



Webconference

Forty Ways to Maximize Fundraising Through Your Website



Presenter: Allan Pressel
Date: Wednesday, July 8, 2009
Time: 12:00pm – 1:30pm

About the Presenter

Allan Pressel is founder and CEO of CharityFinders, which helps nonprofits use the Internet to further their mission. Allan was named as one of the world's leading e-philanthropy experts by the ePhilanthropy Foundation. He was given the Volunteer Service Award by President George W. Bush.

About the Program

Your website has two strategic objectives – first, to inform the website visitor about your organization and its mission, and more importantly, to garner support for your nonprofit. Learn how to plan and build a site which not only has a lot for the user to see, but a lot for the user to do as well. Consider the impact of a site that offers online donations, event tickets, membership dues, e-store purchases, affiliate marketing, even in-kind donations, planned gifts, investment donations and much more.

Learning Objectives

At the conclusion of this session, participants will:

- Know which fundraising transactions and information to include in your website – and how to easily incorporate them in your site (or build a new site)
- Understand innovative techniques for maximizing the fundraising results you achieve with your website -- many of these techniques are easy to implement (and free or low cost)
- Hear e-philanthropy case studies whose lessons they can apply to their own nonprofit and its website

Target Audience

All levels – including executive directors/CEOs, board members, development directors, volunteer directors, IT directors, website administrators, other senior management



Join us! Network with chapter colleagues!

Wednesday, July 8, 2009

12:00-1:30 p.m.

Illinois Institute of Technology, 565 W. Adams, Room 270, 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. Space is limited, so register today!

Please return this form to register!

Questions? Contact Kelly Hollingsworth at (630) 416-1166 or

khollingsworth@afpchicago.org

Please return a copy of this form with payment by July 6, 2009 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 This is my first program.

AFP Member First Name _____ Last Name _____

NonMember Organization _____

Phone _____ Email Address _____

CFRE This is my first program.

AFP Member First Name _____ Last Name _____

NonMember Organization _____

Phone _____ Email Address _____

CFRE This is my first program.

*Please mail or fax form to: AFP Chicago Chapter, 1755 Park Street, Suite 260,
Naperville, IL 60563 • Fax (630) 416-9798*

For more information, visit www.afpchicago.org or call us at (630) 416-1166

Payment: Check enclosed MasterCard Visa American Express

Card Number _____ Exp. Date _____

Printed Name of Cardholder _____ Total Amt \$ _____

Signature of Cardholder _____ Zip Code _____