

# AGENDA HIGHLIGHTS

Seminars run from 9:00 a.m. to 3:00 p.m. with lunch and refreshments included. For more information and to register, visit: [www.cygresearch.com/dcf](http://www.cygresearch.com/dcf)



## MORNING

- **What Donors Want** – the essential definition of Donor-Centered Fundraising
- **Donor Attrition** – how to bring the #1 problem in fundraising under control
- **Acknowledgement IS Recognition** – why a brilliant thank you letter means more to donors than having their names in lights
- **\*NEW – How donors' giving priorities are shifting** and what that means for fundraisers
- **\*NEW – How to communicate with young, middle-aged and older donors** in an age of information overload
- **\*NEW – How to overcome the confusion** about fundraising roles and responsibilities among Board Members, CEOs and professional fundraisers
- **...and much more**

## AFTERNOON

- **\*ALL NEW** – Let your creativity soar with a full afternoon of original, real-life case studies that will demand innovation, common sense and an open mind. We'll cover subjects such as...
- **We Have to Have the Money Now!** – How to help leadership volunteers make more strategic decisions about fundraising
- **We Have to Have the Money Unrestricted** – How to offer compelling evidence to turn decision-makers around on this troubling issue
- **I'm a Person, Not a File Number** – How to recognize donors who are signaling their interest...before you lose them altogether
- **You Expect Me to Do What?** – How to mobilize CEOs, Board Members and Fundraisers into a winning leadership team that raises more money faster
- **The Best Boss Ever** – How to get the very best performance out of your fundraising team

- TORONTO, ON  
Wednesday October 6, 2010
  - CHICAGO, IL  
Thursday October 7, 2010
  - WASHINGTON, DC  
Thursday October 14, 2010
  - BOSTON, MA  
Friday October 15, 2010
  - SEATTLE, WA  
Friday October 22, 2010
- 2010 SEMINAR DATES

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# Donor-Centered Fundraising® Now More Than Ever

...how to raise more money in a new donor environment

A Full-Day Seminar Presented by **Penelope Burk**  
Completely Revised and Updated for 2010

[www.cygresearch.com/dcf](http://www.cygresearch.com/dcf)



## Donor-Centered...Now More Than Ever

Today's fundraising practices and systems were developed in an era when donors were less demanding, competition was less severe, and fundraisers could rely on an unlimited supply of supporters. Now, however, wealth is shifting to a new kind of donor who is more independent, more questioning and much harder to reach. If that isn't challenging enough, the number of not-for-profits continues to grow while donors themselves are trending towards supporting fewer causes.

## What Is Donor-Centered Fundraising?

Donor-Centered Fundraising is a customer service-oriented approach to fundraising designed to raise more money by focusing on the things that donors themselves say will earn their loyalty and win increasingly generous gifts.

## About This Seminar

*Donor-Centered Fundraising Now More Than Ever* is a pragmatic, interactive and forward-thinking forum that explains how Donor-Centered Fundraising works and presents intriguing case studies designed to help you and your team implement this winning fundraising strategy.

"After 10 years in fundraising,... this is the most important information that I've heard."

Dave Clause | VP Hardeman University, Freed-Hardeman University

"Penelope's approach to enabling philanthropy should be made into a vaccine. The health benefits to the sector would be immediate and obvious."

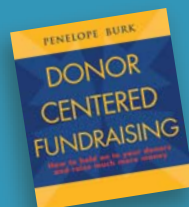
John Webster Hochstadt | Editor, Gift Planning in Canada

"An eye-opening, mind-expanding, skills-developing approach to raising much more money; an amazing worthwhile experience. Don't miss this opportunity."

Marion Ringe | Corporate and Foundations Relations, Wayne State University

## ADDED BONUS!

Every delegate registered for the seminar will receive a copy of Penelope Burk's best-selling book, *Donor-Centered Fundraising*, at no additional cost. (a \$65.00 value!)



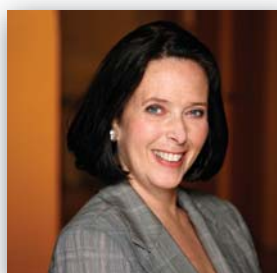
*Whether new to the concept, or a Donor-Centered veteran, this Interactive Forum is designed for you.*

## Learn the basics of Donor-Centered Fundraising

Over 70% of today's professionals were not in the Development industry when Penelope first introduced the concept of Donor-Centered Fundraising. If this describes you or members of your team, then this forum is an essential learning experience. If you are trying to meet ambitious fundraising targets in a rapidly changing marketplace, Donor-Centered Fundraising can help you get there.

## Take your team to the next level

If you have attended Penelope's inspiring forum before, or if you have read her book, this fully updated seminar will give you the tools you need to operationalize Donor-Centered Fundraising. The day is loaded with new research evidence from studies conducted this year and last with over 35,000 donors. And, an all-new series of fascinating Case Studies will help you deal productively with this fundamental reality -- that the toughest sell you will ever have is not with donors, but with your own staff and decision-makers.



## ABOUT THE PRESENTER PENELOPE BURK

Author, trainer and President of Cygnus Applied Research, Inc., Penelope Burk has forty years' experience in not-for-profit

management, fundraising, marketing and research. She is a fundraising authority and iconoclast, advocating innovative approaches to raising money while challenging long-standing but ineffective beliefs that limit success.

Penelope is an accomplished author and speaker who has written two bestselling books and more than fifty seminars, training programs and plays about fundraising and donors. Her presentations are widely acclaimed as unique, engaging and among the most effective educational experiences in the sector today.

## HOW TO REGISTER...

### ONLINE

Use our secure website to register online, visit:

[www.cygresearch.com/dcf](http://www.cygresearch.com/dcf)

### BY PHONE

To register or for more information, call us directly at:

**1-800-263-0267**

**For Fax:** A printable registration form is available online at the address above. Please fax the form to 905-546-9774.

## CITIES & DATES

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## REGISTRATION FEE

**Super Early Bird Price: \$345.00**  
(3 or more: \$320 per person)

**Deadline: AUGUST 20, 2010**

**Early Bird Price: \$370.00**  
(3 or more: \$345 per person)

**Deadline: SEPTEMBER 17, 2010**

**Regular Price: \$395.00**  
(3 or more: \$370 per person)