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Building an Ongoing Culture of Philanthropy through Annual Giving

Topic: Annual Fund (AF)

Getting someone to make a gift is easy. Getting them to do it again is the hard part. With the number of non-profits on the rise, and competition for charitable dollars only getting stronger, donors need to feel a part of your work and essential to your success. Come hear about employee giving, donor-centered fundraising and other annual donor programs that inspire donors to give again and again. This interactive, best-practice sharing session is suitable for fundraisers at all sized shops and levels of experience.