



Featured Speaker



Harvey McKinnon is recognized as one of North America's leading fundraising experts. He has authored four books – two on monthly giving: *Hidden Gold*, *Tiny Essentials to Monthly Giving* and his latest book, *The 11 Questions Every Donor Asks*, has received rave reviews. He co-authored the #1 bestseller *The Power of Giving*, which has been translated into ten languages.

Harvey's company, Harvey McKinnon Associates, has raised hundreds of millions of dollars for clients across Canada and the United States, ranging from Amnesty International and Oxfam Canada, to the Vancouver General Hospital and the Greater Vancouver Food Bank.

Harvey is a highly rated speaker and trainer who is regularly invited to present at AFP regional and international conferences, CCAE, CASE (USA), AHP national and international events, and the IFC (Netherlands). He has been a member of many non-profit and business boards, including the Resource Alliance (North America), and the Vancouver International Writer's Festival.

8:00 a.m. Registration, Continental Breakfast & Networking

8:30 to 11:30 a.m. **The 11 Questions Every Donor Asks**

(includes a 15-minute refreshment break)

In this interactive session you will learn:

- What donors are concerned about – even if they don't tell you
- How to allay donor concerns
- How best to answer donor questions
- How successful fundraisers have achieved results with this model
- A training model that you can use for all your volunteers

12:00 to 1:30 p.m. **Luncheon and National Philanthropy Day Awards**

Celebrate those who have strengthened our community through the spirit of philanthropy (recipients to be announced in the fall of 2011). **Outstanding Philanthropist, Outstanding Volunteer Fundraisers, Outstanding Philanthropic Organization and Outstanding Youth in Philanthropy**

1:45 to 4:00 p.m. **Turning Annual Donors into Major Donors**

(includes a 15-minute refreshment break)

Any organization that wants to be successful today needs to increase their income from current donors. In this session, participants will learn to:

- Identify your best prospects
- Think long-term, not short-term – for maximum results
- Use a combination of techniques to approach your best prospects
- Avoid the mistakes other organizations have made
- Duplicate what successful organizations do

Registration Fees

Members (AFP, CAGP, AHP):

Full Conference - Includes continental breakfast, full day workshop, and Awards Luncheon.

___ \$100 Early Bird Registration by October 28

___ \$125 Registration after October 28

Half Conference – Includes morning or afternoon session, and Awards Luncheon.

___ \$75 Early Bird Registration by October 28

___ \$100 Registration after October 28

(please select)

Morning Session: 11 Questions

Afternoon Session: Annual Donors into Major

Awards Luncheon (12:00 to 1:30 p.m.)

___ \$50 Luncheon & Awards Only (deadline: Nov 10)

Non-Members:

Full Conference - Includes continental breakfast, full day workshop, Awards Luncheon.

___ \$150 Early Bird Registration by October 28

___ \$175 Registration after October 28

Half Conference – Includes morning or afternoon session, and Awards Luncheon.

___ \$125 Early Bird Registration by October 28

___ \$150 Registration after October 28

(please select)

Morning Session: 11 Questions

Afternoon Session: Annual Donors into Major

Awards Luncheon (12:00 to 1:30 p.m.)

___ \$50 Luncheon & Awards Only (deadline: Nov 10)

Registration Information

Name _____ Title _____

Organization _____

Address _____

City _____ Prov _____ Postal Code _____

Phone _____ Fax _____ Email _____

Payment Options

___ Cheque enclosed (Payable to: Association of Fundraising Professionals Manitoba Chapter)

___ Please bill my credit card ___ VISA ___ MasterCard. *****Please note: Credit card payments are processed through The Winnipeg Foundation and will be reflected on your statement as such.**

Card Number _____ Exp. Date mm ___/yy ___

Signature _____

Please Indicate:

Special Meal Requirements/Allergies _____

Registration Deadline: 4:00 p.m., Thursday, November 10. Registration not confirmed until payment received.

Cancellation Policy: For a full refund, cancellation must be received by November 7. From November 7 to 11 a \$25 admin fee will be charged. No refunds will be given after November 14 – substitutions are welcome.

Please fax or mail your registration to:

National Philanthropy Day

c/o Lise Carbonneau, AFP Administrator

950 Borebank Street

Winnipeg MB R3N 1G6

Tel: (204) 832-1512 Fax: (204) 897-8094

Email: whirlwind@shaw.ca