

Registration Form

Name:

Organization:

Title:

Staff **Volunteer**

Mailing Address:

Telephone:

Email:

Registration Details

Two day fee SSFRE members	<input type="checkbox"/>	\$150
Two day fee Non-SSFRE members	<input type="checkbox"/>	\$185
One day fee	<input type="checkbox"/>	\$ 100
* Please indicate Wednesday <input type="checkbox"/> OR Thursday <input type="checkbox"/>		
SSFRE annual membership fee	<input type="checkbox"/>	\$ 35
Total (make cheque payable to SSFRE)	\$ _____	

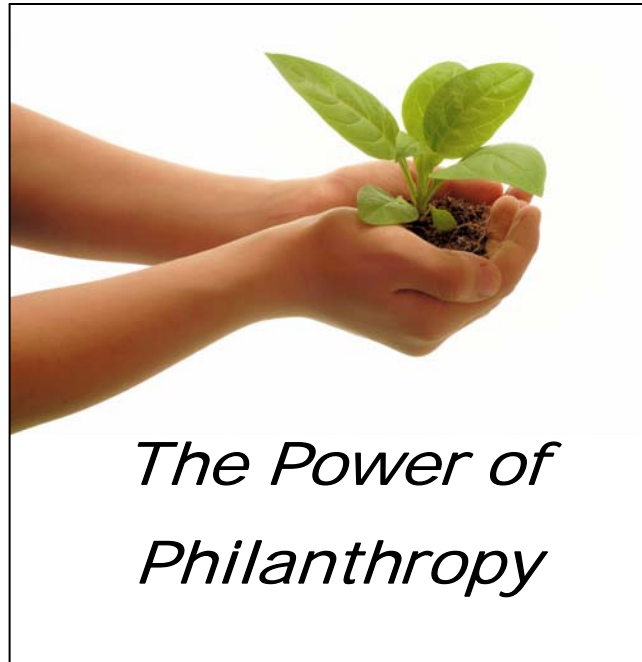
- Registration Deadline: November 13, 2009.
- Cancellations for a full refund will be permitted prior to that date
- Cash or cheques must accompany registration
- Registrations include all workshops, lunches and refreshment breaks
- Registrations are not transferable

Mail Registration Form and Payment to:

SSFRE c/o Christine Epp

100—506 25th Street East, Saskatoon S7K 4A7

volunteersaskatoon@unitedwaysaskatoon.ca



Presented by
Saskatoon Society of
Fundraising Executives
(SSFRE)

November 25 & 26 2009

Gallery ABC

TCU Place, Saskatoon

35 - 22nd Street East

Wednesday, November 25, 2009

8:30 Conference Check in open
8:50-9:00 Welcome by Naomi Kreutzwieser, SSFRE
9:00-10:30 Plenary Session
10:30-10:45 Refreshment Break
10:45-12:00 Breakout Sessions
12:00 - 1:15 Lunch - Promising Practices
1:15 - 2:30 Plenary Session
2:30 - 2:45 Refreshment Break
2:45 - 4:15 Breakout Sessions

Morning Plenary Session

Current Trends in Philanthropy and Newton's Third Law
Stu Reid, Senior Vice President, KCI Ketchum Canada

The current economic circumstances have caused many organizations to take a close look at their fundraising operations, programs and practices. Based on their recently published Philanthropic Trends Quarterly, four key themes arising from KCI's research and discussions with leaders in the charitable sector will be presented. Join us to discuss the equal and opposite reactions to our present challenges.

Morning Breakout Sessions

Their Money, Your Life – the Dynamics of the Ask
Katherine Lawrence

Why are some people 'filthy' rich? Did your parents talk about money when you were a kid? What messages did you absorb about spending, saving and debt? Who is the money manager in your family today and why? In this session, we will discuss the power of understanding your personal financial narrative so that the next ask you make is truly donor-centred.

Social Networking for Raising Money: Gimic or Reality?
Karen Dackiw, Regina Humane Society

No one can deny that social networking sites have revolutionized how we communicate. My Space, Facebook, eblogger and Twitter are just some of the hundreds of sites that are currently operating in this area. Learn about the social networking phenomenon, what research tells us about their ability to generate funds for non-profits and how you can use these tools to reach a whole new generation of donors.

