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FOR IMMEDIATE RELEASE

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Farmington – After missing a presentation at last year's AFP Westchester Philanthropy Day Conference because of Hurricane Sandy knocking out the Conference, Real Fundraising is delighted to announce that Dr. Jonathan Spinner will be giving a presentation at the October 15 meeting of AFP Westchester at the Double Tree In at Tarrytown, N.Y.

Dr. Spinner's presentation, "Creating and Implementing a Campaign Plan," will focus on providing a very effective method of developing a fundraising plan coupled with various approaches to making sure that the plan is brought to fruition and does not stay hidden in the creator's computer.

The presentation is part of the monthly educational and networking program of the Association of Fundraising Professionals Westchester (NY) chapter, and is part of a number of presentations being done by Dr. Spinner this autumn, starting with the first presentation in the AFP Connecticut chapter's "Principles of Fundraising" program in September and ending with a special three-hour program in conjunction with the Connecticut Association of Not-for-Profits in December.

Jonathan H. Spinner, Ph.D. has been involved in the not-for-profit world for more than 40 years in executive and fundraising positions with small agencies and national and international organizations. Now President of Real Fundraising, a consulting firm for 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. Dr. Spinner was chairman of the Connecticut Philanthropy Day Conference in November, 2008, and frequently speaks at various conferences in New York and New England.

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.