The COLOR of MONEY

Professional Development Conference *for* Fundraising Professionals of Color

6.24.2009

You are invited to attend

The Color of Money
A Professional Development Conference for Fundraising Professionals of Color

Wednesday, June 24th, 2009
The Howard Gittis Student Center, Temple University
1755 N. 13th Street, Philadelphia, PA 19122

8 AM – 6:00 PM

For almost 50 years, the Association of Fundraising Professionals (AFP) has been the standard bearer of professionalism in fundraising. AFP is chartered to provide education, training, mentoring, research, credentialing, and advocacy. The Greater Philadelphia Chapter (AFP-GPC) is one of the most progressive in the country.

As Co-Chairs for the Diversity and Outreach Committee for AFP-GPC, we are very excited to invite you to participate in **The Color of Money:** A Professional Development Conference for Fundraising Professionals of Color.

This conference is being produced in partnership with the Diversity and Outreach Committee of AFP-GPC, the International Headquarters of AFP, the AFP Foundation for Philanthropy and the National Center for Black Philanthropy.

The Color of Money conference is rooted in ethnic and cultural sensitivity and adheres steadfastly to the principles of a broad representation of experiences, perspectives, and opinions. It incorporates fundraising strategies that have been shown to be effective within diverse cultural communities.

Heather Gee, CFRE, CAP
Co-Chair
Diversity and Outreach Committee

Michelle S. Gollapalli, MBA, CFRE
Co-Chair
Diversity and Outreach Committee

who should attend

Fundraising Professionals
who are new to the field

Volunteer Fundraisers
who are raising money as a volunteer

Board Members
charged with raising money for their organizations

Executive Directors
who have fundraising accountability

Seasoned Fundraisers
who want to brush up on their skills and learn new ideas

registration

$95 Early Bird Special
(Register by Thursday, May 28, 2009)

$125 *(after Thursday, May 28, 2009)*

Registration includes:
Continental Breakfast, Lunch and Networking Reception!

Register today by mailing in your form or online at www.afpgpc.org

*Visit our website to find information on **scholarship applications** for those who need financial assistance to attend.*
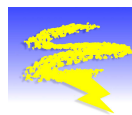
PRESENTED BY

THE PHILADELPHIA FOUNDATION
The Power of Endless Possibilities.

HOSTED BY

AFP Association of Fundraising Professionals Greater Philadelphia Chapter

SPONSORED BY

McPherson Associates, Inc.

SUPPORTED BY

AFP Foundation for Philanthropy
National Center for Black Philanthropy
AFP - International Headquarters

program offering

STARTING A DEVELOPMENT PROGRAM:
"Getting your fundraising program off the ground"

M. Gasby Brown, *Founder, Chairman & CEO of The Gasby Group, Inc. (TGG)*

This course focuses on the information and skills needed to establish a functional fundraising program from assessing your readiness and defining your case to establishing basic policies and procedures needed to manage a successful fundraising program.

ANNUAL CAMPAIGNS:
"Attracting gifts year after year"

Yve-Car Momperousse
Assistant Director, Classes & Reunions at the University of Pennsylvania, Development & Alumni Relations

Stephen A. Forbus, *Principal, ProFundraisers, Inc.*

This course is designed to help you discover your core constituencies and turn them into continuous annual donors.

INDIVIDUAL AND MAJOR GIFTS:
"Turning those small gifts into gold mines"

Fernando Chang-Muy
Thomas O'Boyle Lecturer at the University of Pennsylvania School of Law, and Professor at Penn's Graduate School of Social Policy and Practice

This course explains how to engage donors at a deeper level so that their annual giving reaches the maximum financial capacity.

GRANT SEEKING:
"Where oh where is Bill Gates?"

Elizabeth Ann Terry, *Director of Training, Partners for Sacred Places*

André E. Dixon, *Director of Corporation, Foundation, and Community Relations, Lincoln University*

This course will instruct participants on how to fund their unique activities as well as impact effective grant writing and reporting skills.

FAITH-BASED FUNDRAISING:
"There's more to it than passing the plate"

M. Gasby Brown, *Founder, Chairman & CEO of The Gasby Group, Inc. (TGG)*

This course will explore the significant impact that employing traditional fundraising strategies can have outside of the weekly offerings.

INTERNET FUNDRAISING:
"Obama did it. You can too!"

Richard McPherson, *President & Creative Director, McPherson Associates, Inc.*

One of the newest and most powerful tools, this course will instruct participants in how to use internet fundraising strategies to not only increase donations but organizational visibility as well.

