

February 1 2010

FOR IMMEDIATE RELEASE:

**Focus on Fundraising Lecture:
“Marketing Planned Giving – Maybe We Have It All Wrong?”**

West Chester, PA-- Ken Ramsay will be the featured speaker on February 17, 2010 at an informative webinar at the West Chester University Graduate Business Center in West Chester. Ramsay will discuss “Marketing Planned Giving – Maybe We Have It All Wrong.”

The Association of Fundraising Professionals Series is offered in coordination with West Chester University Foundation and the Chester County Community Foundation.

Additional programming this season includes:

March 17, 2010: “Creating a Successful Fundraising Culture: 12 Tools for Motivating Your Board” with Carole Rylander

April 21, 2010: “Boom Generation Women Create New Horizons for Fundraisers” with Margaret May Damen

May 19, 2010: “Mobilizing Next Generation 2.0” with Ben Rigby

June 16, 2010: “Donor Touchpoint Management: A Marketing Approach to Donor Relations” with Janet Hedrick, CFRE

July 21, 2010: “Listening to Donors – Essential Skills for the Win-Win Ask” with Thomas D. Wilson

Advance reservations are required and cost is \$25 for members of AFP Brandywine or GBCA vs \$35 for non-members. The whole year series can be purchased at \$200 for all 12 sessions. Each session is approved for AFP Continuing Education Credit.

Registration is offered on-line at www.chescocf.org, by mail to 28 W. Market Street, West Chester, PA, by calling Chester County Community Foundation at (610) 696-8211 or by email to info@chescocf.org.

Located in downtown West Chester, the Chester County Community Foundation leads, inspires and encourages all individuals and organizations to create or contribute to lasting philanthropic charitable legacies.

The Community Foundation holds over \$24 million in trust and by administering funds helps more than 275 individuals, families and nonprofits who want to provide a charitable legacy for their community forever. Last year, The Community Foundation awarded \$2 million in grants and scholarships. For more information about the Chester County Community Foundation, visit www.chescocf.org or call (610) 696-8211.