



Chicago Chapter

AFP Chicago is pleased to host
“Managing Prospect Relationships and Fundraising Activity in a Campaign”
An in person web conference offered from AFP International

Presenter: **Elizabeth Crabtree**
Date: **Wednesday, May 4, 2011**
Time: **12:00pm – 1:30pm**
Location: **Illinois Institute of Technology**

About the Session

Review the key elements of designing a robust prospect relationship management program that focuses on the most important activities that need to be tracked during a campaign – prospects, fundraiser assignments and actions, and proposals. Options will be discussed that take into consideration organizational size, staffing resources and systems capabilities and limitations, allowing any fundraising operation to benefit from the creation of policies, principles and tracking systems that reflect best practices in prospect management.

About the Presenter



Elizabeth Crabtree is the Director of Prospect Development at Brown University with primary responsibilities for campaign planning, analysis and reporting, research, prospect management and data mining and modeling. She is a former president of APRA and a member AFP, CASE, and NEDRA. Ms. Crabtree is a frequent, nationally recognized speaker, curriculum developer and nonprofit fundraising consultant specializing in campaign feasibility analysis, strategic planning and program development.

Approved Provider For



Continuing Education

Come meet with chapter colleagues!

Wednesday, May 4, 2011

Time: 12:00-1:30 p.m. (Bring a sack lunch)

Place: Illinois Institute of Technology, 565 W. Adams, Chicago, IL

A Special Thank You to our Generous Sponsor:

Illinois Institute of Technology

Cost: **FREE** to AFP Chicago Chapter Members

Non-AFP Members/Guests: \$25

Reservations required for this in-person event. Space is limited, so register today!

Please return this form to register!

Questions? Contact AFP Chicago at (630) 416-1166 or info@afpchicago.org

Please return a copy of this form with payment by May 2, 2011 to the Chapter Office. Each reservation requires a form. No phone reservations are accepted. Please note that all credit card reservations will be charged prior to the event. Cancellations must be submitted in writing on organization letterhead and received 48 hours before the program or you will be charged. Reservations are accepted on a first-come, first-served basis. Non members without reservations will be charged \$25 and will be seated as space permits. Please include an email address to receive an email confirmation of your registration.

12:00 – 1:30 p.m. Webconference

Member: Free

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