

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

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FOR IMMEDIATE RELEASE

For more information, contact:
Jonathan H. Spinner

860-674-9528

Farmington – Real Fundraising is pleased to announce a special training program developed for Save the Children’s Economic Opportunity and Food Security Leadership Council, a world-wide element of the Westport-based charity. Real Fundraising will provide training in fundraising approaches to help the Council expand its donor base, especially among high net worth individuals.

The training program will include reviewing the methodologies generally used with major gift and megagift donors, and then focusing on the specific approaches to be used by the Council to generate needed monies for its special projects worldwide, including microloan operations and value chain/cluster scan programs in Asia, Africa, and Central America. The training program will be held at the Williams Club in New York City on September 10, 2008.

Peter McCrea, who heads up the effort to improve fundraising measures for the Council, approached Real Fundraising to assist the Council in improving its major gifts solicitations. Following some face-to-face meetings with Dr. Jonathan H. Spinner, Real Fundraising’s principal, as well as some e-mail correspondence, Mr. McCrea, speaking for the Leadership Council, informed Dr. Spinner that the Council was “looking forward to your presentation!”

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.