



Planned and Major Gifts in a Capital Campaign

**Speaker: Roger G.B. Broome, IV
President - Broome and Lawson, Inc.**

Tuesday – March 10, 2009

Wolfert's Roost Country Club – 120 Van Rensselaer Blvd. - Albany

PROGRAM

7:30am	Registration and Breakfast
8:15am-9:45am	Program
9:45am-10:00am	Questions

PROGRAM DESCRIPTION

Facing the task of planning, launching and sustaining a capital campaign in today's economic climate is daunting. Even with a substantial donor base having a wealth potential for leadership gifts, and with involved and committed leadership, it is important for all development professionals to understand the dynamic relationship between planned and major gifts if both short and long-term success is to be ensured.

Learn from a seasoned professional on how to take advantage of this special synergy, achieve success by avoiding a range of potential pitfalls in working with donors and campaign leadership.



ABOUT THE PRESENTER

In his 40-year career as a development professional, Roger Broome has held leadership positions in a variety of nationally recognized organizations, including the Lincoln Center for the Performing Arts, New England Conservatory of Music, and Tufts University. He has extensive experience working with administrative leadership, boards and professional staff on capital and annual appeals; and he has specialized in individual major-gift fund raising, both domestically and internationally. In 1995 he founded BROOME & LAWSON, INC., a firm providing development counsel to non-profit clients in the United States and abroad.

To register and obtain additional program details please go to

www.gpgnny.org

Members - \$30.00 Nonmembers - \$50.00

Registration Deadline: March 4, 2009

GPGNNY Payment and Refund Policy

Payment

If you register to attend a program, payment at the door is required. If you register, but do not attend, you will be invoiced at the non-member rate.

Individuals with unpaid balances from prior programs will be required to satisfy past due balances and pay in advance to attend future programs.

Refunds

Full refunds will be issued for cancellations **received by or prior to the registration deadline**. No refunds will be issued for cancellations received after the registration deadline.