

CONGRESS 2007

A WORLD-CLASS GATHERING FOR FUNDRAISERS

NOVEMBER 13-15, 2007

METRO TORONTO
CONVENTION CENTRE
NORTH BUILDING
TORONTO, CANADA



Greater Toronto Chapter

Association of Fundraising Professionals Greater Toronto Chapter

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The AFP Greater Toronto Chapter respects the information you send to us. If you wish to be excluded from being contacted by our important and valued sponsors and exhibitors of Congress 2007, please check off the box below. Please note, the Greater Toronto Chapter does not rent, sell or trade its membership list.

PLEASE NOTE: No response is considered assent.

I **DO NOT** wish to receive material from
AFP Congress sponsors/exhibitors.

REGISTRATION FORM

Only registered individuals may attend Congress sessions. There will be no auditing privileges.

Track participation will be on a first-come, first-served basis, subject to seating. Fees include the cost of continental breakfasts, luncheons, refreshment breaks, and a special event. To be eligible for Early Bird discounts, payment must be received by **Wednesday, October 17, 2007**. No registrations will be processed without payment.

Complete both sides of this registration form and forward with your payment to:

Cynthia Quigley, Manager, Administration, AFP Greater Toronto Chapter (address below)

Or you can fax this form directly to AFP at 416-941-9013. You may also register online at www.afptoronto.org.

NAME: _____

TITLE: _____

ORGANIZATION: _____

MAILING ADDRESS: _____

CITY: _____

PROV.: _____

POSTAL CODE: _____

TELEPHONE: _____

FAX: _____

E-MAIL: _____

YEARS AS A FUNDRAISING PROFESSIONAL: _____

THIS IS MY _____

TIME ATTENDING CONGRESS. _____

FEE STRUCTURE

	AFP Member			Non-Member		
	Fee +	GST =	Total	Fee +	GST =	Total
EARLY BIRD FEE (on or before October 17, 2007)						
3-Day Congress	\$575.00 +	\$34.50 =	\$609.50	\$675.00 +	\$40.50 =	\$715.50
REGULAR FEE (after October 17, 2007)						
3-Day Congress	\$675.00 +	\$40.50 =	\$715.50	\$775.00 +	\$46.50 =	\$821.50

NOTICE THE SAVINGS!

Be an Early Bird: Early Bird fee applies to complete payments received by Wednesday, October 17, 2007.

Group Discounts: Two or more people from the same organization receive 15% off the total registration fee. To qualify for group discounts, submit only one cheque or credit card authorization as payment for the entire group's registration fee.

FEE PAYMENT (including GST)

I am enclosing \$ _____ by cheque payable to AFP Greater Toronto Chapter.

Charge my fees in the amount of \$ _____ to: VISA MasterCard

ACCOUNT # : _____

EXPIRY DATE: _____

SIGNATURE: _____

DATE: _____

Are you an AFP Member? Yes Member Number: _____ No

Yes, I would like to join AFP. Please send me a membership application form.

I am in need of disability access. Specifically, I require: _____

I have special dietary needs. Specifically, I require: _____

Please send me an RBC Foundation Bursary Application Form.

Please send me a Marc Chayer Scholarship Application Form.

Please send me a Steve Biggs Scholarship Application Form.

I WOULDN'T MISS IT!

I WOULD LIKE TO BE A SESSION HOST AT THIS YEAR'S CONGRESS.

I WILL ATTEND THE RECEPTION (Tues., Nov. 13, 5:30pm – 7:00pm)

DURING CONGRESS I WILL ATTEND:

(Please check ONE TRACK only and appropriate boxes.)

BACHELOR'S TRACK

TUESDAY: 10:30am – 12:30pm (Choose ONE)

BT-01 – Major Gifts: Finding the Perfect Donors Who Love Your Mission and Stay With You for Life

BT-02 – Donor-Centric Communications

BT-03 – Having Trouble Sleeping at Night? Fundraising and Ethical Dilemmas

2:00pm – 3:30pm (Choose ONE)

BT-04 – Creating a Fund Development Plan That Produces Ownership and Results

BT-05 – “Thank You for Your Generous Donation”

BT-06 – Hunji 101: Encouraging Cultural Diversity

4:00pm – 5:30pm (Choose ONE)

BT-07 – Win-Win Deals: Raising Money Through Corporate Sponsorships, Joint Marketing and Cause Related Marketing

BT-08 – Ten Things We Wish We'd Known When We Started in Fundraising

BT-09 – Transforming Donor Challenges to Critical Success Factors

WEDNESDAY: 9:00am – 12:30pm (Choose ONE)

BT-10 – Personal Presence

BT-11 – Direct Response for Dummies

BT-12 – Building Media Buzz

2:00pm – 3:30pm (Choose ONE)

BT-13 – Building a Brand in the Not-for-Profit World

BT-14 – Face Time: Relationship Philanthropy (all afternoon session)

BT-15 – The Ten Rules of ePhilanthropy Every Nonprofit Must Know

4:00pm – 5:30pm (Choose ONE)

BT-16 – Inspire Donors and Yourself

BT-17 – The 12-Step Fundraising Plan

THURSDAY: 9:00am – 11:45am (Choose ONE)

BT-18 – Care and Feeding of the Senior Administrator

BT-19 – Five Steps to Extraordinary Events

BT-20 – Taking the Pain Out of Writing Policies and Procedures

MASTER'S TRACK

TUESDAY: 10:30am – 12:30pm (Choose ONE)

MT-01 – Web 2.0: What's the Point?

