

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

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Farmington – Real Fundraising’s President, Dr. Jonathan H. Spinner, addressed over 100 professionals from not-for-profit organizations throughout New England at the November 8<sup>th</sup> meeting of the Planned Giving Group of New England, held in Boston. He was the featured speaker at the organization’s “Nuts and Bolts” session, and his topic was “Controlling the Ask: What Happens Inside the Solicitation.”

“Imagine yourself to be a professional or key volunteer of a charity, and you’ve worked very hard to cultivate a potential donor, someone who has the capacity and interest to make very large, once-in-a-lifetime gifts,” explained Dr. Spinner. “But when you sit down to complete the solicitation, the conversation takes a bad turn and threatens to blow up in your face because you didn’t read the signals he or she was giving. And you may lose the chance to present your case and never capture it again! That is the idea behind this presentation.

A veteran fundraiser and consultant with over 33 years of experience, Dr. Spinner has directly been responsible for having raised over \$100 million in his career. “On more than one occasion, knowing how to read the body language of a prospect while controlling what my own body language might be communicating, turned a disaster to a success, and I was delighted to share my approach with the Planned Giving Group of New England,” said Dr. Spinner.

“It also introduced 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. #####.