

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

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For more information, contact:  
Jonathan H. Spinner

860-674-9528  
jspinner@real-fundraising.com

Farmington – Real Fundraising’s President, Dr. Jonathan H. Spinner, has joined with the Connecticut Association of Non-Profits to provide a key workshop to professionals engaged in fundraising through a three-hour morning program on July 17.

The program, “The Science of Major Gifts, “ will focus on the technical aspects of planning a major gift program, and the relationship between major and mega gifts for your endowment fund.

The morning will focus on

- defining what constitutes a major gift
- their importance in your fundraising program
- creating the keys to relationship building
- laying down a plan to generate transformational giving
- organizing your operation for major gifts.

Included in the program will be an in-depth examination of how a solicitor can control the solicitation itself to obtain the desired results.

This seminar will provide both the agencies that wants to launch a major gifts program and those that want to improve their existing program, and will feature “how to” methodologies for solicitors.

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 am delighted to be presenting to a group of professionals who have dedicated their efforts to helping not-for-profits increase their fundraising. I have sat in their chairs and know what they face on a daily basis, and I will give them a lot more information on the biggest challenge they face everyday – how to expand their fundraising effectively,” said Dr. Spinner.

“I am also happy to introduce Real Fundraising to a new group of professionals in the region, and 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 other training and educational programs, please go to its website ([www.real-fundraising.com](http://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.