

Fundraising On The Wildside

...at the Lowry Park Zoo - Tampa, FL

...Raising Good Money During Bad Times

2009 MAJOR GIFTS CONFERENCE




**"This Conference Will Challenge Everything
You Believe About The Raising of Money"**


*Charlotte Berry
Philanthropist & Volunteer*



James P. LaRose, CFRE
National Development Institute
Columbia, SC



Natalie F. Carlisle, CFRE
Development Systems International
Tupelo, MS



Wesley A. Rediger, Ed.D.
Development Systems International, Inc.
Indianapolis, IN



Phil Young
PAX Global
Lakeland, FL



Jackson M. Dogette, Jr., CSPG
PAX Global
Philadelphia, PA



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**THIS EVENT
WILL SELL OUT!
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TODAY**



REGISTER TODAY - SCHOLARSHIP RATE ONLY \$149.00

May 19-20, 2009 - Lowry Park Zoo - Tampa, FL

**REGISTER TODAY AT WWW.NDIEVENT.COM
or call Ouidette at 866-360-3858**

2009 MAJOR GIFTS CONFERENCE

...Raising Good Money During Bad Times

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HOW DOES IT WORK? During an economic downturn significant gifts are given by philanthropists who will amply support your organization's great dream when it's backed by a sound plan. This event will ensure that you properly identify, engage, cultivate, and invite individuals of means to invest in your organization with major gifts.

Find out the truth about our economy and how its going to affect your nonprofit agency. You don't have to fail...you can flourish.

2009 MAJOR GIFTS CONFERENCE - TOPICS DAY ONE & TWO

FIRST RIGHT STEPS WHEN ESTABLISHING YOUR MAJOR GIFTS PROGRAM

James P. LaRose, CFRE & Wesley A. Rediger Ed.D

PROFILING, RATING, INDIVIDUAL PLANS OF CARE

James P. LaRose, CFRE and Wesley A. Rediger Ed.D

ANATOMY OF A PERFECT CAPITAL CAMPAIGN

Wesley A. Rediger Ed.D

CASE STATEMENTS THAT WORK AND REALLY RAISE MONEY

Natalie Carlisle, CFRE

THE TWENTY REASONS DONORS GIVE

Jackson Doggette, Esq

MAKING THE ASK: Doing It Right. Doing It Well.

Natalie Carlisle, CFRE

THE BOARD'S ROLE IN RAISING MAJOR GIFTS: Are You Ready?

Wesley A. Rediger & James P. LaRose, CFRE

CRITICAL DOs AND DON'Ts WHEN MAJOR GIFTS FUNDRAISING

Jackson Doggette, Esq.

WHO SHOULD ATTEND? Non-Profit Executives, Development Officers, Pastors, Church Leaders, Board Members, Volunteers, Special Event Coordinators, and Marketing Directors, who want to increase their knowledge and skills in the areas of major gifts fundraising, nonprofit advancement, public relations and development.

SPECIAL GIFT - COMPLIMENTARY FUNDRAISING TOOLS WITH CONFERENCE REGISTRATION

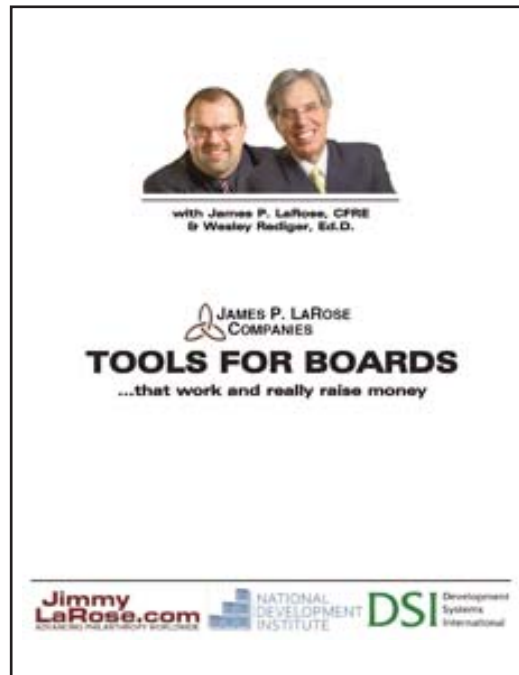
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Has Inspired Boards Around The World

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Conference Summary

Frequently Asked Questions (FAQ)

