



CONVERGENCE OF GENEROSITY

OTTAWA • 2024 • APRIL 3-5

CAGP's 30th National Conference
on Strategic Philanthropy

**BUILD A
BUSINESS CASE
TO ATTEND
#CAGP24**

HOW TO GAIN APPROVAL TO ATTEND THE CONFERENCE

CAGP is the only organization that enables charitable gift planners and professional advisors to come together in a shared space to collaborate and learn from each other. With a wide variety of sessions and inspiring plenaries, there is much to be excited about. Learn, network, exchange experiences, and keep up-to-date on all new trends, issues and the latest practices in strategic charitable gift planning.

While these are great reasons to attend CAGP's conference, to secure approval for your professional development costs, follow these guidelines to gain support from your organization:

STEP 1 - REVIEW THE CONFERENCE PROGRAM

Find and select sessions that are most beneficial to you, your team and organization or company. Dive into the deep and complex issues facing our sector right now. CAGP's National Conference will bring challenging discussions to the forefront through unrivalled education.

STEP 2 – HIGHLIGHT THE VALUE FOR THE MONEY

Outline the monetary value of your attendance. Personally connecting and exchanging ideas with the faculty, asking financial advisors and lawyers for advice, and collaborating on the spot with like-minded professionals can save you financial resources and time that your organization or company would otherwise spend looking for a solution.

STEP 3 – PRESENT YOUR CASE!

Write a detailed request letter to your supervisor outlining your “game plan” for the conference, highlighting learning objectives, networking opportunities and the ROI for your organization or company.

STEP 4 - COME BACK, GIVE BACK

Commit to a post-conference briefing or presentation for senior management and your team, where you will highlight the main ‘takeaways’ and ideas that could be instrumental for your organization to move forward with its goals and strategic plans.





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