Understanding Sponsorship for your Future
Brent Barootes, Partnership Group

Learn how sponsorship can be an incremental revenue source to assist you in fulfilling your organization's mission. Examine "what you have to sell" and what it is worth". We will touch on inventory development, valuation and package bundling and how this professional approach can reap substantial revenue opportunities.

Afternoon Breakout Sessions

Partner Panel Discussion "Why Partners Do What They Do"
Brent Barootes, Partnership Group

Join some of our top corporate partners in this exciting session that asks corporate leaders in our community questions such as: Why are you involved with 'Company X' ", "What keeps you coming back", "What are you looking for in return", "What do you see changing in these economic times" and more...

Major Gift Fundraising: Helping Donors and Your Organization Find Their Way

Don Gorsalitz, Roman Catholic Diocese of Saskatoon and Joanne Wurmlinger, University of Saskatchewan

Major Gift fundraising accounts for approximately 80-90% of an established fundraising organizations annual revenue. This session will provide insights on how to design your program and lead donors to an increased level of engagement.

Thursday, November 26, 2009

8:30 Conference Check in open
8:50-9:00 Welcome by Arnie Arnott, Saskatchewan Blue Cross
9:00-10:30 Plenary Session
10:30-10:45 Refreshment Break
10:45-12:00 Breakout Sessions
12:00 - 1:15 Lunch
1:15 - 2:30 Breakout Sessions
2:30 - 2:45 Refreshment Break
2:45 - 4:15 Plenary Session

Morning Plenary Session

The Power of Story in Fundraising
Norma Cameron

Developed by Norma in 2005, the concept of adopting a narrative strategy to increase fundraising success is based on research relating to the power and impact of story and its application to fundraising activities targeted to individuals considering major or planned gifts. Norma's workshop and workbooks are designed to assist organizations in capturing and tapping the most valuable commodity they have - their stories, to help them achieve their fund raising mission. In this session you will learn about The Power of Story: An Introduction to Narrative Strategy, The Art & Science of Fundraising - A Narrative Approach, Incorporating Stories Across Your Organization, and Incorporating Stories through the Donor Cycle

Morning Breakout Sessions

The Power of Story in Fundraising Part II
Norma Cameron

Join Norma for a continuation of topics touched on in the earlier session.

Discovery Sessions – Your First Step in the Door
Brent Barootes, The Partnership Group

This session will build on the previous day's session on sponsorship focusing on what you should do in that "first meeting" and the answer is not "present a proposal"! The emphasis will be on the importance of a true discovery or exploratory session, what questions to ask and how to garner the information you need to build a proposal that will sell. With real life and applicable large and small examples from organizations such as World Vision Canada, MS Society of Canada, Youth Emergency Shelter and others, attendees will have the tools and understanding to be successful in sponsorship for their organizations.

Afternoon Breakout Sessions

The Narrative Modular Case for Support & Creating a Narrative Database
Norma Cameron

Stories, especially good stories are a valuable commodity in every organization. The concept of a narrative database will house your organizations most precious knowledge management resources. This session is a continuation of The Power of Story in Fundraising and will allow you to further develop the narrative principles and strategies within your fundraising activities.

Strategic Donor Modeling - A Primer
Shad Ali, President & CEO On Purpose Leadership Inc

Explore the basics of donor modeling including an understanding of the different types, methods and tools used. Learning what donor modeling provides in the way of insight can enhance an organizations strategic approach to fund development. While particular attention will be paid to Major Gift development, this session also explores impacts such as energizing and accelerating monthly and annual giving programs, launching major and planned giving programs and preparing for campaigns.

Presenter Biographies

J. A. Stuart Reid **Senior Vice President, KCI Ketchum Canada**

A talented and seasoned development professional, Stu has proven leadership in non-profit management, donor and community relations, communications and marketing. As Senior Vice President, he is responsible for the management and growth of KCI's activities in Western Canada.

With 25 years experience, Mr. Reid joined KCI in May 2002 after serving the University of Calgary as Executive Director, External Relations. During his tenure at the University, Mr. Reid successfully secured over \$150 million, ranking the University's endowment fund among the highest in Canada.