SPECIAL EVENTS:
"Creating unique, memorable events on a shoestring"

Anisha Robinson Keeys
Principal Officer, Lance-Lee Planning Counsel and Services in Fundraising and Special Events

Like it or not, conducting special events is a critical piece of any fundraising program. Come learn how to employ low-cost, low-manpower events that will attract not only attention but critical first-time donors to build your database.

CLOSING PLENARY:
"Peak performance under peak pressure. How to be your best when it counts the most."

Dr. Ron Archer
Founder and Chairman of the Dunamis Institute for Leadership Development on Maui, Hawaii, and Founder and Chief Spiritual Officer for the Archer and Associates Speakers Bureau/Consulting Firm

This motivational speaker has been endorsed by NFL coaches, Fortune 500 executives and non-profit leaders around the world. Ron has an amazing background as a global business leader on innovation and green technology, and is a best selling author, a U.S. envoy, Fortune 500 Business Executive and business television personality.

NETWORKING RECEPTION:
Sponsored by Urban Momentum Network

Perhaps the most valuable part of **The Color of Money** conference will be the rich networking that will take place. Attendees will meet others in the same line of work sharing new ideas and strategies alongside of seasoned fundraisers and non profit leaders. Join other professionals to launch the Color of Money Network, a group that will continue to provide its members with on-going professional development, networking and career growth opportunities well beyond the conference itself.

day at a glance

Time	Event	
8:00	**Registration and Continental Breakfast**	8:00 – 8:45 AM
8:45	**Session Track I**	8:45 – 10:00 AM
10:00	*- Break -*	10:00 – 10:15 AM
10:15	**Session Track II**	10:15 – 11:30 AM
11:30	**Lunch Program and Career Panel Discussion**	11:30 – 1:30 PM
1:30	**Session Track III**	1:30 – 2:45 PM
2:45	*- Break -*	2:45 – 3:00 PM
3:00	**Closing Plenary**	3:00 – 4:15 PM
4:15	**Networking Reception**	4:15 – 6:00 PM

registration

You can register online at **www.afpgpc.org**

Color of Money Professional Training Conference

Wednesday, June 24, 2009 | 8 AM – 6:00 PM

The Howard Gittis Student Center at Temple University

1755 N. 13th Street, Philadelphia, PA 19122

Registration includes:
**Your choice of 3 Program Sessions,
Continental Breakfast,
Lunch, and Networking Reception!**

❍ **$95** *Early Bird Special by Thursday, May 28, 2009*   ❍ **$125** *after Thursday, May 28, 2009*

Please select 3 of the 7 sessions listed below:

❍ **STARTING A DEVELOPMENT PROGRAM:**
"Getting your fundraising program off the ground"

❍ **ANNUAL CAMPAIGNS:**
"Attracting gifts year after year"

❍ **INDIVIDUAL AND MAJOR GIFTS:**
"Turning those small gifts into gold mines"

❍ **GRANT SEEKING:**
"Where oh where is Bill Gates?"

❍ **FAITH-BASED FUNDRAISING:**
**"There's more to it than
  passing the plate"**

❍ **INTERNET FUNDRAISING:**
"Obama did it. You can too!"

❍ **SPECIAL EVENTS:**
**"Creating unique, memorable
  events on a shoestring"**

Scholarships Available!

*Visit our website to find information on **scholarship applications** for those who need financial assistance to attend.*

❍ **YES! I will be attending the NETWORKING RECEPTION.**

***I am interested in a scholarship!** **My application is:** ❍ attached ❍ forthcoming*

❍ *Payment enclosed*

❍ *VISA*   ❍ *MasterCard*   ❍ *AMEX*

Card Number _____ *Expiration Date* _____

Name on Credit Card _____

Company/Organization _____

Registrant Names _____

_____

I am a member of:
❍ AFP
❍ NCBP

_____

Billing Address _____

City _____ *State* _____ *Zip* _____

Phone _____ *Fax* _____ *Email* _____

**Confirmations will be sent by e-mail. No-shows will be billed.
No refunds for reservations canceled less than 48 hours before the program.**

Please make check payable to "AFP-GPC" and mail to:
The Color of Money
AFP-GPC
4520 City Line Avenue, Suite 301
Philadelphia, PA 19131
Phone: 215-473-2261

For more information, contact
Association of Fundraising
Professionals Greater Philadelphia
Chapter at (215)-473-2261
or visit **www.afpgpc.org**

AFP
Association of
Fundraising Professionals
Greater Philadelphia Chapter