



CONGRESS

A WORLD-CLASS
GATHERING
FOR FUNDRAISERS

2008

NOVEMBER 24-26

METRO TORONTO CONVENTION CENTRE, NORTH BUILDING
TORONTO, ONTARIO



REGISTRATION FORM

Only registered individuals may attend Congress sessions. There will be no auditing privileges.

Participation will be on a first-come, first-served basis, subject to seating. Fees include the cost of three continental breakfasts, three luncheons, refreshment breaks, and a reception. To be eligible for Early Bird discounts, payment must be received by **Monday, October 27, 2008**. No registrations will be processed without payment.

Complete both sides of this registration form and forward with your payment to:
Cynthia Quigley, Manager, Administration, AFP Greater Toronto Chapter (address below)

You can register online at www.afptoronto.org, or fax this form to AFP at **416-941-9013**.

NAME: _____

TITLE: _____

ORGANIZATION: _____

MAILING ADDRESS: _____

CITY: _____ PROV.: _____ POSTAL CODE: _____

TELEPHONE: _____ FAX: _____

E-MAIL: _____

YEARS AS A FUNDRAISING PROFESSIONAL: _____ THIS IS MY _____ TIME ATTENDING CONGRESS.

FEE STRUCTURE

| | AFP Member | | | Non-Member | | |
|---|------------|-----------|-----------------|------------|-----------|-----------------|
| | Fee + | GST = | Total | Fee + | GST = | Total |
| EARLY BIRD FEE (on or before October 27, 2008) | | | | | | |
| 3-Day Congress | \$600.00 + | \$30.00 = | \$630.00 | \$700.00 + | \$35.00 = | \$735.00 |
| REGULAR FEE (after October 27, 2008) | | | | | | |
| 3-Day Congress | \$700.00 + | \$35.00 = | \$735.00 | \$800.00 + | \$40.00 = | \$840.00 |

NOTICE THE SAVINGS!

Be an Early Bird: Early Bird fee applies to complete payments received by Monday, October 27, 2008.

Group Discounts: Two or more people from the same organization receive 15% off the total registration fee. To qualify for group discounts, submit only one cheque or credit card authorization as payment for the entire group's registration fee.

FEE PAYMENT (including GST)

- I am enclosing \$ _____ by cheque payable to AFP Greater Toronto Chapter.
- Charge my fees in the amount of \$ _____ to: VISA MasterCard

ACCOUNT #: _____ EXPIRY DATE: _____

SIGNATURE: _____ DATE: _____

Are you an AFP Member? Yes Member Number: _____ No

- Yes, I would like to join AFP. Please send me a membership application form.
- I am in need of disability access. Specifically, I require: _____
- I have special dietary needs. Specifically, I require: _____
- Please send me an RBC Foundation Bursary Application Form.



Greater Toronto Chapter

Association of Fundraising Professionals

Greater Toronto Chapter

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The AFP Greater Toronto Chapter respects the information you send to us. If you wish to be excluded from being contacted by our important and valued sponsors and exhibitors of Congress 2008, please check off the box below. Please note, the Greater Toronto Chapter does not rent, sell or trade its membership list.

PLEASE NOTE: No response is considered assent.

- I **DO NOT** wish to receive material from
AFP Congress sponsors/exhibitors.

I WOULDN'T MISS IT!

I WOULD LIKE TO BE A SESSION HOST AT THIS YEAR'S CONGRESS.

I WILL ATTEND THE RECEPTION (Monday, November 24, 5:30pm - 7:00pm)

MONDAY, NOVEMBER 24

10:30am – 12:30pm (Choose ONE)

GREEN LEVEL

- G-01 Planned Giving Fundamentals
- G-02 Donor Relationship Management: Why Is It Important?
- G-03 Digital Marketing: It IS Rocket Science, But No Longer the New Frontier

YELLOW LEVEL

- Y-01 Corporate Sponsorship – Bringing Your Activation to Life
- Y-02 From Snails to PURLS – Adding E-fundraising to Your Direct Mail Program
- Y-03 Moves Management: An Introduction to Donor-Centred Techniques for Major Gift Fundraising[®]
- Y-04 Creating an Effective Board of Directors
- Y-05 Cause BrandingSM: The Power of Focus
- Y-06 Delivering the Perfect Presentation

RED LEVEL

- R-01 From Tension to Teamwork: Overcoming Daily Challenges to Achieve Long-Term Vision
- R-02 Ethical Fundraising: A Guide for Nonprofit Boards and Fundraisers

2:00pm – 3:30pm (Choose ONE)

GREEN LEVEL

- G-04 Creating a Dynamic Case for Support That Will Help You Win Friends and Influence People
- G-05 Ethics in Philanthropy: What Every Fundraiser Needs to Know
- G-06 Building an Online Village

YELLOW LEVEL

- Y-07 Making Diversity Work – Developing Successful Donor and Volunteer Relationships
- Y-08 Working With Senior Level Volunteers in a Fundraising Setting
- Y-09 The Leaders We Need to Be: How Do We Get There?
- Y-10 Philanthropic Trends[®]: 10th Anniversary Edition
- Y-11 Beyond Accounts Payables – How Finance Contributes to Excellence in Donor Stewardship
- Y-12 The Long Tail of Fundraising: The Difference Between Ten \$1 Million Grants and One Million \$10 Grants

