

Conference Helps Non-Profits Ignite Passion in Fundraising

PITTSBURGH – The Association of Fundraising Professionals' (AFP) Western PA Chapter and the Pittsburgh Planned Giving Council (PPGC) will present their annual conference entitled *Emerging Philanthropy – Igniting Passion in Fundraising* on March 24-25, 2010 at the Hilton Garden Inn Southpointe in Canonsburg. This is the region's premier annual forum for donor-focused philanthropy. Attendees are non-profit managers, fundraising professionals, and allied professionals. Sessions will be identified by level of expertise: beginner, intermediate, advanced. The fee to attend both days of the conference is \$225 for members and \$350 for non-members registering before December 31st. After December 31st the cost will be \$330 and \$430 respectively. For more information or to register, call 412-232-0551, email office@ppgc.net or go to www.emergingphilanthropy.org.

The conference brings together nationally recognized speakers to inform development professionals, financial planners, estate planning attorneys and other related professionals from the eastern United States on new ways to help people understand the benefits of philanthropy.

The keynote speaker on March 24th is Laura Fredricks who will present on "Tackling the Challenges and Embracing the Opportunities for Fundraising in the New Decade." By examining the last decade of what worked in the aftermath of 9/11; Hurricane Katrina; multiple weather disasters; growth of on-line giving and social networking; recession; overseas wars; and a new president, we can be better prepared to carry forward the successful methods of fundraising while incorporating new and innovative approaches to raising money and managing and training the leadership and volunteers of our organizations. Laura will also present another breakout session that day. There will be a working lunch that day whereby tables will have specific themes for discussion. Themes will include: health organizations, educational organizations, annual fund, planned giving, major or principal gifts, foundation/corporate relations, etc.

The keynote speaker on March 25th is Debra Ashton who has had a stellar career in planned giving since 1975. If you know the words "planned giving," you know her name and her book, "The Blue Bible" of planned giving, first published in 1988. Generations of new and experienced planned giving officers have relied on her wise advice and keen insight on creating and running a planned giving program that really works. Debra will also provide an "executive session" to focus on advanced/complex planned giving issues, on the same day. This will be limited to the first 20-25 individuals who sign up. This is intended for the more experienced Planned Giving Officer, (10+ years). PPGC's Allied Professional of the Year Award Presentation will be presented at lunch that day.

Continuing education credit is available as are a limited number of scholarships.

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Emerging Philanthropy Conference 3/24&25, 2010 Hilton Southpointe outside Pittsburgh
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