

Building Blocks for Non-Profits
Building a Comprehensive Development Plan
Wednesday, November 9, 2011

8:30 a.m. – 11:30 a.m., Pre-registration at 8:15 a.m.

Program Overview

Non-profits need a wide variety of fundraising vehicles to successfully secure much needed support. A comprehensive development plan includes strategies for direct mail, major gifts, planned gifts and if needed, capital gifts. The challenge is creating the right plan. Becky Sittason and Jim Yunker will guide participants through the key components of a comprehensive development plan coupled with suggestions for successfully implementing the plan.

The Presenters

Jim Yunker, President and CEO, Smith Beers Yunker & Co., brings to each of the nonprofits he helps the perspectives of a donor, volunteer, fundraising committee member, board chair, staff member, CEO, teacher, parent, and consultant. His ability to help organizations tackle the perceptions and realities of fundraising responsibilities of individuals in all of these roles has earned him kudos over the past 38 years. As editor of alumni publications and assistant director of alumni and development at Ball State University, Jim was grounded in the importance of volunteer involvement. He has prepared and conducted fundraising and public relations programs for private colleges in the United States and in England as well as for professional associations. A consultant since 1983, Jim has guided organizations from arts groups to zoos in raising annual, major and capital funds while strengthening staff and volunteer resources and competencies along the way. Jim's practical experience is balanced with a Baccalaureate degree in journalism and a Master's in public relations from Ball State University; he earned his Doctorate in higher education administration at Indiana University. Jim is a member of the Cincinnati Chapter of the Association of Fundraising Professionals, President of the Board of Pro-Seniors, and a founding partner of Social Venture Partners-Cincinnati.

Becky Sittason, Managing Director, Smith Beers Yunker & Co., contributes to nonprofits her talents of campaign counsel, development planning and management, leadership development and volunteer coaching. She builds strong relationships with campaign staff and volunteers and understands how to help organizations succeed in fundraising. These unique skills coupled with her attention to detail and ability to organize and motivate is matched by her enthusiastic approach to each assignment. An alumna of Wittenberg University, Becky supports a variety of philanthropic causes. Currently, she is a Board member of the Campbell County YMCA and a Certified Fund Raising Executive. She is also a member of the FreeStore/FoodBank's Client Services Domain Committee and co-chairs the Stewardship Committee at her church.

Please return this form by November 2 with your organization's check for \$25 (\$35 for non-members) made payable to ReSource. **Please note we have a 24 hour cancellation policy in order to receive a refund.** Mail application and check to:

November 2011 Seminar Registration

ReSource

3610 Park 42 Drive

Cincinnati, Ohio 45241

(Phone 513.554.4944)

(Fax 513.554.4966)



Seminar Location: Programs are held at The Health Foundation of Greater Cincinnati located in the Rookwood Tower, 5th floor 3805 Edwards Road Cincinnati, OH 45209

(Attendee's Name)

(Job Title)

(Organization's name)

ReSource Member

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