

# REAL FUNDRAISING -- PRESS RELEASE -- REAL FUNDRAISING -- PRESS RELEASE

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Farmington – Following the highly successful July 20 “Staffing the Development Office” three-hour workshop Real Fundraising’s Jonathan H. Spinner presented at the Connecticut Association of Non-Profits – one attendee found it “inspirational” – Real Fundraising is pleased to announce that Contributions Magazine has e-published an article based on a portion of the presentation in its July 22 issue.

Readers can find the article at [www.contributionsmagazine.com/current.html](http://www.contributionsmagazine.com/current.html) under the heading “Staffing for Fundraising Success.”

The article focuses on how major gift officers and planned giving specialist can create effective teams to generate significantly higher giving, but only if an organization’s CEO and board properly reward teamwork through specifically designed pay and bonus packages – and why they do not do so sometimes.

The article is only one of the major points examined during the workshop presentation, which was presented in a one-hour lecture as part of a Center for Non-Profit Success panel discussion in New York in March, 2010.

Jonathan H. Spinner, Ph.D. has been involved in the not-for-profit world for 35 years in executive and fundraising positions with small agencies and national and international organizations. Now President of Real Fundraising, a consulting firm for not not-for-profit organizations specializing in development operations, Dr. Spinner’s unique personal history allows him to understand the fundraising challenges facing all kinds of agencies as well as the need to respond to organizational problems beyond fundraising.

Dr. Spinner has managed capital and endowment campaigns from the micro to the monster, and has personally raised millions of dollars in face-to-face solicitation His unique training approach for boards and campaign solicitors has proven to be thought-provoking and highly successful for all kinds of organizations, with personal interaction and hands-on availability. Dr. Spinner was chairman of the Connecticut Philanthropy Day Conference in November, 2008, and frequently speaks at various conferences in New York and New England.

What is Real Fundraising?

Real Fundraising is a Connecticut-based consulting firm that focuses on providing real solutions to the real fundraising problems of not-for-profits in Connecticut, regionally, and nationally. The firm specializes in major gift program, feasibility studies, capital and endowment campaigns, and board training and education. Real Fundraising has sponsored and co-sponsored various conferences, workshops, and seminars to assist the not-for-profit world in raising funds and awareness more effectively.