



# Strengthening Fundraising Success Donor-Focused & Data-Driven 19th Annual International Conference



August 9–12, 2006  
Hyatt Grand Cypress Resort  
Orlando, Florida

**CD-ROMS**  
with MP3 Audio  
recorded live

APRA's 2006 Annual Conference may be over but you have the unique opportunity to learn from the expert presenters. Preserve the conference and all its vital information—Listen once again to a motivating, informative address, or hear for the first time a compelling session that you may have missed. The CD-ROMs (divided by track of interest) provide an excellent informational recap and are a great training tool and informational source for those who could not attend.

CD-ROMs are divided by tracks of interest and can be ordered by individual track or as a specially priced full conference set. Handouts are also available on a separate CD-ROM.

- Research Fundamentals (7 Sessions) **Member attendee \$59.00 non-attendee \$84.00; Non-member: \$168.00**
  - 201...**Getting Started: Successfully Creating a New Research Shop** - Pamela Spencer
  - 211...**30-Minute Research: Fundamentals of Time Effective Research** - Paulette Butterworth
  - 221...**The Essentials of Ethics in Prospect Research** - David Eberly; Karen Maki
  - 301...**Business and Corporate Research** - Charles R. Carr
  - 311...**Foundation Research** - Kate E. Chamberlin
  - 401... **Panel Discussion: The Challenges and Rewards of Wealth and Capacity Ratings** - Gary Lance; Erin Moran; Joyce Newton; Sue Kazin
  - 411...**The Best Things in Life Are Free: Using Your Research Budget Wisely** - Kylin Jensen; Kelly Medwick
- Prospect Identification (7 Sessions) **Member attendee \$59.00 non-attendee \$84.00; Non-member: \$168.00**
  - 204...**Strategic Prospecting: Components of Successful Programs** - Hodan Hassan
  - 214...**Creative Approaches for Prospecting Beyond A Core Constituency** - Angel Terol; Ilana Lester Moreno; Debbie Miller; Sara Edwards Asuncion
  - 224...**Using Vendor Services: From Data Screening and Enhancement to List Acquisition** - Vicky Martin
  - 304...**Prospecting for the Planned Giving Donor** - Kristin Harold
  - 314...**Predictive Modeling 101 – The Basics** - David Robertson
  - 404...**Old School Prospecting: Still Valuable After All These Years** - Chris Mildner
  - 414...**Prospecting Diverse Populations** - Nora Munoz; Charles Snyder
- Prospect Management (7 Sessions) **Member attendee \$59.00 non-attendee \$84.00; Non-member: \$168.00**
  - 205...**Prospect Strategy: Achieving a Successful Partnership** - Elizabeth Crabtree; D. Andrew Brown
  - 215...**Ready, Set, Go - Getting Started with Prospect Management and Tracking** - Sarah Hull
  - 225... **Panel Discussion: Trends in Prospect Management** - Deborah B. Miller; Robin L. Schneider; Robert Scott
  - 305...**Upgrading or Retooling an Existing Prospect Management System** - Craig C. Wruck
  - 315...**Technical Considerations of Prospect Management** - Donna Peeples
  - 405...**Portfolio Management for Researchers** - August R. Freda, Jr.
  - 415...**Using Data for Metrics and Measurement** - Joshua Birkholz
- Management and Professional Development (7 Sessions) **Member attendee \$59.00 non-attendee \$84.00; Non-member: \$168.00**
  - 207...**Practical Advice for New Managers** - Angie Chaplin
  - 217...**Recruiting, Hiring and Retaining Research Staff** - Karen Maki
  - 227...**Where Are You Going Tomorrow? Planning the Next Phase of Your Career** - Mindy Suissa
  - 307...**Using Data to Promote the Value of Research** - Christina Pulawski; Jon Thorsen
  - 317... **Panel Discussion: Best Practices and Benchmarking** - Phoebe Slanetz; Hodan Hassan; Valerie Roberts
  - 407...**Habits of Highly Effective Researchers** - Lori Bennett
  - 417...**Effectively Training Research Professionals** - Jennifer Roosa; Rachel DeMaster; Melissa Bank Stepno
- Member and Cause-Related Organizations (7 Sessions) **Member attendee \$59.00 non-attendee \$84.00; Non-member: \$168.00**
  - 206...**Beyond the Tote Bag and Mug: Prospect Identification and Qualification for the Membership Organization** - Jennifer Cooper; Janet Hedrick; Emily Eakin
  - 216...**Prospect Relationship Management at Membership Organizations** - Jon Thorsen; Katherine Lutarewych
  - 226...**Social Venture Philanthropy: Challenges and Opportunities for Cause-Related Nonprofits** - Barb Larson
  - 306...**Database Screening and Donor Acquisition at National Organizations** - Elly Brtva; Jennifer Barrymore
  - 316...**Corporate Social Responsibility Research** - Ilana Lester Moreno
  - 406...**Managing Research and Membership at National Organizations** - Debbie Miller; Emily Eakin
  - 416...**That's Hot - (Re)Capturing the Young** - Jinna Zevulun Kim

