



Fundraising Fiasco or Marketing Miracle?

Building brand loyalty with special events

Windsor native, Denny Young repeats his popular session from AFP Toronto's last Fundraising Congress. You will learn how to apply fundamental marketing techniques including cost/benefit analysis and audience activation to create, manage and evaluate successful special events. Working through a series of exercises, you will develop the skills needed to create audience-centred activities that advance your organization's development goals and deepen donor and volunteer commitment to your cause.

Friday April 23, 2010

12:30 Registration

1:00 pm to 4:00 pm – Presentation

Hospice of Windsor & Essex County

6038 Empress Street

Windsor, Ontario

Guest Speaker

**Denny Young, CFRE, Senior Director of Development
Toronto Symphony Orchestra**

Fee: \$20 AFP members - \$35 non members

Please register by noon Wednesday April 21, 2010 via email to: ffalkner@uwindsor.ca or fax to Fedela Falkner at (519) 971-3679.

Registration Form:

Name(s): _____

Organization: _____

Phone: _____ Email: _____

Total # of registrants @ \$20.00 \$_____ Total # @ \$35.00 \$_____

Method of Payment: Cash_____ Cheque_____ (made payable to AFP)

**Invite a colleague to join you!
Reminder—Bring your handouts to share.**