



## June 2014 – Primer & Luncheon

JUNE 12, 2014

### PRIMER PROGRAM

9:30-11:30 a.m.

(9:15 a.m. Check-in)

#### Measure for Measure: What Counts in Legacy Giving?

Featuring: **Greg Lassonde**, CFRE, Legacy Giving Specialist/Consultant ([Speaker Bio](#))



**Program Description:** Whether you have 10 full-time gift planning officers, a brand new legacy program for which you'll dedicate 5% of your time (that's two hours a week), or are somewhere between, measuring effectiveness is crucial. Even if your organization won't be moving past the 5% mark, this presentation will give you useful metrics you can take back to your shop. Got 10 FTE? Find out what's hot and what's not. In between? Learn how to sort out what's crucial for your organization. This primer program will attempt to review the full range of quantification, yet point all participants toward some common goals that could someday lead to a apples-to-apples comparison of nonprofit legacy results nationwide. Now measure that!

**Continuing Education Credit (Pending Approval): 2 Hours CFRE**

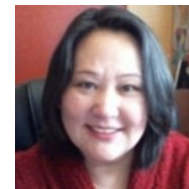
### LUNCHEON PROGRAM

12:00-1:30 p.m.

(11:30 a.m. Check-in)

#### Strategic Storytelling: A Sure Path to Major and Planned Gifts

Featuring: **Laurel McCombs**, The Osborne Group ([Speaker Bio](#))



**Program Description:** Stories are at the heart of everything we do. What are your institution's stories that define its unique identity? Can everyone tell them in a compelling manner? Do your stories have a clear protagonist, and does the protagonist have a compelling goal? What is the resolution and greater meaning? Based on the excellent works of Andy Goodman and other thought leaders, this session is valuable for all development professionals and particularly effective in Major and Planned Gifts.

**Continuing Education Credit (Pending Approval): 1 Hour CFRE**