

**CAGP™ Niagara/Golden Horseshoe Roundtable  
& AFP Golden Horseshoe Chapter**  
*present*

**Peter Ward, World Vision Canada:  
Why the New Media is Old Hat**

There's nothing new about new media - and yet you ignore this tool at your peril. The new media's instant, mass communication can be harnessed for turbo-charged fundraising - this presentation will tell you how. But one wrong step can have an equal amount of negative damage. We'll talk about how to avoid these pitfalls, too. We'll wrap up with a summary of best practices for fundraising, and for the new media.

Biography: Peter Ward is Senior Vice President for Supporter Engagement at World Vision Canada. He leads a team of marketers that has increased annual giving by \$120 million, partly by harnessing the strength of on-line communication. He revamped the organization's web site, and is constantly experimenting with the interactive and social media tools. During his tenure, he has initiated the Christmas catalogue, innovations in humanitarian emergency fund-raising, and interactive community campaigns.

**Tuesday, March 23, 2010  
11:45 to 1:30 p.m.**

Burlington Golf & Country Club  
422 Northshore Boulevard East, Burlington  
(Registration begins at 11:30 a.m.)

**[REGISTER ONLINE TODAY](#)**

**\$30 Members \$35 Non Members (AFP or CAGP)**

**Register by Friday, March 19 to ensure your place at this luncheon.**

(We require 24-hour notice of cancellation or you will be billed. Thank you for understanding.)

**Questions? E-mail [nhandrigan@ibmh.com](mailto:nhandrigan@ibmh.com)**

Note: registrations are not accepted by email. To register, click on the "Register Online Today" link above.