

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

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FOR IMMEDIATE RELEASE

For more information, contact:  
Jonathan H. Spinner

860-674-9528

Farmington – Real Fundraising is pleased to announce that Jonathan H. Spinner, the firm's president, will be leading a special "Building A Vision" workshop for the Cornelia de Lange Syndrome Foundation at its board retreat on November 12.

The workshop is one of the services provided by Real Fundraising to clients, and is aimed at preparing the organization for a full examination of its direction and goals during the remainder of 2010 and continuing into 2011. Liana Garcia-Fresher, Executive Director of the Foundation, expects to have the final version of the "Building A Vision" program ready for 2012.

Jonathan H. Spinner, Ph.D. has been involved in the not-for-profit world for 36 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.

## 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.