



“Going Beyond Google: An Introduction to Prospect Research”

Wednesday, February 15, 2012

11:30 a.m. to 1:30 p.m.

Holiday Inn Winnipeg South

1330 Pembina Hwy.

ABOUT THE SESSION

“The Right Solicitor asks the Right Prospect for the Right Gift at the Right Time”... we’ve all heard it before, but how do we know what’s “Right”? Having as much insight as possible can be key to the success of our fundraising campaigns.

Even if your team – like most - doesn’t include a dedicated researcher, shops of all sizes can benefit from this informative and practical session on prospect research and data mining. From how to conduct research on a shoestring to finding the “hidden gems” in your own database, Jennifer will show us how prospect research can add value to every stage of the development cycle.

ABOUT THE SPEAKERS

Jennifer M. Walton

Jennifer Walton has worked in Winnipeg’s not-for-profit sector for over seventeen years. She has held a wide variety of positions in the arts, including Associate Production Manager at the Winnipeg Folk Festival, Principal Pianist at the Royal Winnipeg Ballet School, and a variety of fundraising and special events roles with the Manitoba Theatre Centre, Manitoba Association of Community Arts Councils, and the Royal Winnipeg Ballet. She developed her passion for research and data mining during her three-and-a-half years with the Health Sciences Centre Foundation, first as Research & Stewardship Officer and later as Director, Development Services.

Jennifer is thrilled to have joined the University of Manitoba’s Department of Philanthropy in the fall of 2011 as Manager, Prospect Research and Foundation Relations. She is very active with the Association of Professional Researchers for Advancement (APRA), and is the current APRA Canada representative for the province of Manitoba.

SEE NEXT PAGE FOR REGISTRATION INFORMATION!

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REGISTRATION FORM

NAME _____ NAME _____

NAME _____ NAME _____

NAME _____ NAME _____

ORGANIZATION _____

ADDRESS _____

CITY _____ PROV _____ POSTAL CODE _____

TEL: _____ EMAIL _____

- FEES:**
- AFP Members - \$30.00
 - RRC Essentials Grads - \$30.00
 - CAGP Members - \$30.00
 - Non-Members - \$45.00

PAYMENT:

Cheque/Cash (Payment On-Site) – Payable to AFP Manitoba Chapter

Please Invoice – Provide Contact Person's Name and Email:

NAME: _____ EMAIL: _____

Credit Card - ___ Visa ___ M/C

****Note – The Winnipeg Foundation** will be processing credit cards for AFP, their name will appear on your statement.

_____ Exp. ____ / ____

Signature: _____

SPECIAL DIETARY REQUIREMENTS - Allergies Vegetarian Please specify: _____

HOW TO REGISTER

FAX COMPLETED FORM TO 897-8094

Or

IF MAILING SEND ORIGINAL FORM AND PAYMENT TO:

Lise Carbonneau, Administrator, AFP Manitoba Chapter,
950 Borebank Street, Winnipeg, MB R3N 1G6

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

Email inquiries: whirlwind@shaw.ca

CANCELLATION POLICY

Substitutions are welcome. However should you wish to cancel full refunds are provided up to
February 9, 2012, 12:00 Noon. No shows are subject to the full event fee.