

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

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FOR IMMEDIATE RELEASE

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Farmington – Real Fundraising is pleased to announce that Jonathan H. Spinner, the firm’s president, will be making a presentation at a special training session on August 2 at the Hartford Public Library, starting at 9 am.

Dr. Spinner’s presentation, “Controlling the Ask” will focus on what actually happens during a solicitation and how important body language is to ensuring a successful solicitation outcome.

The presentation will be in coordination with Bloomerang, a new database software company, and will proceed a presentation by Wayne Robbins on stewardship, based on new research by Dr. Adrian Sargeant of the Center of Philanthropy at Indiana University.

Jonathan H. Spinner, Ph.D. has been involved in the not-for-profit world for 40 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.