



Chicago Chapter

AFP Chicago Webinar Series

Thursday, September 16, 2010

**“The Next Generation of
American Giving”
Noon – 1:30 pm**

Please join AFP Chicago, Easter Seals and Convio to discuss the landmark research *The Next Generation of American Giving*. This webinar provides a unique opportunity to share ideas and learn about the various giving habits, expectations and engagement plans of four different generations of American donors, and how a multichannel approach can impact giving.

Learning Objectives:

- What types of fundraising practices are successful with younger generations?
- What are the implications of this research and how does it affect your strategic plan in 2010 and beyond?
- See how Easter Seals uses the online channel in coordination with traditional channels to impact awareness and giving.

Ninety minutes packed with information you can use!

Presenters:

- **Matthew Mielcarek**, Director Strategic Services, Convio
- **Eve Smith**, Director – Interactive Marketing, Easter Seals

Please use the attached form to register - join us at your desk on September 16!



Full participation in the September 16 “The Next Generation of American Giving” Webinar is applicable for 1.5 points in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.



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Please return this form with payment by **Tuesday, September 14, 2010** to the Chapter Office to ensure your space. Each reservation requires a form. No phone reservations are accepted. Please note that all credit card reservations will be charged prior to the event. Cancellations must be submitted in writing on organizational letterhead and received 48 hours before the Webinar or you will be charged.

Please **include an email address** to receive a confirmation and receipt for your registration as well and information on how to access the Webinar. If you do not receive confirmation of your registration within 48 hours of the event, please call 630-416-1166 or email khollingsworth@afpchicago.org to confirm your registration was received

A computer systems test will be emailed to you prior to the Webinar to ensure a smooth virtual experience. Please be sure to test your system at least one day before the start of the Webinar.

Costs:

- AFP member rate: **\$49.00** per registrant/computer
- Non-member/guest rate: **\$69.00** per registrant/computer

Please print or type:

First Name _____ Last Name _____ CFRE

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For more information, visit www.afpchicago.org or call us at (630) 416-1166

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