

# Philanthropy Day on Cape Cod

Tuesday, November 1  
7:45 am - 6 pm  
Hyannis Resort & Conference Center

## Registration Form

Register online at [www.capecodgiving.org](http://www.capecodgiving.org) or return this form

### Registration Fee

<input type="checkbox"/>	Attendee(s): All Seminars & Events	@ \$60	=	\$
<input type="checkbox"/>	PGCCC/EPCCC Member(s): All Seminars & Events	@ \$40	=	\$
<input type="checkbox"/>	Lunch & Awards Only (registration fee still required)			
<input type="checkbox"/>	Group Attendees: Table for 10*	@ \$600	=	\$

\* Names of all table guests are required in advance. Please email [mwhitepgccc@aol.com](mailto:mwhitepgccc@aol.com) or call (508) 280-1822 to submit names

### Registration Information

Name:

Company or Organization:

Address:

Phone:  Email:

### Payment Information

Register online or return this form & payment (checks payable) to:

**PGCCC, PO Box 41, Yarmouthport, MA 02675**

Check  Visa  MasterCard  American Express  Discover

Card #:

Name on Card:

Expiration Date:  Billing Zip Code:

If you cannot attend for financial reasons or if you have any dietary restrictions, please contact Maura White at [mwhitepgccc@aol.com](mailto:mwhitepgccc@aol.com) or call (508) 280-1822

## Registration deadline is October 24

Space is limited so register today!

[www.capecodgiving.org](http://www.capecodgiving.org)



SPECIAL THANKS TO OUR  
PREMIER UNDERWRITER



**EDWARD BANGS KELLEY  
AND  
ELZA KELLEY FOUNDATION, INC.**

# Register today

## Registration deadline is October 24

Register online at [www.capecodgiving.org](http://www.capecodgiving.org)

Space is limited and this sells out fast!

## Philanthropy Day on Cape Cod

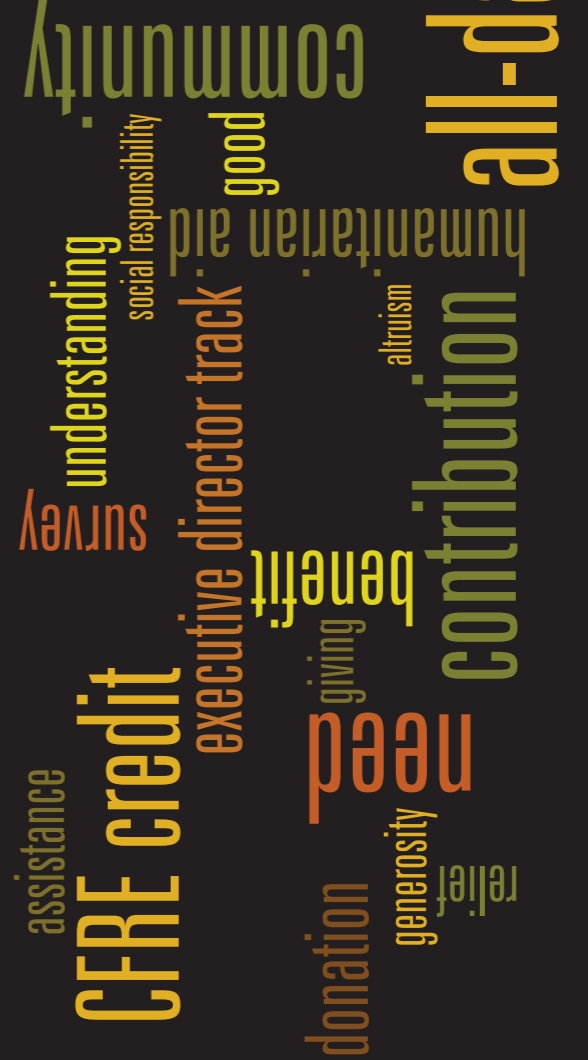
Now in its 15th year, Philanthropy Day on Cape Cod is organized by the Planned Giving Council of Cape Cod and a volunteer planning committee. Attendees are Cape & Island professionals in non-profit organizations of all types & sizes, including their volunteers, board members, and professional advisors such as attorneys, estate planners and others.

