



FOR IMMEDIATE RELEASE

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Peterborough is a Giving City

What Donors Want to Know

[PETERBOROUGH, ON, October 17, 2018] We are all proud of Peterborough's reputation as a giving city. As donors become more sophisticated, they are asking more questions of charitable nonprofits. With an emphasis on impact, donors want to know that their major gifts and planned gifts will have a desired change in society.

The Peterborough Area Fundraisers' Network (PAFN) represents volunteer and professional fundraisers in the Peterborough area. We want to bring together the community to talk about what donors need to know about the organizations that they may consider supporting.

This session will focus on the questions donors should pose to fundraisers when considering major gifts including organizational continuity, gift designation for specific purposes, and measuring the benefits to those helped. In the past, donors have been accustomed to giving to general funds; however, today, donors are better informed and educated about their rights. We will also explore how board members and fundraisers can respond to these questions.

Our speaker, Sam Laprade, CFRE is an accomplished fundraiser with over 27 years' experience in fundraising and public relations. Sam raised funds for larger charities including hospitals and smaller nonprofits including many social service agencies. Currently Sam consults with many fundraising organizations around annual giving, major gifts planning and executive coaching. Sam's donor stewardship expertise has helped charities to transform their donor cycle, and her expertise in working with financial advisors has helped high net worth

clients transfer substantial wealth to the charitable sector. In addition, Sam builds donor analytics with clients across Canada, the US and Australia and is one of 20 Session Leaders invited to the International Fundraising Conference (IFC) in 2018 in Amsterdam.

Date: Wednesday, October 24th, 2018

Time: 7:00 - 8:30 pm.

Location: Ashburnham Funeral Home and Reception Centre, 840 Armour Rd, Peterborough

Guests can learn more and register to attend at peterboroughareafundraisersnetwork.com.

Admission is free but we want to know how many cookies to order.

Thank you to our sponsor for this special evening event: The Ashburnham Funeral Home and Reception Centre.

The Peterborough Area Fundraisers' Network (PAFN) is a network of fundraising individuals who have a desire to share ideas, information, learn and keep up to date on what is happening in the sector. Network members are from non-profit organizations across the Peterborough and Kawartha Lakes areas. PAFN offers numerous networking opportunities as well as an exceptional speaker series.

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If you would like more information about this topic, please call Brenda Boyes at 647.526.0913 or email bgboyes@gmail.com