@widneny.net)  
**To register online by credit card, visit our website at:** [www.widneny.net/programs.htm](http://www.widneny.net/programs.htm) or call Sheila Bouck at 869-5761.