A sought-after speaker at national and international conferences, Mr. Reid is a recognized leader in Canadian fundraising and philanthropy. He has played a key role in advancing the development profession, acting as a coach and advisor to executives of non-profit organizations and establishing innovative vehicles for private and philanthropic support.

Mr. Reid has also served as an advisor on fundraising legislation and held senior positions on the Boards of a number of professional organizations, playing a key role in policy development and the establishment of reporting practices. In 2008, Mr. Reid was awarded AFP Calgary's Fundraiser of the Year. An active volunteer, Mr. Reid has served on the Boards of a wide variety of charitable organizations.

Katherine Lawrence

Katherine Lawrence is a communications and development professional who brings the best of both disciplines to the complex and exciting world of fundraising.

Katherine worked for the RUH Foundation for 12 years and recently left to establish her own consulting business. Over the course of her career she has worked as a development officer, journalist, public relations manager, and freelance writer.

Currently, she divides her time between consulting and writing books. Katherine has published two award-winning collections of poetry with Coteau Books of Regina and has recently completed a young adult novel-in-verse.

Katherine is a graduate of Carleton University and holds a post-graduate degree in creative writing from Humber College, Toronto. She is originally from Hamilton and has lived in Saskatoon with her family for 27 years.

Presenter Biographies

Karen Dackiw, CFRE **Director of Development, Regina Humane Society**

Karen is an experienced development specialist with skills in the areas of major gifts, annual giving and capital campaigns gained while working for a variety of organizations in the Edmonton and Regina area.

Prior to joining the Regina Humane Society as the Director of Development, Karen led the development program at the RCMP Heritage Centre including a \$10 million capital campaign. She has also served as a Campaign Consultant for KCI Ketchum Canada, worked in major gifting with NAIT and held progressively senior positions with the United Way of the Alberta Capital Region.

Karen holds a Bachelor of Education degree from the University of Alberta and a Certified Fundraising Executive (CFRE) designation. She also volunteers extensively in the community currently serving as President of the Association of Fundraising Professionals, Regina Chapter.

Previously Karen was recognized as the Kathleen Huber Outstanding Speaker of the Year for her promotion of United Way, awarded membership into the University of Alberta Gold Key Society and in 2006 Karen was named one of Edmonton's "Top Twenty under Thirty" by Edmontonians magazine.

Brent Barootes **President and Senior Consultant, Partnership Group**

Brent Barootes is President and Senior Consultant of the Partnership Group – Sponsorship Specialists™, a Calgary based national sponsorship consulting firm. Brent has worked with many Canadian charities, member associations, professional and amateur sports teams, as well as major corporations to develop, design, and build effective sponsorship programs. His expertise includes sponsorship valuations and audits, inventory/benefit development, package development, and mentoring of staff and volunteers for both corporations engaging in sponsorship as well as charitable, non profit and for profit events and organizations.

Brent has spent over 20 years in the industry working for professional sport organizations, broadcast sponsorship, Director of Development for a national Canadian charitable organization and developed and delivered profitable sponsorship programs resulting in above average return on investment for both parties. Brent has provided services directly to such organizations as MS Society of Canada, Alberta Division, World Vision Canada, Canadian Red Cross, 2005 Canada Summer Games, Youth Emergency Shelter, Canadian Breast Cancer Foundation, Canadian Cancer Society, Saskatchewan Roughrider Football Club and many others.

Brent has worked with such corporations in sponsorship consulting as Gulf Canada Resources, Saskatchewan Credit Unions, Solid State Geophysical, Sport Chek, SaskEnergy, Toshiba Canada, Coca-Cola, SGI, and others. Brent is an accomplished and regular speaker at conferences and seminars across North America on a variety of sponsorship and related topics.

Presenter Biographies

Don Gorsalitz **Director of Development, Roman Catholic Diocese of Saskatoon**

Don Gorsalitz is a professional fundraiser with over 16 years experience. He has worked at St. Thomas Moore College, the University of Saskatchewan, and presently at the Roman Catholic Diocese of Saskatoon. He is currently finishing off a successful campaign for a \$28.5 million capital project. Don has volunteered and presented for various non-profit boards, charitable organizations, and spoken at several conferences in the areas of building a development office and programs, specials events, planned and major gifts, development communications, professional certification, and capital fundraising.

