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Farmington – Following up on a successful presentation at the reorganized OEG Conference in Boston on September 17, 2009 on “What Really Happens in the Solicitation and How to Stay In Charge,” Real Fundraising is pleased to announce that Dr. Jonathan H. Spinner, the firm’s president, will be presenting an hour-long version of the program at this year’s Philanthropy Day in Connecticut on November 19, 2009.

The presentation focuses on how the solicitor, who is usually the “chairperson” who has called the meeting to order, can recognize those small specific moments when presentation conditions are less positive, and what to do to bring the solicitation to a more positive place to help ensure maximum results.

This year’s Philanthropy Day in Connecticut, which is a joint collaboration the Association of Fundraising Professionals’ two chapter in the state as well as the Planned Giving Group of Connecticut, will be held at the Holiday Inn in Waterbury. Dr. Spinner’s presentation is set for the culminating session and more information about the event can be found on the AFP Fairfield County and Connecticut chapters’ websites. Dr. Spinner was chairman of the Connecticut Philanthropy Day Conference in 2008.

Jonathan H. Spinner, Ph.D. has been involved in the not-for-profit world for 35 years in executive and fundraising positions with small agencies and national and international organizations. Now President of Real Fundraising, a consulting firm for not not-for-profit organizations specializing in development operations, Dr. Spinner’s unique personal history allows him to understand the fundraising challenges facing all kinds of agencies as well as the need to respond to organizational problems beyond fundraising.

Dr. Spinner has managed capital and endowment campaigns from the micro to the monster, and has personally raised millions of dollars in face-to-face solicitation His unique training approach for boards and campaign solicitors has proven to be thought-provoking and highly successful for all kinds of organizations, with personal interaction and hands-on availability.

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.