

Workshop on 10 Fun Ways to Raise Funds and 10 Horror Stories

As the author of three books on “*Innovations in Annual and Regular Giving*” (published by *CASE Books*), Bob Burdenski has seen his share of great, and not-so-great, fundraising success stories. Join us for a workshop full of international examples and ideas of fundraising cleverness, creativity, and tragedy!

For those fundraising programs looking to establish a base of supporters that provide ongoing gifts to an institution, Bob’s strategies concentrate on the annual and regular giving “pipeline” that introduces prospects to the idea of supporting your institution – and works to convert their initial support into sustained giving relationships and significant major gifts over time. Bob is the recipient of the CASE Crystal Apple for excellence in teaching fundraising audiences around the world. Learn about effective strategies for your annual and regular giving “front door of philanthropy” through the use of inspirational and fun examples.