**Advanced Research (14 Sessions) Member attendee \$99.00 non-attendee \$168.00; Non-member: \$336.00**

- 202...The Proxy Statement Deconstructed: Digging into the Footnotes - Michelle Leder
- 203...Researching Individuals in the UK and Europe - Chris Carnie
- 212...Go Team! Applying a Project Management Approach in Research and Prospect Management - Jennifer Fry
- 213...Seven Ways to Save Time Searching - Tara Calishain, Research Buzz
- 222...Beyond Corporate Directories: How To Analyze and Provide Insights Into Corporations - Kate Chamberlin
- 223...All About Asia: Researching Prospects and Philanthropic Priorities - Jay Frost
- 302...Money, Politics and Philanthropy: Is There A Link? - David Shanton
- 303...Trends in Real Estate - Cliff Anderson; Gary Lance; Poonam Prasad
- 312...Panel Discussion: Doctors, Lawyers and Chief Executives - Tom Hampsey; Jill Meister; Michael Seymour
- 313...Luxury Items: Living the Good Life - Karen Greene
- 402...Research at Healthcare Institutions in the U.S. - Diane Crane
- 403...Trends in Cross- Border Fundraising - Chris Carnie
- 412...Managing Alerts and Evaluating Their Effectiveness - Doug Seaman
- 413...Walking the Fine Line on Donor Privacy Legislation - Susan Shebar

**Trends in Fundraising (6 Sessions) Member attendee \$59.00 non-attendee \$84.00; Non-member: \$168.00**

- 208...Raising Powerful Volunteer Committees - Armando Zumaya
- 228...Qualifying Major Gift Prospects in the Field - D. Andrew Brown
- 308...How To Write Winning Proposals - Jane Geever
- 318...Planned Giving Marketing: Walking the Line Between More and Less - Lawrence Henze
- 408...Protecting Donor Rights: The Issues and Implications Surrounding Open Records Laws - Sandy Johnson
- 418...Making the Most of Special Events - Armando Zumaya; Chris Cannon

**Campaigns (7 Sessions) Member attendee \$59.00 non-attendee \$84.00; Non-member: \$168.00**





- 209... Panel Discussion: Testing Campaign Feasibility - A New Model - Cathy McGrath; Sarah Williams; Tina Donahoo; Jeff Watson
- 219...The Role of Research in Campaigns - Elizabeth McHugh
- 229...Investing in Campaign Success: Budgeting Resources to Support Campaign Operations - Christina Pulawski
- 309...Starting Out Right: Pre-Campaign Planning - Elizabeth Dollhopf-Brown; Chris Pipkins
- 319...Campaign Reporting: Analyzing and Measuring Results - Elizabeth Crabtree
- 409...Making the Grade: Preparing for a Campaign Audit - Jennifer Cooper
- 419...Building the Campaign Gift Pyramid - Karen L. Greene