2009 MAJOR GIFTS CONFERENCE - May 19-20, 2009 - Tampa, FL



with Jackson Doggette, Natalie Carlisle, Jimmy LaRose, Phil Young, and Wes Rediger

FUNDRAISING ON THE WILDSIDE

at the Lowry Park Zoo - Tampa, FL

- Understand How To Launch Your Program From Scratch
- Learn the First Right Steps When Raising Major Gifts
- Recognize When And How To Ask For The Big Gift
- Learn the Secrets To Receiving Gifts From Foundations
- Discover How To Identify New Donors Who Give
- Receive Winning Tools & Samples That Work
- Learn How to Secure 5, 6, & 7 Figure Gifts



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CONFERENCE TUITION

Two Day Conference Cost: ONLY \$149

NATIONAL DEVELOPMENT INSTITUTE

P.O. BOX 2675 - Columbia, SC 29202
866-360-3858

LOWRY PARK ZOO

1101 W. Sligh Avenue Tampa, FL 33604
(813) 935-8552

START TIMES

CONFERENCE REGISTRATION OPENS 8:30am
CONFERENCE START 9:00am

HOTEL LODGING

COMFORT SUITES TAMPA
5421 W. Waters Ave, Tampa, FL 33610 US
(813) 880-8938

2009 Symposium Faculty

James P. LaRose, CFRE: Co-Founder, NDI

jimmy@jamesplarose.com

James P. LaRose, CFRE known around the world as Jimmy LaRose the "Fundraiser's Fundraiser" continues to transform nonprofit executives tasked with raising money in a tumultuous 21st Century economy. His passion for the nonprofit sector is without bounds and his love for individuals who serve it is unparalleled. Jimmy's heroes are those men and women of the charitable world who lay down their lives daily for the hurting and the hopeless. Jim, during his career as a development professional has assisted over 325 non-profit institutions in the U.S. and overseas. The organizations he's served include child and human welfare agencies, colleges and universities, private K-12 schools, civic organizations, mental health institutions, animal protection agencies, and fine arts coalitions. He specializes in major gifts cultivation, special events, direct mail, foundation solicitation, annual fund campaigns, capital campaigns, feasibility studies and board/staff development. Jim has worn the hats of conference speaker, development officer, and agency director, and is past President of both the Association of Christian Development Professionals (ACDP) and the Western Maryland Chapter of the Association of Fundraising Professionals (AFP). He is the founder of the National Development Institute, a certificate program for development professionals committed to continuing education. He holds the Certified Fund Raising Executive certification from the AFP and was recently named Outstanding Executive Fundraiser of the Year by the AFP's Carolina Chapter. He is a graduate of Indiana University's Executive Leadership Institute and Faculty Training Academy, Indianapolis, IN, the National Planned Giving Institute, Memphis, TN, Tennessee Temple University, Chattanooga, TN and Word Of Life Bible Institute, Schroon Lake, NY.



Wesley A. Rediger, Ed.D: Co-Founder, NDI

wesley@funddevelopment.com

Wesley, author of the "Perfect Capital Campaign" concept and co-founder of the National Development Institute entered Jimmy's life in 1996 and became his greatest influence. Jimmy is fond of sharing with audiences, "Wesley's knowledge of development is without bounds...he's challenged everything I believe about the raising of money. " Having traveled the world together, they now sow their vast experience into a new generation of development officers, challenging them to "get out of themselves, find a need, and meet it." Wesley Rediger has more than twenty years of professional experience in higher education including ten years as chief student development officer and six years as vice president for development. Dr. Rediger has comprehensive experience in all aspects of advancement including fund-raising, public relations, alumni, parent and community relations, current fund and campaign leadership. During Dr. Rediger's tenure as vice president for development at Huntington College, the number of annual fund donors and gift income increased more than 30%. He directed a comprehensive campaign for current funds, scholarships, and endowment, including deferred gifts, which generated \$4.3 million against a goal of \$4 million. Dr. Rediger has also served as a development auditor for the Coalition for Christian Colleges and Universities. Dr. Rediger holds a B.A. from Taylor University, an M.A. in Student Personnel Administration and an Ed.D. in Educational Leadership from Ball State University. He holds the Certified Fund Raising Executive certification and is also certified to administer, score and interpret the Myers Briggs Type Indicator which he has used widely in management training and team building seminars.



Conference Faculty (cont.)

