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REGISTER NOW!

MARC 2008

COMMEMORATING OUR 10TH ANNIVERSARY!

Association of Professional Researchers for Advancement & Mid-Atlantic Researchers Conference
June 11 – 13, 2008 | Bucknell University, Lewisburg, Pennsylvania

Jointly Celebrating MARC's 10th Anniversary & 30 Years of Educational Programming for the Prospect Research Community





**MA
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Celebrate the 10th Anniversary of MARC
in Lewisburg, Pennsylvania and experience the
**MID-ATLANTIC RESEARCHERS
CONFERENCE 2008**

Bucknell University will be home to the 2008 MARC event where educational offerings will be valuable to everyone from the new prospect researcher to the advanced professional.

Pre-conference workshop sessions:

- Data Mining & Campaign Analytics – *Josh Birkholz, Bentz Whaley Flessner*
- CSI: Combining Supporter Information – *David Lawson, Kintera/PIN*
- Planned Giving Demystified – *Tony Martignetti*

Session topics include:

- The Adult Development Cycle: Implications for Staff Development
- The Art & Science of Ask Amounts
- Basic Statistics for Data Mining
- The Craft of Prospect Research
- Feasibility & Planning Studies & Campaign
- Prospect Strategy: Achieving a Successful Partnership
- Measuring & Conveying the Impact of Prospect Research: Best Practices
- Relationship Management from the Inside Out
- The SEC Document Goldmine

For full program information and to register online visit the APRA Web site:
www.APRHome.org. If you have questions, please call (312) 321-5196.

MARC is in joint partnership with APRA International and co-sponsored by APRA-Metro, D.C., APRA-Virginia, APRA-Maryland, APRA-Greater New York, APRA-Upstate New York and PREP/APRA.

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