Joanne Wurmlinger **Associate Director of Development, University of Saskatchewan | Principal, Joanne Wurmlinger Consulting**

Joanne Wurmlinger is currently an Associate Director of Development at the University of Saskatchewan and principal of Joanne Wurmlinger Consulting. For the past 18 years, Joanne has held a variety of advancement positions throughout the health, humanitarian, arts and education charitable sectors and her professional experience covers all fundraising portfolios. Her consulting business has provided many Saskatchewan charities with feasibility studies, analysis, campaign planning and staff and board training.

Norma Cameron, CFRE

Norma has over 20 years experience in fundraising and marketing in the non-profit sector with more than 10 years specifically in gift planning. She has her own business, The Narrative Company, and consults with a number of non profit organizations across Canada in the area of Narrative Philanthropy, as well as holding the position of Director of Gift Planning at the Rick Hansen Foundation. As CAGP faculty member since 2007, she teaches the Original Gift Planning Course in Banff.

She has worked at a number Universities including the University of British Columbia, University of Prince Edward Island, University of Manitoba and most recently, the University of Victoria as well as a number of other non-profit organizations in the social services sector.

Nowshad (Shad) Ali, CFRE **President & CEO On Purpose Leadership Inc**

An experienced not-for-profit and fund development professional, Shad's background includes senior roles at leading Canadian Charities. Over the past several years Shad has delivered sessions on topics such as: Leadership Dynamics, Negotiation Skills, Time Management, Communication Dynamics, Building High Performance Teams, Managing Change, Consultative Selling, Sales Negotiation, and more. He has also facilitated business and strategic planning sessions for many organizations.

Conference Agenda (con't)

Afternoon Plenary Session

The Next Generation of Philanthropy
Facilitated by Marg Forbes with panel guests:
Michael Wyant - Vaughn Wyant Automotive Group
Sondra Fawcett - Saskatoon Community Service Village
Troy Davies - Synergy 8 Community Builders
Shelly Schaan - Schaan Health Care Products Inc.

Gain valuable insight as to what motivates those Gen Y and Xers and join us for discussion with our panel of Community Movers and Shakers. Learn how to connect and communicate with, as well as attract and respond to the next generation of philanthropists, corporate partners and what impact they can have on your organization in the future.

Marg Forbes **CEO, The Forbes Solution**

Marg Forbes holds a Master of Science in Accounting and has over twenty years of experience working as a Chartered Accountant and a university professor. In 2007 she began to dedicate herself full time to her consultancy practice, The Forbes Solution.

Marg's main emphasis is in controllership consulting. In addition, Marg is a professional speaker and workshop facilitator in the areas of generational differences and emotional intelligence, subjects she became interested in during her years of teaching. Marg combines her practical approach to these "touchy-feely" subjects to provide her audiences with workable solutions to some tough people issues facing businesses today.

About SSFRE...

Would you like to find out how to be more successful in your fundraising activities? Would you like the opportunity to meet people, like you, who either work or volunteer in fundraising?

SSFRE monthly meetings are an excellent way to meet with other people working in fundraising in an informal setting to foster opportunities for resource sharing, networking, and education. Our members vary from volunteers who lend fundraising support to their favourite charity to junior and senior fund development professionals. Monthly guest speakers present on a variety of fundraising related topics. You'll have an opportunity to ask questions of our presenters as well as to informally discuss your fundraising ideas or concerns with a colleague. SSFRE monthly meetings are also eligible for continuing education credits for the CFRE designation.

SSFRE Meetings are held the first Wednesday of every month from 7:50 a.m. to 9:00 a.m. at the Parktown Hotel. The meeting cost is only \$5 and that includes a complimentary breakfast. Membership remains an affordable \$35 per calendar year and provides you with many benefits, including special prices on events like this bi-annual conference.

Join our more than 100 SSFRE members. Sign up on the conference registration form with your payment of just \$35.