

# 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 a faculty member of the Fall 2011 Association of Professional Fundraisers-Connecticut Chapter "Principles of Fundraising" program.

The Principles program will be held at the University of Bridgeport's Waterbury campus. Dr. Spinner will be presenting the "Development Planning" workshop on October 6.

The Principles of Fundraising program of the Association of Professional Fundraisers Connecticut Chapter is a five workshop, basic fundraising series aimed at people new to the fundraising field. The program is a cooperative effort provided by AFP-CT and the Connecticut Association of Non-Profits, and has been previously presented under the title "Essentials of Fundraising" in various locations around the state of Connecticut.

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.