

Andrea Nierenberg

Featured speaker at the 2007 AFP International Conference



The *Wall Street Journal* called Andrea Nierenberg a “networking success story.” With a 25-year sales and marketing background, Andrea heads The Nierenberg Group, a business consulting firm based in New York. Her company specializes in equipping nonprofit business professionals in how to find, grow and keep donors who are key to their organization’s success.

Andrea regularly speaks at internationally-known

***Can't commit to the whole day?
Register for Andrea's keynote
address only for just \$30!***

conferences and companies around the world. As a

respected author and often quoted expert, she has been featured in *The New York Times*, *The Wall Street Journal*, *USA Today*, and on *Bloomberg Business Television* and the *Wall Street Journal Weekend*. Andrea's book, *Nonstop Networking: How To Improve Your Life, Luck and Career* is used by companies as a business development “textbook.” Her books also include *Million Dollar Networking: The Sure Way to Find, Grow and Keep Your Business* and *Savvy Networking*.

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August 15, 2008 Agenda

- | | |
|---------------|---------------------------------|
| 8:00 - 8:45 | Registration & Networking |
| 8:45 - 10:00 | Keynote Presentation |
| 10:00 - 10:15 | Break |
| 10:15 - 11:45 | Session I, Tracks A, B, and C |
| 12:00 - 1:00 | Lunch |
| 1:00 - 2:30 | Session II, Tracks A, B, and C |
| 2:30 - 3:00 | Break |
| 3:00 - 4:30 | Session III, Tracks A, B, and C |

TENNESSEE VALLEY FUNDRAISING INSTITUTE
C/O United Way's Center for Nonprofits
PO Box 4027
Chattanooga, TN 37405



Greater Chattanooga Planned
Giving Council



Friday, August 15, 2008

8 a.m. - 4:30 p.m.

University Center

University of Tennessee, Chattanooga

Presented By:

Center for Nonprofits

Greater Chattanooga Planned Giving Council

SE TN Chapter of AFP

Featuring: Andrea Nierenberg

An internationally-recognized speaker and author, Andrea has been called “a networking success story” by the *Wall Street Journal*.

Sponsored by:

Chattanooga Times Free Press



BENEFITS OF ATTENDING TVFI

- Each full conference participant receives Andrea Nierenberg's book, *Million Dollar Networking*, thanks to the generosity of the Community Foundation of Greater Chattanooga.
- Learn new fundraising trends & best practices.
- Chance to network with your peers.
- Nationally-recognized training presented locally!



"This conference was well beyond my expectations. Each class was timely and fulfilling!"

- Past TVFI Participant

WHY TVFI 2008 WILL BE THE BEST YET!

- Nationally-recognized speaker brings perspective on best practices
- Carefully-screened local trainers provide experience from *your* community
- Certificates given upon completion & CFRE credits available
- High-quality snacks and lunch options
- New location - UTC's University Center
- Roster distributed for follow-up networking
- **More sponsorships secured, ensuring that TVFI 2008 is better than ever...**

-at no added cost to you!



SESSION DESCRIPTIONS

See www.cnpchatt.org for complete descriptions.

Keynote Address, 8:45 - 10 a.m.

The True Art of Networking and Relationship Building Andrea Nierenberg

Learn why networking is the most powerful development tool you can have. *Tickets for the keynote session only are available for \$30.*

Session I, 10:15 - 11:45 a.m.

A1: Fundraising on a Shoestring

Sandy Rees, CFRE

Learn solid, inexpensive money-raising techniques to use right away.

B1: Planned Giving - Intro. to Success

Barbara Marter & Brent Taylor

Learn how an endowment can enhance your organization's stability.

C1: Networking Etiquette

Andrea Nierenberg

Building on Andrea's keynote session, learn to create and develop more relationship-building connections in a positive way.

Session II, 1 - 2:30 p.m.

A2: Special Events - More than a Party

Sherry Marlow, M.P.A.

Plan events with a purpose to raise money, awareness, and "friends" of your organization.

B2: Social Media Fundraising

Adrienne Royer, M.A.

Learn the basics of social media, and how reaching people online can raise money for your organization.

C2: Credentialing & Career Planning

Panel Presentation

Discuss what is involved in obtaining the CFRE or other credentials, how to keep track of them, and why they are important to pursue.

Session III, 3 - 4:30 p.m.

A3: Rose Marketing on a Daisy Budget

Sharon Cannon, M.A., D.R.E.

Learn the 5 -star way to petal perfect customer service, the 4 P's of marketing plans, best practices, and promotional program ideas.

B3: Deepening Donor Relationships

Sandy Rees, CFRE

Learn how a consistent and personal donor acknowledgement plan will help you deepen relationships with your donors.

C3: New Approaches to Planned Giving

R. Edward Thompson, Ed.D.

Learn how the fundraising environment is changing, the three types of planned giving donors, why they give, and the questions they ask.

REGISTRATION FORM

Get directions and register online at www.cnpchatt.org.



NAME: _____

ORGANIZATION: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

PHONE: _____

EMAIL: _____

Vegetarian Meal?* _____

**If registering online, please indicate in comments box*

SESSIONS YOU PLAN TO ATTEND

Advance session registration preferred but not required

Keynote Only

(A1) Fundraising on a Shoestring

(B1) Planned Giving - Intro. to Success

(C1) Networking Etiquette

(A2) Special Events - More than a Party

(B2) Social Media Fundraising

(C2) Credentialing & Career Planning

(A3) Rose Marketing on a Daisy Budget

(B3) Deepening Donor Relationships

(C3) New Approaches to Planned Giving

REGISTRATION FEES:

Fees include keynote, breakfast, lunch, workshop materials & exhibits

	Member (AFP, CNP, GCPGC)	Non-member
By 7/31/08	\$100	\$125
After 7/31/08	\$125	\$150
Keynote Only	\$30	\$30

Call (423) 752-0329 to pay via credit card, or mail check payable to the Center for Nonprofits along with your registration form to:

Center for Nonprofits- TVFI

P.O. Box 4027

Chattanooga, TN 37405

• Please indicate "TVFI" if paying by check.

• Payment is due August 15, after which a \$20 fee will be added to unpaid balances.