



FRASER GREEN

Fraser Green is a gifted writer and sought after public speaker. He is unique in North America with respect to his combined expertise in market research and Philanthropy. Fraser is a Principal at FLA Group one of Canada's leading fundraising consulting agencies. At FLA, Fraser's focus is on charitable branding strategy, donor research and legacy giving.

FUELING YOUR PHILANTHROPIC PASSION

*CAGP-ACPD Nova Scotia Roundtable Seminar and AGM
Thursday, May 20, 2010
Delta Barrington Hotel - 1875 Barrington Street, Halifax, NS*

All You Need is Love

Fraser Green

Fundraising is still a relatively new profession. We as fundraisers strive to establish and live by best practices in our work. But have we become overly focused on the technical side of best practices?

Fraser thinks that many of us are frying our brains with budgets, numbers, tax regulations and governance – while losing sight of the passion that makes this work so truly special.

'All You Need is Love' brings us back to why we chose this profession (or why it chose us) in the first place. In this session, Fraser Green will (passionately) offer ten practical ways with which you can infuse yourself – and your donors – with the passion that leads to success.

John Lennon was right. Love IS all you need.

AGENDA

8:45 am – 9:15 am
Registration

9:30 am – 11:30 am
Fraser Green Workshop "All You Need is Love"

11:30 am – 12:00 pm
CAGP NS Roundtable Annual General Meeting

12:00 pm – 1:00 pm
Lunch Served

1:00 pm – 2:00 pm
Fraser Green presentation "Iceberg Philanthropy – Unlocking Extraordinary Gifts from Ordinary Donors"

2:00 pm
Closing remarks

Iceberg Philanthropy

Fraser Green

This session will clearly and practically show how to use tried and true market research tools to identify, cultivate, solicit and steward legacy gifts from those 'little donors' at the very bottom of your fundraising pyramid.

He'll share many of the 23 things you must say and do – and the 10 things you must never say and do – if you want to successfully court bequests from your prospects.

This innovative, imaginative - yet common sense - approach will send you home intent on changing the way you raise funds in the mail.

CAGP • ACPDP™
CANADIAN ASSOCIATION OF GIFT PLANNERS
ASSOCIATION CANADIENNE DES PROFESSIONNELS EN DONNS PLANIFIÉS



REGISTRATION \$55.00 MEMBERS - \$65.00 NON-MEMBERS

Includes your personal copy of the book "Iceberg Philanthropy" (2007), coffee break and lunch
If you have any questions, please contact Rose Spicer (rose.spicer@ns.cancer.ca)