



PGRTAZ April 2015

Educational Luncheon and Workshop

Strengthening Your Planned Giving Program



Join us for a special April educational opportunity, presented by AFP Greater Arizona, US Trust and Planned Giving Round Table of Arizona.

Session 1: Ron Schiller: Belief & Confidence

The two most important ingredients in a successful development program are belief and confidence. Volunteers and donors are most engaged, and organizational leaders are most effective, when levels of belief and confidence are high across organizational constituencies. We will discuss the many internal and external factors that affect belief and confidence, and the roles that development leaders and everyone throughout an organization, can play in creating an environment where belief and confidence spiral upward.

Session 2: Robert Sharpe, Make Ultimate Gifts a Reality

Many of the most effective fundraising efforts are also based in the belief and confidence that there are special donors who are committed to your mission and would like to make gifts larger than the ones they believe they can actually make. While there are many motivations for making charitable gifts, there are also a number of powerful countervailing forces based in economic realities, personal financial responsibilities and other factors that may seem to preclude those gifts. Learn how addressing the what, when, and how of a larger gift as well as the who, and why, can lead to maximum funding in today's challenging environment.

About Our Speakers

Ron Schiller, Founding Partner and Principal Search Consultant, Aspen Leadership Group, is a nationally recognized advisor to presidents and boards and an expert in the leadership of nonprofit organizations.

Robert F. Sharpe, Jr. is a nationally recognized pioneer, leader, and authority in the field of philanthropy. As President of the Sharpe Group, Robert consults with educational, health, social service, and religious organizations and institutions in implementing and improving their major and planned gift development efforts.

Date: Wednesday, April 1st, 2015

Meet & Greet: 11:30 – Noon **Luncheon:** Noon – 1:30pm

Workshops: Session One - 1:30pm – 2:30pm, Session Two – 2:45pm – 3:45pm

Location: Sheraton Phoenix Downtown, 340 N. 3rd St., Phoenix (self - parking will be validated)

AFP and PGRT Members:

Lunch only \$30

Workshop only \$90

Both \$110 (\$10 savings)

Non-members:

Lunch only \$45

Workshop only \$100

Both \$135 (\$10 savings)

Register today at:

<http://afpgreateraz.afpnet.org/>

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