

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

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FOR IMMEDIATE RELEASE

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Farmington – Real Fundraising’s President, Dr. Jonathan H. Spinner, will be addressing professionals from not-for-profit organizations throughout Connecticut at the February 15th meeting of the Association of Fundraising Professionals Connecticut chapter, held in Meriden.

He will be the featured speaker at the organization’s monthly breakfast, and his topic will be “Stewarding Annual Donors to Becoming Major Donors.”

“Our charitable organizations need to find effective ways to raise funds for the programs and agencies that affect everyone in Connecticut. Major gifts have long been the proven path to successfully increasing giving, and I will be happy to share my 30+ years of experience with my colleagues,” explains Dr. Spinner. “How to get the annual donor to become the major supporter is the key question. That is the idea behind this presentation.

A veteran fundraiser and consultant with over 34 years of experience, Dr. Spinner has directly been responsible for having raised over \$100 million in his career. “I’ve seen the impact a good major gifts program can have on a charity and its ability to carry out its mission, and I am delighted to share my approach with the Association of Fundraising Professionals Connecticut chapter,” said Dr. Spinner.

“It will also give professionals in the state the opportunity to learn more about Real Fundraising, and its is part of our effort to make sure we also have the chance to tell about the many new products and services out there to help the not-for-profit do a better and more efficient job,” Spinner says.

For more information about Real Fundraising’s consulting, training and educational programs, and its Internet-based information system, FundraisingINFO.com, please go to its website (www.real-fundraising.com) for more information.

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 programs, feasibility studies, capital and endowment campaigns, and board training and education. It is in partnership with FundraisingINFO.com, a comprehensive Internet-based fund-raising consulting company that provides nonprofit organizations with interactive, up-to-date training, advice and information about fund-raising techniques, products, services and prospects. #####.