[www.capecodgiving.org](http://www.capecodgiving.org)



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# A 360° look at Cape & Island Non-Profits

Tuesday, November 1  
7:45 am - 6 pm  
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## Philanthropy Day on Cape Cod

PREMIER UNDERWRITER **The Edward Bangs Kelley & Elza Kelley Foundation, Inc.**

# A 360° look at Cape & Island Non-Profits

November 1, 2011

## Philanthropy Day on Cape Cod

7:45 AM	Registration & Continental Breakfast <b>Meet the Exhibitors</b>
8:30 – 10:00 AM	<b>Plenary Session: A 360° View of Cape &amp; Island Non-Profits</b> Jean McCutcheon, Director of Development, Cape Cod Academy, President, Planned Giving Council of Cape Cod Wendy Northcross, President, Cape Cod Chamber of Commerce Mindy Todd, Producer and Host, WGBH Educational Foundation Over the past few months we've asked Cape & Island Non-Profits to participate in a detailed survey on the state of fundraising. Now, join us as we reveal the results. What are the philanthropic trends? How much money is actually raised? Is the amount of money raised and the number of donors contributing to our organizations increasing or decreasing? How can our organizations leverage this data to understand our community and our philanthropic efforts. Cape Cod Chamber of Commerce CEO Wendy Northcross opens with an overview of the state of Cape Cod and the islands. Radio personality Mindy Todd joins her to present the survey results with a look at what it all means and where we go from here.
10:00 – 10:30 AM	Break <b>Meet the Exhibitors</b>

### Session 1 (4 choices)

10:30 – 11:45 AM	<b>Can you Afford to Say Goodbye to a Donor?</b> Edith Millard, Manager of Annual Giving, Cape Cod Healthcare John Betz, Principal, Vital Data Management, Inc. This session will provide a hands-on approach to one of the most important issues in direct marketing: donor attrition and retention. Through the use of real case statements and interactive problem solving you will learn strategies and proven solutions that you can institute tomorrow, no matter the size of your shop. The presentation will offer a real life solution to the struggle of collecting email addresses. You will also learn three practical steps to getting a second gift, and how ROI can help you define your strategy.
	<b>How to Build a Social Media Plan with 10 Minutes a Day</b> Beth Dunn, Community Manager at HubSpot You've heard the mantra: if you're not using Social Media then you're missing the boat. But for so many folks running small shops, getting on the proverbial boat seems a distant dream. In this session you will hear from Beth Dunn, Social Media expert with HubSpot, who will outline practical ways to initiate a social media plan and address ROI with just 10 minutes a day. The presentation will also include case studies from your peers who get it done and do it well.

#### Philanthropy Day on Cape Cod 2011

Bea Gremlich, Director of Development, Cape Cod Symphony & Conservatory of Music & Arts, CO-CHAIR  
John Yonce, Hostelling International, USA, CO-CHAIR  
Jean McCutchen, Director of Development, Cape Cod Academy, PRESIDENT, PLANNED GIVING COUNCIL

We would like to thank all of the sponsors, committee members, volunteers, and attendees for making this year's event a success.



### Session 1 cont'd

10:30 – 11:45 AM	<b>So You are Thinking about a Capital Campaign</b> Deb Baker, President, Development Solutions of New England Pat Armstrong, Director of Recreation for the Town of Yarmouth, Flax Pond Capital Campaign Liaison Elizabeth Butler, Library Director, Centerville Public Library Tavia Ossola, Chair of Fundraising, Brewster Meeting House Restoration Project Carole Ridley, Chair, Capital Campaign, Cape Cod Lighthouse Charter School Is your organization considering a capital campaign? This session will provide an overview of the art and science of pre-campaign planning. You will learn how to assess your case for support, define the support amongst your constituency, and decide what tools you will need to launch a campaign. After this session you will better understand if your institution or organization is ready for a capital campaign and the steps necessary to make your efforts successful. You will also hear case studies and practical tips from local organizations that have gone through the process and launched successful campaigns.
	<b>What Comes First: the Program or the Proposal?</b> Ashley Baker, Director of Foundation and Government Relations, International Fund for Animal Welfare Georgia Carvalho, PhD., Grants Developer, Cape Cod Community College Lisa Guyon, Director of Resource Development, Housing Assistance Corporation You've completed your grant writing course and come back to the office with verve, confident in your research and writing skills! You know that there is money to be had from grant funders, but, do your fundraising and program staff work together to optimize the grant process? And whose responsibility is it anyway? This session will provide practical tips and case studies from seasoned grant writers on how to get from the enthusiasm that starts at the RFP, through the proposal and budget writing process, to the successful implementation of your project.
Noon – 1:30 PM	<b>Luncheon &amp; Awards</b> Each year the Planned Giving Council celebrates the dedication and generosity of support for non-profit organizations on the Cape & Islands with annual Distinguished Service Awards for the following: <b>Outstanding Philanthropist</b> <b>Outstanding Volunteer</b> <b>Outstanding Business/Organization</b> <b>Outstanding Youth/Youth Organization</b>

