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FOR IMMEDIATE RELEASE

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Farmington – Jonathan H. Spinner, Real Fundraising’s principal, has been asked to lead the Technology Track at the Association of Fundraising Professional’s “Philanthropy Day” on Thursday, November 17, at the Trumbull Marriott.

Joining Jonathan Spinner as co-leader of the track is Carl Pitruzzello, Director of Advancement Services at the University of New Haven. Included as presenters throughout the day will be Janaura Sarra Bishop of Infotree Web Services; Terri Culley of Primacy Professional Pathways International; Tracy Fox of Walker Systems Support; Camille Livsey of The Technology Group; and Ian Warhaftig of Consider It Fixed.

In addition, “Philanthropy Day” will see the launching of Real Fundraising’s new “combo packages” of FundraisingINFO.com research programs – the DoNet, Philanthropist Next Door, and ProspectINFO – with the Ask Bee, “How To” Guides, and news features, plus Real Fundraising programs that can provide on-site assistance in a wide variety of fundraising areas. These include audits of information systems and communication/media elements; training programs for solicitors and board members; and assistance with producing grant proposals, creating special events, and face-to-face solicitations.

“I am delighted to serve as track leader for the second year in a row, and to be joined by top professionals to make presentations in this important area throughout the day,” said Dr. Spinner. “Last year, we focused on bringing national leaders in the technology field to the attention of Philanthropy Day attendees. In 2005, our focus is on the local providers of such services.”

For more information about the entire new line of packages, sign-up and distribution will be available at Philanthropy Day. Interested parties can also inquire through www.real-fundraising.com/contact for further information and demonstration presentations.

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 was the co-sponsor of the 2005 “Best Practices” Conference with the University of New Haven. 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.

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