

MID-LEVEL DONORS

HARNESSING THE POTENTIAL FOR GROWTH

A WORKSHOP FOR FUNDRAISING PROFESSIONALS

DURBAN, 15 NOVEMBER 2017

Mid-level donors have the largest, most sustainable potential for growth within the entire fundraising sector. What is your NPO doing to harness the power of this key support base?

Presented by Ed Laity of DVA Navion (USA), this workshop will equip non-profit management and fundraising professionals with sharp insight into this sector of the donor market. In two hours, you'll learn how to:

- Identify your mid-level (ML) donors.
- Start a ML donor programme.
- Move ML donors into personal relationships that matter, to produce significant annual revenue.
- Integrate ML donors into your fundraising strategy.

BOOKINGS ESSENTIAL

DATE: 15 November 2017

TIME: 10am - 12.30

VENUE: The Athlone Room, Durban Country Club.
101 Isaiah Ntshangase Road, Durban.

COST: R395 including snacks

RSVP: Wendy McLeod: wendy.mcleod@dmi.co.za
Tel: 031 584 5000



ABOUT THE PRESENTER

Ed Laity is President of DVA Navion, one of the largest fund-raising consultancies in the world, with offices in Australia, Canada, New Zealand, South Africa and the United States. DVA Navion has helped its clients raise more than US\$1.5 billion in the last five years.

Hosted by: