



# CAGP-ACPD<sup>TM</sup>

## The **Top 6** Webinar Series

### **W5: Annual and Planned Giving – Rising above the Silo**

**March 7, 2012 at 12p.m EST**  
**Isabela Zabava & Greg Douglas**

#### **Webinar Description:**

Integrating the Annual and Planned giving programs allows an organization to build and sustain long term donor centered engagement, and to achieve results that are far beyond what each program can achieve alone. Knowing how to begin and maintain this process, however, can sometimes be daunting. Join Isabela and Greg as they share successes and lessons learned through working toward increasing integration between the annual and planned giving programs at the BC Cancer Foundation over the past nine years.

#### **About Isabela & Greg:**

As the *Senior Director Development - Planned Giving* at the BC Cancer Foundation, Isabela is responsible for overseeing all aspects of a comprehensive planned giving program, including marketing and prospect identification, donor cultivation and stewardship, and estate administration. She has over 18 years of experience in the not-for-profit sector, which she joined after practicing law in the area of wills and estates.



**Isabela Zabava 1**

Greg Douglas is the Senior Director, ePhilanthropy & Direct Response at the BC Cancer Foundation. He has worked at the Foundation for 7 years, during which time his responsibilities have spanned the Annual Giving and Marketing portfolios. Prior to that he held positions at The Arthritis Society, BC / Yukon Division and United Way of the Lower Mainland.