MT-02 – Sticky Ideas

MT-03 – The Privileges and Obligations of Prospect Management

MT-04 – Getting the Most From Your Donor File: Advanced Topics in Direct Response Fundraising

MT-05 – Legacies Are Amazing Things

MT-06 – Lunch Money Day: The Little Campaign That Could

2:00pm – 3:30pm (Choose ONE)

MT-07 – Philanthropic Trends[©]

MT-08 – Fab Case Statements

MT-09 – How a Good Stewardship Call Can Be the Perfect First Step to Your Next Major Gift Ask

MT-10 – Strategies for Growth

MT-11 – Changing the Lives of Donors Through the Magic of Philanthropy

MT-12 – Organizational Readiness for Major and Planned Gifts – Is It Time to Get Started?

4:00pm – 5:30pm (Choose ONE)

MT-13 – Raise More Money Through the Power of Word-of-Mouth

MT-14 – Using Strategic Planning to Ensure Your Organization's Relevance

MT-15 – Integrating Major and Planned Giving

MT-16 – Integrating Cutting-Edge New Media in Your Fundraising and Communications Mix

MT-17 – You've Built Your Website... Now Let's Build a Relationship!

MT-18 – Engaging Your Board in Creating Sustainable Funding

WEDNESDAY: 9:00am – 12:30pm (Choose ONE)

MT-19 – Events With Purpose

MT-20 – Sustainable Funding Panel

MT-21 – (A) Corporate Giving: A Going Concern

(B) The Evolution of Cause Marketing and Sponsorship:

Why ROI and Karma Are Not Mutually Exclusive

MT-22 – Brandraising: Securing Share of Mind, Heart and Spirit

MT-23 – New Direct Fundraising Creative: A Feast to Wonder At... and Plagiarize!

MT-24 – The Value of a Lifetime

2:00pm – 3:30pm (Choose ONE)

MT-25 – Making the Case for Unrestricted Giving

MT-26 – Inspiring Donors and Impactful Gifts

MT-27 – Putting It All Together: Successfully Integrating Multiple Fundraising Channels

MT-28 – To Accept or Not to Accept: The Question of Corporate Gift Acceptance

MT-29 – Benchmarking in Fundraising – Why and How Non-Profits Should Use It

MT-30 – Strategic Donor Prospecting

4:00pm – 5:30pm (Choose ONE)

MT-31 – LOL! Harnessing the Power of Humour in Donor/Client Relationships

MT-32 – Is Your Organization Well Endowed?

MT-33 – Using Data Analysis to Improve Fundraising Performance

MT-34 – Live Web Review: The Most Important 90 Minutes for Your Website

MT-35 – Making a Bequest Online

MT-36 – Breaking Out of Your Creative Comfort Zone

THURSDAY: 9:00am – 11:45am (Choose ONE)

MT-37 – Donor Intimacy

MT-38 – From Strength to Strength: The Donor and You – Partners for the Future

MT-39 – “The Holy Trinity” – How Direct Mail, Market Research and Legacy Marketing Form a Powerful Fundraising Synergy

MT-40 – Measuring and Evaluating Fundraising Performance

MT-41 – What's New Media Ever Done for Us?

MT-42 – Hot Web Resources and Finding Big Gifts in Your Database and Online

PH.D. TRACK

TUESDAY: 10:30am – 12:30pm (Choose ONE)

PHD-01 – Great Board Chairs, Mediocre Ones. Or How About a Rogue?

PHD-02 – Recruiting and Retaining Excellent Fundraising Staff

2:00pm – 5:30pm (Choose ONE)

PHD-03 – Mastering the Communications Advantage (all afternoon session)

OR ONE 2:00pm – 3:30pm session AND ONE 4:00pm – 5:30pm session

PHD-04 – Paying Attention: Ethics, Philanthropy and Leadership (2:00pm – 3:30pm)

PHD-05 – The Flat Philanthropic World (4:00pm – 5:30pm)

WEDNESDAY: 9:00am – 5:30pm (Choose ONE)

PHD-06 – The Leadership Edge (all day session)

OR ONE 9:00am – 12:30pm session, ONE 2:00pm – 3:30pm session

AND ONE 4:00pm – 5:30pm session

PHD-07 – Problem-Solving for Advanced Practitioners (9:00am – 12:30pm)

PHD-08 – Donor Rights and Remedies (2:00pm – 3:30pm)

PHD-09 – Encouraging Innovation – Implementing Good Ideas in Great Ways (4:00pm – 5:30pm)

THURSDAY: 9:00am – 11:45am (Choose ONE)

PHD-10 – Learning From Commerce: A New View of the Supporter Relationship

PHD-11 – How to Create an Internal Culture of Philanthropy