

Monday, September 8, 2008 - Grand Hyatt Atlanta

- Southern Fund Raising Trends • Top Southern Foundations and Corporations
- Fund Raising In Tough Economic Times
- Best Practices for Small and Large Development Shops • And Much More!



2008 SOUTHERN GIVING CONFERENCE

SINCLAIR, TOWNES & COMPANY
 (For Just \$129, You Can't Afford Not To Come!)

About Sinclair, Townes & Company

Sinclair, Townes & Company does much more than conduct successful seminars. We provide comprehensive fund raising counseling for non-profit clients throughout the United States. Our services include capital campaigns, feasibility and marketing studies, planned giving consulting, executive searches, trustee retreats, development audits, prospect research and general development counseling. We also offer specialized publications on year-end giving and planned giving. For more information, contact: Sinclair, Townes & Company, P.O. Box 28716, Atlanta, Georgia 30358; Telephone (770) 988-8111; Fax: (770) 988-8665; Email: info@sinclairownes.com; Website: www.sinclairownes.com

Conference Location and Hotel Arrangements - Atlanta

The seminar will be held at the Grand Hyatt Atlanta, 3300 Peachtree Road, NE., which is within comfortable walking distance of Lenox Square, Marta, and several restaurants. While the arrangement of any desired overnight accommodations is the responsibility of each participant, hotel rooms are available with the Grand Hyatt Atlanta at the rate of \$199 per night. For hotel reservations, please call (404) 364-3865 or (800) 233-1234 at least three weeks prior to the conference and mention "Sinclair, Townes & Company" to receive the special rate. (For more information on hotels in the area, please call Sinclair, Townes & Company at (770) 988-8111.)

Registration Information

PROGRAM HOURS:

The Southern Giving Conference will run from 9:00 a.m. to 4:30 p.m. on Monday, September 8, 2008. Registration is from 8:30 a.m. to 9:00 a.m. A luncheon will be served for participants.

FEE AND REGISTRATION:

The registration fee for the 2008 Southern Giving Conference is \$129 per person. The fee includes the extensive conference manual, the luncheon, and coffee and soft drinks during registration and breaks. Your registration form and payment must be received no later than 5 days before the conference. You can register online at www.sinclairownes.com.

CANCELLATION POLICY: Cancellations received 10 days before the conference commences will receive a full refund, less a \$25 administrative fee. There will be no refunds for cancellations received within 10 days before the conference or for "no shows;" however, the conference materials will be shipped after the program.

Register by fax, mail or online at www.sinclairownes.com

SINCLAIR, TOWNES & COMPANY FUND RAISING COUNSEL	P.O. Box 28716 Atlanta, Georgia 30358	Telephone: (770) 988-8111 or FAX: (770) 988-8665	Registration Form 2008 SOUTHERN GIVING CONFERENCE
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Please reserve _____ place(s) for the Southern Giving Conference on Monday, September 8, 2008 at the special price of \$129/person.

Name _____ Title _____

Name _____ Title _____

Name _____ Title _____

Organization _____

Address _____

City _____ State _____ Zip _____

Telephone (_____) _____ Email _____

Check enclosed: \$ _____ OR Our check will follow: \$ _____ (\$129 per participant)

Please send me additional information on other Sinclair, Townes & Company services.

Bill my AMEX, VISA, Mastercard for \$ _____
Card # _____ Exp. _____



2008 SOUTHERN GIVING CONFERENCE

Monday, September 8, 2008 – Grand Hyatt Atlanta (in Buckhead)

Conference Registration Fee: \$129/person special price
(Comprehensive conference manual and luncheon included)

Who Should Attend?

- Vice Presidents for Development
- Major Gift Directors
- Planned Giving Directors
- Directors of Development
- Annual Fund Directors
- Trustees/Board Members
- Presidents
- Executive Directors
- Other Fund Raisers and Volunteers

Topics To Be Covered:

Fund Raising In Tough Economic Times

Southern Giving Trends

- Southern fund raising trends
- How to deal with stock market ups and downs
- What's working—and what's not working—in Southern fund raising and philanthropy
- Basic and advanced fund raising practices for small and large development shops

The Top Southern Foundations and Corporations

- Who and what they're giving to
- Proposals to which they are responding
- Grant proposals that work - and don't work

Accountability for Non-Profit Boards

2008 Year-End Giving Marketing Ideas

- Brochures/newsletters and more

2008 Tax Law Changes

- What happens if there is no federal estate tax?

Major Gift and Transformational Gift Programs

- Planning—and executing—major and transformational gift programs and campaigns
- Setting realistic goals; managing the process
- Raising money for endowments
- Investments and stewardship of gifts

Planned Gifts and Charitable Estate Planning

- How to target/niche your planned giving suspects and prospects for the best planned giving vehicles
- Planned giving seminars, publications, recognition societies, and other effective marketing ideas

- Working with attorneys, accountants, trust officers, stock brokers, financial planners

Board Development

- What if you don't have the strongest possible board?
- The care and feeding of board members
- How to recruit the best board members
- How to get board involvement—without meddling

Development Office Management

- What makes one development office successful and another in need of a transplant
- Basic and advanced fund raising standards—for what to do and what not to do in your office
- What to do with the best—and worst—staff members
- Managing your pyramid and your prospect “moves”
- Communications; public relations; stewardship

Prospect Research on the Internet

- Free—and expensive—on-line prospect research on individuals, foundations, and corporations
- What to do with your top 50 prospect list
- Screening and evaluating prospects
- Prospects' (1) assets; (2) willingness to give; and (3) your access or entree to these people

Web-Based Fund Raising Ideas

- E-Newsletters: Design, frequency, and tracking of responses
- Websites: The best and the worst

The 2008 Southern Giving Conference is designed both for the development officer in need of Fund Raising 101 and for the seasoned development professional. Learn from some of the most experienced fund raisers and consultants in the field!