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## **WRITING FOR DEVELOPMENT**

**Wednesday, February 22, 9:00 a.m. – 12:00 p.m.**

The cultivation, solicitation and stewardship of major gift donors and prospects can be greatly enhanced by good writing. This “how to” workshop will teach fundraising, stewardship, and communications staff how to write for major gift donors and prospects. It will provide practical tips, resources, and samples that you can bring back to your institution and put into immediate action. By the end of this session, you will:

- Have an understanding of how good writing can enhance your stewardship and solicitation of donors.
- Learn what constitutes good writing.
- Be better able to prepare and edit stewardship and solicitation materials.

Workshop participants should bring along their own samples of letters and proposals to edit and rewrite throughout the session. Note: The writing of annual fund letters will not be covered in this workshop.

*Speaker: KCI (Ketchum Canada Inc.)*

# CASE 101 AND CASE 201

## **CASE BASICS: AN INTRO TO THE WORLD OF CASE**

**Wednesday, February 22, 3:00 – 4:00 p.m.**

Attend this CASE Basics presentation and learn how to build effective relationships and meet others in the field who may just become a mentor for life. The knowledge and networking you gain will lay the ground work for an exciting CASE conference. Come prepared to enjoy, participate, share and take away maximum results.

*Speaker: Case District VIII Board and Conference Volunteers*

## **CASE ESSENTIALS: YOU'RE SPEAKING...BUT ARE YOU CONNECTING?**

**Wednesday, February 22, 3:00 – 4:00 p.m.**

Would you like to be more confident when you speak publicly? Is your message persuasive? People hear you, but are they listening? Join internationally accredited speaker and trainer Margaret Hope at this hands-on session that will enhance your speaking skills, whether for meetings, solicitations or speaking to a large group. A must for every fund-raiser and advancement professional!

*Speaker: Margaret Hope, Lionsgate Training Centre, Vancouver*