### Session 2 (4 choices)

1:45 – 3:00 PM	<b>CEO Session: Is Philanthropy the Elephant in Your Office?</b> Allen Peckham, Chief Development Officer, Partners HealthCare System Are you struggling with where Philanthropy fits into your organization's strategic mission? Successful fundraising is a team effort that includes both an engaged board and staff members. This session – exclusively for EDs and CEOs – will give practical advice on how to inspire reluctant boards (and staff) to fundraise and how to prioritize philanthropy on your never-ending "To Do" list. Join renowned industry expert Allen Peckham for this interactive discussion – bring the questions and your constructive frustrations that you need addressed to move your philanthropy program forward as you build a lasting and vibrant culture of philanthropy! <b>Pre-registration required.</b>
	<b>Social Media: Connecting the Dots</b> Paula Hersey, President, Penguin Digital Design Kathy Zagzebski, M.E.M., President & Executive Director, National Marine Life Center So you have surrendered and accepted the fact that Social Media is here to stay? You have a plan to use Social Media, but are struggling to find the time? Hear from a Cape-based social media expert and some real-life nonprofits with limited resources that have successfully identified new ways to reach new audiences, new supporters and new awareness. Learn how to harness the power of social media by strategically and affordably integrating social media into your overall communications/fundraising mix.

PREMIER UNDERWRITER:



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### Session 2 cont'd

1:45 – 3:00 PM	<b>Planning for Planned Giving: Fundraising in Turbulent Times</b> Simon Bloomfield, Licensed Agent, New York Life Arleen Ellis, Director of Philanthropy, Hospice & Palliative Care of Cape Cod Elizabeth Gawron, President, Cape Cod Foundation Bonnie Loedel, Vice President, Cape Cod Five Trust and Asset Management Can planned gifts be understandable, practical and rewarding for both your organization and your donors? The answer is yes! Learn how to use what you already know to launch a practical and effective planned giving program. Discover how you can find what you don't know – the technical side of planned gifts – as you need it. Hear how you can encourage your donors to get their estate plans organized in a way that benefits them and your organization with cutting-edge planned giving practices.
	<b>Building Volunteer Relationships that Work</b> Lisa McNeill, President, Cape Cod Volunteers Lisa Guyon, Director of Resource Development, Housing Assistance Corporation Brenda Swain, Executive Director, Falmouth Service Center The session will include data and trends about volunteering. You will hear from volunteers and non-profit representatives about building strong and effective relationships between volunteers and organizations. These relationships can add value in many ways including skills, goodwill, and fundraising dollars. You will also hear the volunteer perspective about what motivates them to become involved. The session will also present ideas for developing a volunteer program for your own organization.
3:00 – 3:30 PM	Break <b>Meet the Exhibitors</b>

### Session 3 (3 choices)

3:30 – 4:45 PM	<b>CEO Session: Are You Boring Your Board?</b> Christine McCarthy, Executive Director, Provincetown Art Association and Museum, Lecturer at Boston University Bob Dwyer, Executive Director, Cape Cod Natural History Museum Jerome Karter, Executive Director, Cape Cod Symphony and Conservatory of Music & Arts A common factor among strong non-profits is a highly performing Board. Learn about the roles & responsibilities and the distinction between the work of the Board and the work of individual members. Tips on how to keep members engaged, involved and performing will be highlighted. You will learn how to expand your board with proven techniques in attracting, recruiting and orienting new members. <b>Pre-registration required.</b>
	<b>What Do I have to Do to Raise a Major Gift?</b> Karen Bissonnette, CFRE, Chief Development Officer, Community Health Center of Cape Cod Priya McCue, Chief Development Officer, Woods Hole Oceanographic Institute Chris O'Connor, CFRE, President, Cape Cod Healthcare Foundation This panel of veteran major gift professionals will offer practical advice on how to move your program forward – regardless of the size of your philanthropy department. This discussion will offer real life tips on starting a pipeline, engaging volunteers in prospect identification and cultivation (yes, this means your Board members) and moving from introduction to ask.
	<b>Making Special Events Really Special</b> Debbie Booth, Volunteer Chair, Reds, Whites and Blues Auction, Co-Chair, Evening by the Sea Julia Burgess, Executive Director, Martha's Vineyard Community Services, Possible Dreams Auction Andi Genser, Executive Director, We Can Christiane Perry, Harwich Chamber of Commerce, Toast of Harwich Let's get real – special events on Cape Cod are an essential means to raise funds and friends. This session will present practical advice on assessing the viability of an event – how do you maintain a successful event and keep it fresh? These experts will offer tips on converting attendees to donors, building strong sponsor relationships, and keeping the focus on your mission.
4:45 – 6:00 PM	<b>Cocktail Reception &amp; iPad Drawing</b>