



*The Eastern PA Chapter of the Association of Fundraising Professionals presents...*

# The Lehigh Valley Forum on Fundraising and Philanthropy

## **Greetings Fundraisers!**



This special edition of our e-newsletter is devoted to our chapter's upcoming event, **The Lehigh Valley Forum On Fundraising and Philanthropy**, which will be held on Thursday, June 18, 2009 at DeSales University's University Center in Center Valley, PA.

Member or Non-Member, you need to check out the information [here!](#)

The Lehigh Valley Forum is quite simply the best fundraising workshop in terms of content and value anywhere in the Mid-Atlantic Region! Our new format will bring you a full-day program featuring both nationally-recognized and locally-respected fundraising experts and mentors, addressing the information you need now!

The keynote session, featuring **Giving USA 2009 – Results Preview**, will be presented by **Robert I. Evans**, Managing Director of The EHL Consulting Group of suburban Philadelphia. The Giving USA Foundation, of which EHL is a member firm, reports annually on the state of philanthropy, and is the gold standard for information and research in our field. Those who attend The Forum will be among the first in the entire country to hear the analysis of the 2008 survey results.



The afternoon plenary session will be led by **Laura Fredricks**, JD, LLC, an expert fundraiser, motivational speaker and author. Her presentation entitled, **Tackling the Challenges and Embracing the Opportunities for Fundraising in the Upcoming New Decade**, will incorporate both presentation and breakout sessions so that participants will have an active role in collectively creating the best ideas on fundraising and management in the upcoming

new decade. Laura's quick wit and common sense approach to solving fundraising's most vexing issues makes her a favorite speaker across the country.



These two sessions alone would be worth the price of admission, but there is more, a lot more! There are 12 other sessions covering your favorite subjects such as major gifts, planned giving, capital campaigns, *Meet the Funders* and annual giving. Open tracks on hot topics like social networking, writing the perfect elevator speech and the *Donor Bill of Rights*, will offer special insights. All of these sessions are being taught by professionals who bring practical expertise to each presentation. You will have the opportunity to go home with tools you can use that will make your job easier and bring you more success in your fundraising efforts!

Please see page 2 for more information about this exciting event!



Everything about this event should make it a priority on your calendar. **Don't miss it!** If you have not received our mailing, or you know someone else who would be interested, please contact Jeni, our chapter administrator, at 610-967-4686 or email [adminmj@afpeasternpa.org](mailto:adminmj@afpeasternpa.org). Or feel free to forward them this e-newsletter!

# The Lehigh Valley Forum on Fundraising and Philanthropy continued...



## How's this for a stimulus plan?

We have already heard from some members that for

budgetary reasons, your organizations have curtailed conferences and cut off extended travel. **The Lehigh Valley Forum on Fundraising and Philanthropy** is offering

you international conference-quality sessions just down the road! No flying and no overnight stay required!

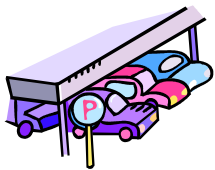
Do you like a deal? We have one for you! If you register for The Forum now, we will bill you after July 1, 2009 at the start of your new fiscal year even if you register at the early bird rate! Learn now, pay later with our 0% financing! Also, groups of 5 or more attending from the

same organization receive 1 registration FREE!

Why are we willing to extend these two special offers? AFP and our Eastern PA chapter are committed to your professional development. We have designed this full-day program with this goal in mind, and we want The Forum to be a success. That's why we are trying to make it affordable for everyone.

## Don't miss the University Center at DeSales!

Thank you to our venue sponsor, DeSales University for making their phenomenal facilities available for this event. The quality of the rooms, the audio-visual and technical services, and of course the food are absolutely top-notch. As an attendee, you will be comfortable, and our faculty will be thrilled with the accommodations!



And did we mention that parking is ample and FREE?



Your seat is waiting!



Visit [www.afpeasternpa.afpnet.org](http://www.afpeasternpa.afpnet.org) for program information.