

So, You're Thinking about a Capital Campaign

A one-day seminar on the Science behind the Art

Thursday, January 27, 2011 • Norfolk, VA



DVA Navion
INTERNATIONAL FUNDRAISING CONSULTANTS

2295 Parklake Drive NE • Suite 210 • Atlanta, Georgia 30345

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**HURRY! Don't Miss this January 2011
Campaign Seminar**



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about a Capital Campaign**

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From _____

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Atlanta, Georgia 30345

Twenty-five years ago, every organization or institution had a “once in a lifetime” campaign. However, times have changed.



So, You're Thinking about a Capital Campaign

January 2011

Name _____
Title _____
Organization _____
Address _____
City/ State/ Zip _____
Telephone _____
E-mail _____

SEMINAR LEADERS



DVA Navion is the leading international fund-raising consultancy whose team of highly qualified professionals is passionately committed to achieving exceptional results for all of our clients.

Having worked with more than 1000 organizations in Australasia, Canada, South Africa and the United States, this campaign seminar will be facilitated by senior consultants from the DVA Navion team. Their campaign expertise includes small campaigns of less than \$1 million to those with goals exceeding over \$250 million. You will enjoy their frankness, their openness and their humor.

WHO SHOULD ATTEND

This Campaign Seminar is specifically designed for:

- Executive Directors/ Presidents
- VP/ Directors of Development
- Board of Directors/ Trustees
- Advancement Staff
- Program Officers/ Staff
- Fund-Raising Volunteers

SEMINAR LOCATION

Thursday, January 27, 2011 in Norfolk
at the Town Point Club
101 West Main Street
Norfolk, VA 23510

Reasonably priced overnight accommodations are available nearby.

In the 21st century, successful organizations plan a **SERIES** of campaigns for new facilities or renovations, endowment, scholarships and even program operations. Whether your organization's next campaign is the first ever or just the most recent, the **DVA Navion Campaign Seminar** will help you understand the basics or provide a refresher on all the latest trends.

Topics to be covered include:

- *Defining a Capital Campaign*
- *Questions to Ponder when Considering a Campaign*
- *Are you Ready for a Campaign*
- *Goal Setting – Managing Expectations*
- *Campaign Counsel - the Good, the Bad and the Ugly*
- *Planning – the Foundation for Success*
- *Finding Champions – Volunteers Who Deliver*
- *Prospect Management - Show Me the Money*
- *Let's not forget the "ASK"*
- *Publications and Events – Sizzle Sells*
- *When the Money Starts to Come in*
- *Life after the Campaign – Back to Square One*

REGISTRATION INFORMATION

\$99 per person includes the comprehensive seminar manual and lunch (\$124 per person on the day of the seminar).

Registration begins at 8:45 am; the first session begins at 9:00 am. The last session will conclude promptly at 4:00 pm.

For more information, call us at 1-866-826-6859 or visit our website at www.dvanavion.com

Seminar Fee: \$99 in advance or \$124 at the door
Return this registration card with your payment or you may register on-line at
www.dvanavion.com/seminars

