



## **“How to Identify Planned Giving Prospects and Effectively Market To Them”**

**Presented by:  
Katherine Swank, J.D.  
Planned Giving Specialist**

**Target Analytics, A Subsidiary of the Blackbaud Company (Raiser Edge)**

**Tuesday, September 14<sup>th</sup> | Wolfert’s Roost Country Club | Menands**

### **Program Details**

11:30 a.m.      Registration & Buffet Lunch  
12:10 p.m.      Program  
1:45 p.m.      Questions

### **About the Program**

**Katherine Swank, JD**, a nationally prominent planned giving specialist from Denver, Colorado, will present the most recent concepts in donor analytics, and help you to most effectively sharpen your marketing tools. Ms. Swank’s presentation will benefit fundraising professionals and their organizations. She will provide essential information and creative practices designed to enhance major and planned gift donor prospecting for all types of organizations: education, medical, human services, and all charities which actively pursue major and planned gifts.

### **About Our Presenter**



Katherine Swank joined the Target Analytics team of the Blackbaud companies in 2007 with more than 25 years of legal and nonprofit management experience. She has served as national director of gift planning at the National Multiple Sclerosis Society where she provided consulting services to Society’s chapter leadership and development staff for six years.

Katherine has raised over \$215 million in her career, with a focus on planned and major giving. At Target Analytics, a subsidiary of the Blackbaud Companies, she specializes in using donor analytics to complement planned, major, and capital gift campaigns. A past president of the Colorado Planned Giving Roundtable, she earned a BA at University of Northern Colorado, and a Doctor of Jurisprudence from Drake University in Des Moines, Iowa.

**To register and obtain additional program details please go to [www.gpgnny.org](http://www.gpgnny.org)**