GDNRC

Upcoming
Education & Training Workshop

Direct Mail for Local Nonprofits 102 - May 18th

Last year, internationally recognized donor communications expert Tom Ahern introduced Danbury-area nonprofits to the secrets of writing effective direct mail. Now there's a sequel. In the new edition, workshop attendees will analyze in depth a direct mail appeal that raised $35,000 for a small nonprofit. We'll look at how to apply standard metrics like cost-per-dollar-raised. And we'll look at thank you letters, one major secret to donor retention. Direct mail can be a vital contributor to the fundraising efforts of smaller and niche charities. This workshop will teach you how to properly use direct mail to build and keep your donor base.

Tom Ahern is counted among North America's top authorities on fundraising, advocacy, and "persuasion" communications**.** Tom is the author of four well-regarded books on fundraising and communications. He is in demand as a communications trainer, traveling internationally to present his workshops. He is an award-winning magazine journalist (which means he knows how to tell a story). And he gets results. His work has won three prestigious Gold Quill awards, given annually to communications programs judged to be among the most effective in the world. He's written numerous cases for successful campaigns, totaling more than $500 million in goals.

When: May 18th from 1:00 p.m. - 4:00 p.m
Where: Brubeck Room, Wilton Library,137 Old Ridgefield Road, Wilton, CT
Who Should Attend: Executive directors, marketing and development staff
Workshop Fee: $25 per person

To Register: Complete the registration form below and send to Elaine Mintz, Greater Danbury Nonprofit Resource Center, P.O. Box 2353, Danbury, CT 06813. Questions contact Elaine at *203-240-1971, or gdresourcecenter@sbcglobal.net*.

Registration Form

Name: Title:

Agency:

Address:

City: State: Zip:

Phone: Fax: Cell phone:

Email:

Total fee enclosed: Name of Workshop:

Checks should be made payable to the United Way of Western Connecticut/Capacity Building
Registration must be received by May 11th, 2010