



Discover the value of increased donor retention!



2009 Midwest Conference  
on Philanthropy  
Thursday, November 12, 2009  
Marriott Chicago Downtown



## Top Ten Reasons why you **NEED** to be at the AFP Midwest Conference on Philanthropy Thursday, November 12, 2009

As the region's largest event for development professionals, this conference is the best opportunity in the Midwest to network, gain new insight and pick the brains of hundreds of your fellow industry professionals and philanthropic experts. *Here are the top ten reasons why you should attend...*

**Hear** how to refocus your organization to meet today's challenges from plenary speaker, Adrian Sergeant, Ph.D., Robert F. Harsook Professor of Fundraising at Indiana University.

**Visit** with professional development experts on site to help reach your next career goals.

**Discover** how to prepare your organization for the benefits of loyalty today and in the future.

**Learn** how to focus on core supporters and snub out retention recession.

**Update** your fundraising toolbox with new tools to retain your constituency.

**Walk** away with the ability to recognize the lifetime value of your donors.

**Learn** how to beat the odds! The new formula of fundraising shows that for every 5 new donors gained, organizations lose 4 ½. You'll learn how to overcome this obstacle.

**Network** with over 500 professionals; create personal connections and professional relationships with others in the development field.

**Discover** how to challenge your organization to increase such things as donor retention and lifetime database opportunities.

**Learn** new methods of research, experiments in fundraising, social information and the diagnostics of turning a perceived down year into an opportunity for fundraising success!

For more information about the AFP Midwest Conference on Philanthropy, visit [www.afpchicago.org/afp\\_conf](http://www.afpchicago.org/afp_conf) or email [conferenceinfo@afpchicago.org](mailto:conferenceinfo@afpchicago.org)