

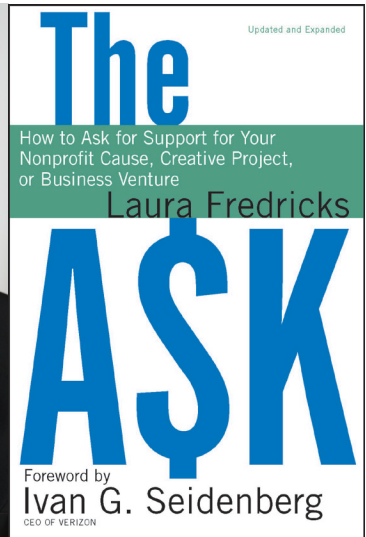


Laura Fredricks

Wednesday, September 22

Arlington Hall at Lee Park

3333 Turtle Creek Boulevard, Dallas 75219



9:00-11:30AM Workshop

360 Degree Fundraising - There is a Place for Everyone in Fundraising

Any organization that wants to be successful in this competitive economically challenging environment needs to have everyone within the organization involved with fundraising. In this session participants will learn to:

- Identify the challenges facing their organization;
- Turn those challenges into powerful and persuasive selling features on why someone should give to the organization now rather than later;
- Prioritize the top three areas of need for the organization and ensure that everyone is saying the same message;
- Use past giving trends to form this year's and next year's budgets and fundraising goals;
- Lead Up - motivate and energize boards and volunteers who are "reluctant" to help with fundraising.

11:50AM-1:00PM Lunch/Program

The Ask: How to Ask for Support for Your Nonprofit Cause, Creative Project, or Business Venture

Laura's new book is a thoroughly revised and updated edition of her best-seller, *The Ask*, offering you suggestions, guidelines and down-to-earth advice for the non-profit sector, business sector, and the everyday living sector. Laura offers the resource to bridge all these sectors that will make asking for anything easy, enjoyable, meaningful and rewarding. If you believe that you and your organization are worthy of the vital resources you need to be successful...come hear Laura and feel confident knowing you will learn how to ask for what you need and deserve.

Laura Fredricks, is an expert fundraising consultant, international inspirational and motivational speaker, attorney, and best-selling author. She is the owner of her own boutique consulting company, which provides training, coaching, and proven best practices to a select number of nonprofits and businesses, to raise significant money efficiently and effectively from a variety of existing and new sources.

Laura is well sought after speaker, both nationally and internationally. When you hear Laura speak, there is no doubt you will be entertained and energized. For the past 16 years, Laura has been teaching nonprofit business management; leadership; fundraising trends; annual, major gift, planned giving, special events; and capital campaign courses on a certification and master's degree level for University of Pennsylvania, Columbia University, New York University, Duke University, and the Smithsonian Institution. Her speaking engagements include yearly presentations at the Association of Fundraising Professionals (AFP) International Conference; eight International Web Conferences for AFP; keynote speaking presentations for numerous AFP Chapters nationwide; and the Council for Support for Advancement and Education and Planned Giving Councils.

Formerly Laura was Vice President for Philanthropy, at Pace University in New York, NY, where she raised over \$92 million in six years. She oversaw all aspects of fundraising and alumni relations for a staff of 35 on five campuses. She served as Associate Vice President for Development at Temple University, Philadelphia, where she began fundraising toward a \$300 million capital campaign, managing and coordinating the major and planned giving programs, corporate and foundation funding, and alumni relations for 15 schools and colleges, two hospitals, and the athletic program. Prior positions include Major Gifts Manager for Deborah Hospital Foundation where she raised \$6 million from grateful patients in one year; Assistant Director of Development for Temple University's School of Medicine where she raised an unprecedented \$1 million in the annual fund; and Director of the Philadelphia Bar Foundation, where she began and major gift program and bequest society.



SEPTEMBER WORKSHOP AND LUNCHEON MEETING

LAURA FREDRICKS

Workshop: "360 Degree Fundraising: Everyone in the Organization Can Be Fundraising"
Luncheon Program: "The ASK: How to Ask for Support for Your Non-Profit Cause, Creative Project or Business Venture"

Wednesday, September 22, 2010
Workshop 9-11:30 AM
Networking 11:30 AM
Luncheon Meeting 11:50 AM - 1 PM
Book signing immediately after

Arlington Hall at Lee Park
3333 Turtle Creek Blvd., Dallas, TX 75219

Early bird registration (received by Wednesday, September 15th)
AFP MEMBERS: \$70 Workshop & Luncheon / \$30 Luncheon Meeting Only
NON-MEMBERS: \$85 Workshop & Luncheon / \$45 Luncheon Meeting Only
Purchase Laura's new book: \$35

After September 15th or registering on-site
AFP MEMBERS: \$75 Workshop & Luncheon / \$35 Luncheon Meeting Only
NON-MEMBERS: \$90 Workshop & Luncheon / \$50 Luncheon Meeting Only
Purchase Laura's new book: \$45

Name: _____ AMT PAID \$ _____
Company: _____
Address: _____
City, State and Zip Code: _____
Phone: _____
Fax: _____
Email: _____

Names of additional guests (enter amount paid for each member or non-member attendee):

Table with 2 columns: AMT PAID, AMT PAID. Each row starts with a dollar sign and a blank line for the amount.

(List more guests on a second page. Please note any special dietary requirements for attendees.)

of Books _____ @ \$ _____ each = \$ _____

TOTAL PAYMENT: \$ _____

Credit Card Number (Visa, MC, AmEx): _____ Exp: _____

Name on Card (print): _____

Pay by check on-site. No refunds, no-shows will be invoiced.

Make reservations by faxing or mailing this form to the GDC-AFP office, fax (972) 490-4219, 14070 Proton Rd. Suite 100 LB 9, Dallas, TX 75244.
Questions? Call GDC-AFP at (972) 233-9107 ext 204, or email afpchapteroffice@afdallas.org.