

# “What to Do During the Great Recession? Does a Development Office Act or React?” and Building Volunteer Relationships with Donor Prospects

**Date: Thursday, May 20, 2010**

**Time: 9:00 a.m. – 12:00 p.m.**

**Registration Deadline: May 6, 2010**

**Fee: \$30.00**

*Location: Pace University Graduate Center, One Martine Avenue, White Plains*  
*Partially underwritten by CHASE *

**P**art I – Today’s “Great Recession” brings challenges and opportunities to the not-for profit world. This session will focus on offices of development and help provide practical steps for survival and growth.

**P**art II – During this “Great Recession” volunteer-donors play a key role in raising funds for not-for-profits. This session will help to set the foundation for success in volunteer driven fundraising.

### Topics to be discussed:

- Identifying challenges and opportunities during the Great Recession for your development office
- Determining what to do now and later during the Great Recession for your development office
- Using your donor and volunteer database
- Matching volunteer-donors with the right role in fundraising
- Keeping your volunteers on track
- Training volunteer-donors to be solicitors

**Who should attend:** Fundraising staff, board members, volunteer solicitors.

**Presenter: Kathleen Haverlack**, Vice President, Major Gifts and Gift Planning, United Way of Westchester and Putnam. For the past two consecutive years, United Way has been the recipient of national awards, largely due to Kathleen, for excellence in fundraising for its Major Gifts program. She has over twenty years experience as a professional development officer, having previously served as Senior Advancement Officer for St. Vladimir’s Orthodox Theological Seminary. Ms. Haverlack holds a Certificate in Fundraising Management from the Fund Raising School at the Center of Philanthropy at Indiana University. She was a facilitator for Fundraising Day in New York, a multi-year seminar speaker for the Association of Theological Schools’ Development Officers Annual Conference sponsored by Lilly Endowment, and a workshop leader for the annual conference of Junior League Chapters in the Mid-Atlantic Region.

United Way now offers MyCart.net, a secure online credit card payment option, for payment of registration fees for the Management Center courses. Receipt of your payment will be emailed to you. Please go to [www.uwwp.org/pace.htm](http://www.uwwp.org/pace.htm)



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Please send completed registration form and \$30.00 fee. Please indicate method of payment:

- Check (payable to United Way)
- Credit Card:  MasterCard  Visa  American Express  Discover

Card no. \_\_\_\_\_ Exp. Date \_\_\_\_\_

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Mary Ann Luna, Director of Management Center Initiatives

United Way of Westchester and Putnam, 336 Central Park Ave., White Plains, NY 10606

**Questions? (914) 997-6700, ext. 740 Fax: (914) 949-6438 E-mail: [mluna@uwwp.org](mailto:mluna@uwwp.org)**

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