



Chicago Chapter

**July 14, 2010**  
**AFP Chicago is pleased to host**  
**“LEGACY GIVING BUILDING BLOCKS – a simple approach to**  
**attracting long-term support”**

**An on-site web conference offered from AFP International**

**Presenters: Caleb B. Rick, JD and Greg Lassonde, CFRE**

**Date: Wednesday, July 14, 2010**

**Time: 12:00pm – 1:30pm**

**Location: Illinois Institute of Technology**

Do you worry that your organization will miss out on the intergenerational transfer of wealth? Are you wrestling with how to build your organization's capacity to attract legacy and endowment gifts? Do you feel overwhelmed by planned giving techno-babble? Would you benefit from straightforward strategies to engage prospects? Join Caleb B. Rick, JD and Greg Lassonde, CFRE for this web conference on simple steps you can take to develop a strong foundation for your legacy giving program. ***The program will be presented at the IIT downtown campus. Soda will be provided, but please feel free to bring your own sack lunch.***

**Target Audience:**

All audiences will benefit from learning how legacy giving is essential to creating long-term mission sustainability.

**About the Presenters:**



**Caleb B. Rick, JD**, is the founder of Legacy Giving, an adjunct professor of nonprofit Management at Vermont Law School and a nationally known proponent of donor-centered, outcomes based planned giving. He has counseled hundreds of charity leaders on legacy and endowment giving, and spoken at dozens of conferences over his twenty year career.



**Greg Lassonde, CFRE**, is a co-founder of Legacy Giving, and runs a planned giving consulting practice in the San Francisco Bay Area where he is a frequent presenter on building a significant legacy program on as little as 5% of your time. His nearly three decades of fund development work includes a wide variety of nonprofits agencies. He founded the Basics Course on Planned Giving 11 years ago through the Northern California Planned Giving Council.

Approved Provider For



Continuing Education

***Come meet with chapter colleagues!***

***Wednesday, July 14, 2010***

***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!**

***THIS EVENT IS SOLD OUT.***

***Please return this form to be added to the wait list.***

Questions? Contact Kelly Hollingsworth at (630) 416-1166 or  
[khollingsworth@afpchicago.org](mailto:khollingsworth@afpchicago.org)

Please return a copy of this form with payment by July 12, 2010 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  
Non-Member: \$25**

**Please print or type:**

AFP Member First Name \_\_\_\_\_ Last Name \_\_\_\_\_

NonMember Organization \_\_\_\_\_

Phone \_\_\_\_\_ Email Address \_\_\_\_\_

CFRE

AFP Member First Name \_\_\_\_\_ Last Name \_\_\_\_\_

NonMember Organization \_\_\_\_\_

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CFRE

*Please mail or fax form to: AFP Chicago Chapter, 1755 Park Street, Suite 260,  
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For more information, visit [www.afpchicago.org](http://www.afpchicago.org) or call us at (630) 416-1166

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