**COMPLETE CONFERENCE 8 CD-ROM PACKAGE ONLY \$199.00 for Member attendees; \$299.00 for Non-member attendees**

**COMPLETE CONFERENCE 8 CD-ROM PACKAGE ONLY \$299.00 for Member Non-attendees; \$399.00 for Non-member Non-attendees**

**HANDOUTS ONLY \$295.00 for Member Non-attendees; \$395 for Non-member Non-attendees; FREE for Conference attendees**

**ORDER:** When ordering, please identify program by #260810

 <p><b>BY PHONE:</b> With your credit card, please call: <b>(800) 747-8069; (818) 957-0874 - 8:30-4:00 PST, Mon – Fri.</b></p>	 <p><b>BY FAX:</b> FAX your order form with credit card information to: <b>(818) 957-0876 24 hours/day; 7 days/week</b></p>
 <p><b>BY MAIL:</b> Complete this form, with payment to: <b>Content Management Corp., 3043 Foothill Blvd., Suite #2, La Crescenta, CA 91214</b></p>	 <p><b>ON-LINE:</b> Visit our secure order site at: <a href="http://www.softconference.com/260810">http://www.softconference.com/260810</a></p> <p><b>BY EMAIL:</b> Submit your order with credit card information to: <a href="mailto:craigm@cmcgc.com">craigm@cmcgc.com</a></p>

**MAIL ORDER FORM - APRA Annual International Conference 2006**

All CD-ROMs are covered by a lifetime guarantee - Defective items will be replaced free-of-charge \* ALL SALES FINAL AFTER 30 DAYS - All returned items within 30 days subject to 25% restocking fee \* We accept VISA, MC, AmExpress, & personal/company checks payable to **CONTENT MANAGEMENT CORP.**

**Attendee pricing**

- \_\_\_\_\_ Total Track CD-ROMs @ \$59 each .....\$ \_\_\_\_\_
- \_\_\_\_\_ Total Track CD-ROMs @ \$99 each .....\$ \_\_\_\_\_
- \_\_\_\_\_ Handouts Only CD-ROMs - FREE .....\$ \_\_\_\_\_
- \_\_\_\_\_ Member Complete Conference Packages at \$199 .....\$ \_\_\_\_\_
- \_\_\_\_\_ Non-member Complete Conference Packages at \$299 .....\$ \_\_\_\_\_

**Non-Attendee pricing**

- \_\_\_\_\_ Total Track CD-ROMs @ \$84 each .....\$ \_\_\_\_\_
- \_\_\_\_\_ Total Track CD-ROMs @ \$168 each .....\$ \_\_\_\_\_
- \_\_\_\_\_ Total Track CD-ROMs @ \$336 each .....\$ \_\_\_\_\_
- \_\_\_\_\_ Member Handouts CD-ROMs @ \$295 each .....\$ \_\_\_\_\_
- \_\_\_\_\_ Non-member Handouts CD-ROMs @ \$395 each .....\$ \_\_\_\_\_
- \_\_\_\_\_ Member Complete Conference Packages at \$299 .....\$ \_\_\_\_\_
- \_\_\_\_\_ Non-member Complete Conference Packages at \$399 .....\$ \_\_\_\_\_

**Shipping**

- in N. America: \$3-1st CD-ROM; \$1 ea. add'l to a \$15 max** .....\$ \_\_\_\_\_
- Outside N. Amer. \$5-1st CD-ROM; \$2 ea. add'l to \$75 max** .....\$ \_\_\_\_\_
- TOTAL AMOUNT.....ALL PRICES ARE IN U.S. FUNDS.....** .....\$ \_\_\_\_\_

Check  VISA  MC  AmEx Exp. Date \_\_\_\_\_

Credit Card Acct Number \_\_\_\_\_

Signature \_\_\_\_\_

Ship to: Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Daytime Phone Number \_\_\_\_\_

E-mail Address \_\_\_\_\_

**Note:** Complete packages come in attractive storage albums at no extra charge.