



**Women in Development**  
of Northeastern New York  
Building networks, sharing best practices, and  
working collaboratively for our collective success

**“Donor Cultivation, Stewardship and Retention-  
How to Engage and Keep Your Donors”**

**Wednesday, June 11, 2008**

**Registration and Networking: 7:30am-8:00am**

**Annual Meeting & Election: 8:00am-8:15am Program-8:15am-10:00am**

**Wolferts Roost Country Club, 120 Van Rensselaer Blvd., Albany**

**Registration Deadline: June 4, 2008**

As development professionals, we are always striving to cultivate new donors, steward existing donors and keep our donors connected to our organization and mission. This program will address some of the timeless fundraising questions such as: What kind of follow up is expected after a donor visit? What kind of on-going communication is expected between the donor and the organization? What are the beginning stages of identifying a prospect? What keeps the donor invested and engaged in an organization? What kind of appreciation is most meaningful? The panel will be moderated by **Linda London**, Independent Non Profit Advisor and former WID President. Our panel includes:

- **Jackie Mahoney**, Director of Grantmaking for The Community Foundation for the Capital Region
- **Matthew Bender**, President of the Bender Family Foundation and Philanthropist
- **Karin Carr**, Vice President for Institutional Advancement for The College of Saint Rose
- **Deborah Molyneux**, Community Volunteer

This program will give you some insight into what works for different organizations and help you with some tips on successfully cultivating, stewarding, and retaining your donors. Additional topics for discussion will include: How do grantmakers like to be approached? What kind of follow up is expected after you receive a grant? How does the volunteer/staff approach work when asking for a major gift? How do you keep your volunteer team motivated? How to identify top prospects? Of course, you'll have the opportunity to ask questions of your own!

**For more information about this program contact  
Jeannine Garab at [jgarab@epilepsyneny.com](mailto:jgarab@epilepsyneny.com)**

Yes! I would like to attend **“Donor Cultivation, Stewardship and Retention”** on Wednesday, June 11, 2008

- Please reserve \_\_\_\_\_ spots for WID members (at \$20/member).
- Please reserve \_\_\_\_\_ spots for non-WID members (at \$35/non-member).
- I would like to become a member of Women in Development (\$60/annually).

**Please list the names of the people who will be attending this program.**

Name _____	<input type="checkbox"/> Member	<input type="checkbox"/> Non-Member
Name _____	<input type="checkbox"/> Member	<input type="checkbox"/> Non-Member
Name _____	<input type="checkbox"/> Member	<input type="checkbox"/> Non-Member

**Please share your contact information.**

Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_  
Daytime phone \_\_\_\_\_ E-mail \_\_\_\_\_

**Registration deadline is June 4, 2008. Registrations made after this date will be assessed a \$5 late fee. Unpaid reservations will be invoiced regardless of whether someone is in attendance at the program. We thank you for understanding that WID must pay Wolferts Roost for every reservation made.**

**Please send payment to:**

Women in Development ♦ P.O. Box 5871 ♦ Albany, NY 12205 ♦ [membership@widnyny.net](mailto:membership@widnyny.net)



Women in Development  
of Northeastern New York  
P.O. Box 5871  
Albany, NY 12205

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## **Program Announcement**

**Save the Date!**

**Wednesday, June 11, 2008**

**Women in Development of Northeastern New York Presents**

***“Donor Cultivation, Stewardship and Retention-  
How to Engage and Keep Your Donors”***

### **About Women in Development of Northeastern New York**

Founded in 1994, Women in Development of Northeastern New York was established by 12 women dedicated to promoting women in the fields of development, organizational advancement and other related fields. Today, the membership has grown to over 130 women in northeastern New York, western Vermont and western Massachusetts. Women in Development of Northeastern New York is part of an informal national WID organization.

### **Among WID's many Membership Benefits**

Listing in and complimentary copy of WIDNENY Member Directory

Seminars and workshops tailored to your needs

Opportunities to meet and network with professionals sharing similar interests

WID newsletter, published quarterly, providing information on WID members, activities, and job opportunities