

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

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Farmington – Real Fundraising is pleased to announce that Jonathan H. Spinner, the firm’s president, will be a presenter at two fundraising conferences in June, one in New York and one in Boston.

The New York Fundraising Summit is run by the Center for Nonprofit Success on June 4 at New York University. The Boston Fundraising Conference will be held on June 9 at the Radisson Hotel by Odyssey Event Group, Inc. Both are parts of series of fundraising conferences the two organizations hold in different cities across the country.

In New York, Dr. Spinner will be part of a two-participant panel speaking on “Complex Issues Affecting Major Gifts.” He will focus on “the art of the ask” portion of the presentation, with opportunities for attendees to discuss the impact of the economic downturn on major gifts and possible responses.

At the Boston conference, Dr. Spinner will join a three-person panel on “Major Gifts: The Art of One-on-One Solicitation.” In this panel, his focus will be on how to control the solicitation itself as it happens. Opportunities to talk about the economic downturn’s affect on major gifts will be available at this session as well.

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

## 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.