

# 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 it has developed a relationship with the National Theatre of the Deaf (NTD), the Tony Award-winning West Hartford-based performing arts organization. Real Fundraising will work with the Theatre to develop and strengthen its development efforts to raise significantly more funds for Theatre, its productions, and its educational programs.

The program will include creating an overall development plan and working with NTD to make it operational. Included in the program will be grant writing, and overhauling the community fundraising program. In addition, Real Fundraising will be working with the Theatre to engage important community leaders in efforts to expand the giving support for NTD, especially at higher giving levels.

The National Theatre of the Deaf was created 41 years ago to provide opportunities for performers from the deaf and hard of hearing community to gain experience and training in the theater, while presenting top-notch touring theatrical productions made up of deaf and hard of hearing actors to all audiences. The NTD remains committed to its original mission even as it plans to expand its theatrical and educational repertoire.

## 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. Real Fundraising is also the Connecticut regional partner of FundraisingINFO.com, the most complete information service on the Internet.