RED LEVEL

- R-03 Take Back Your 9 to 5: Work/Life Balance Beyond the Development Office
- R-04 Influencing Public Policy

4:00pm – 5:30pm (Choose ONE)

GREEN LEVEL

- G-07 Challenges, Opportunities and Strategies in Telephone Fundraising
- G-08 What Everybody Ought to Know About Protecting Your House Data File
- G-09 How to Approach Grantmakers Successfully

YELLOW LEVEL

- Y-13 Social Media and the Pandemic Parallel
- Y-14 How High Is Up? The Development Audit[®]
- Y-15 Fundraising During Times of Economic Uncertainty
- Y-16 How to Get Your Leaders To Follow!
- Y-17 Addicted to Love: Infusing Passion Into Your Brand
- Y-18 Cultivating Diversity in Fundraising

RED LEVEL

- R-05 Good Strategic Planning = Good Fundraising Success: Fact or Fiction?
- R-06 Managing a Public Relations Crisis

TUESDAY, NOVEMBER 25

9:00am – 12:30pm (Choose ONE)

- F-01 *Forum 1*: Closing the Leadership Gap in the Not-For-Profit Sector

GREEN LEVEL

- G-10 Extreme Engagement and Stewardship
- G-11 Help... I Think I Need a Capital Campaign!
- G-12 Help! We REALLY Need to Start a Major Gifts Program!

YELLOW LEVEL

- Y-19 Selecting the Best Talent and Getting the Most From Them
- Y-20 Passion Before Logic Part A – The Power of Yes!; Part B – Who Would Have Thought?
- Y-21 Turnover at the Top: How to Prepare, Recruit and Support Your New Executive Director – A Board's Perspective
- Y-22 Part A: The ASK: How to ASK Anyone for Any Amount for Any Purpose
Part B: Stewardship After the ASK: How to Get the Signed Gift Agreement and the Money
- Y-23 Causes and Corporations: Tips, Techniques and Examples From a Marriage Broker
- Y-24 Keeping Your Board Members Focused on Their Fundraising Role

RED LEVEL

- R-07 Creativity in Action 08
- R-08 Creating an Effective Board of Directors That is Engaged in Development

2:00pm – 3:30pm (Choose ONE)

- F-02 *Forum 2*: Demographics as Destiny: A Look Through the Hourglass

GREEN LEVEL

- G-13 Hand in Hand: Activating an Integrated Stewardship Program
- G-14 Finance for Fundraisers
- G-15 Donor Recognition: Who to Thank and How

YELLOW LEVEL

- Y-25 Race Matters in Fundraising: Promoting Diversity in Our Profession
- Y-26 Elevating Your Focus: Taking Your Organization to the Next Level
- Y-27 The Search for Sneezers: Online Fundraising in Epidemic Proportions
 - Y-28 The Chaos Campaign
- Y-29 Life Belongs to Everyone – How the ONE X ONE Gala Event Effects Change Worldwide
- Y-30 Getting Better Results From Your Sponsorship Program – Part A

RED LEVEL

- R-09 Philanthropy Leadership
- R-10 Boards of Non-Profit Organizations: What Fundraisers Need to Know

4:00pm – 5:30pm (Choose ONE)

- F-03 *Forum 3*: Let's Start a Revolution!

GREEN LEVEL

- G-16 An Event Manager's Guide to Murphy's Law
- G-17 Planned Giving Made Practical
- G-18 Investment Management? That's Not My Job!

YELLOW LEVEL

- Y-31 PhilbrandthropyTM – It's Not a Disease, But It Is Contagious
- Y-32 Set Yourself Apart as a Major Gifts Officer
- Y-33 Channel Choice and Integrated Marketing: A New Paradigm for Direct Response Fundraising
- Y-34 Let Data Rock Your World in Direct Response!
- Y-35 With the World in Your iPhone
- Y-36 Getting Better Results From Your Sponsorship Program – Part B

RED LEVEL

- R-11 Naked and Buff: How Organizations Can Gain the Accountability Advantage
- R-12 Canadian Business Contributions to Community: Implications for Business-Community Partnerships

WEDNESDAY, NOVEMBER 26

9:00am – 11:45am (Choose ONE)

GREEN LEVEL

- G-19 Improving the Future of Small Charities: Can It Be Done? If So, How?
- G-20 Special Events 101 – A Key Component of Your Development Strategy
- G-21 How to Find Out What Your Competitors Are Up to and Use It to Raise More Money

YELLOW LEVEL

- Y-37 One Size Fits No One: The Complexity of the Cost of Fundraising & Transparency Issue
- Y-38 True Colors[®] and Building Volunteer Relationships
- Y-39 Taking a Strategic Approach Towards Revenue Generation
- Y-40 Intermediate Giving Programs: Boosting Revenue From Valuable Donors
- Y-41 Once Upon a Time... (The Fine Art of Finding, Gathering and Telling Your Stories)
- Y-42 Fundraising in the Age of Innovation

RED LEVEL

- R-13 Believing in Your Strategy and Driving Action
- R-14 Enabling Effective Execution