Natalie F. Carlisle, CFRE: Senior Faculty

ncconsulting@bellsouth.net



Before launching her own successful consulting practice Natalie Carlisle served as Vice President for Development at Mississippi Methodist Senior Services overseeing development office start-up, annual giving, capital campaigns, special event planning, major gift programs, planned giving, volunteer recruitment, staff and volunteer training, and board development. Natalie's fundraising experience includes senior housing, healthcare, substance abuse prevention, museums, political campaign fundraising, festivals, churches, social services organizations, civic clubs and other community service associations, as well as state and national resource/service provider organizations. She is available and regularly presents on a variety of fundraising topics for national, state, and local associations. Natalie has been designated as a Certified Fund Raising Executive by the Association of Fundraising Professionals (AFP), is a graduate of the Planned Giving Institute at the College of William and Mary, has attended both the University of North Alabama and Auburn University, Earning a Bachelor of Science degree in Marketing, is certified Franklin-Covey Facilitator for the Seven Habits of Highly Effective People Workshop Series, and has served as the Mississippi Center for Nonprofits, Chair of the Board of Directors.

Jackson Michael Doggette, Jr J.D., CSPG: Senior Counselor

doggette@mac.com



Jackson Michael Doggette Jr. is an ordained minister and attorney at law. His academic preparation for service includes a B.A. in Theology from Oakwood College, M.A. in Religion from Andrews University, and J.D. from Thomas M. Cooley Law School. Additionally, Mr. Doggette has earned designations as a Certified Specialist in Planned Giving from the American Institute for Philanthropic Studies, California State University at Long Beach Foundation, Certified Life Coach from The Life Coach Institute, Executive Leadership Training through the CEO Workshop for Advanced Ministry Chief Executive Officers, Certified Trust Officer through the General Conference of Seventh-day Adventists, and Certified Family Mediator through the Supreme Court of Florida. Mr. Doggette's experience in leadership with nonprofit organizations spans more than 28 years. As senior pastor of small and large congregation, former Chief Legal Officer of Florida Hospital, and member of many community nonprofit boards, Mr. Doggette has learned how to effectively move organizations forward in an efficient and effective manner to achieve predetermined goals. As a consultant to nonprofit organizations, Mr. Doggette has taught boards and executives how to lead paid and volunteer staff to achieve more than they thought was possible. Mr. Doggette is the leader of Doggette Law Firm, P.L. with a practice focus in estate planning, charitable gift planning, and general counsel to nonprofit organizations.

Conference Faculty (cont.)

Phil Young: Senior Counselor

phil.young@counselorteam.com

Phil Young is Co-Founder and President of Aquasis LIFE H2O Charities, Inc., an Atlanta based Christian non-profit corporation that raises funds for safe water initiatives in underdeveloped countries. Phil is an ordained minister and a 30 year veteran of full time Christian ministry. He has led fund raising efforts throughout North America since 1978. For the past three decades, Phil has thrived in numerous fundraising positions, and has pioneered a number of non-profits, generating millions of dollars for missions and



Christian ministries. For four years, Phil led out on the Loans Committee and the Budget and Audit Committee of the Florida Baptist Convention, an organization which raises and invests over \$30 Million annually for mission efforts. Phil served as Chairman of the Board of Directors for the Baptist Convention of New England 1999-2001. In 2002, he accepted the leadership and development role of a worldwide mission outreach effort entitled Bold World Impact at the Church at the Mall in Lakeland, Florida. In 2003, Phil co-founded the Global Reach Foundation (GRF) to raise the needed funds for the massive missions undertaking of Bold World Impact. From 2003-2006, Phil served as President and CEO of GRF, successfully leading capital stewardship campaigns and donor development initiatives. During his four years as President, GRF grew to over \$3 Million in annual revenues. Since its inception only five years ago, GRF has broadcasted Christian programming into the unreached Muslim world, planted 22 churches, and conducted humanitarian ministry across North America and in seven countries around the world. Phil is an active member of the Association of Fundraising Professionals. His heart is to assist non-profit organizations in maximizing their impact through effective stewardship of all available resources.

2009 Marketing & Fundraising Symposium

...Raising Good Money During Bad Times

2009 EVENT SPONSORS

NDI Event Partners are those men and women, organizations, and agencies who have distinguished themselves in service to the Nonprofit Sector. It is our privilege to be associated with our industry's most accomplished leaders.



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