

July 1 2010

FOR IMMEDIATE RELEASE:

**Focus on Fundraising Lecture:
“Listening to Donors – Essential Skills for the Win-Win Ask”**

West Chester, PA-- The Association of Fundraising Professionals in coordination with West Chester University Foundation and the Chester County Community Foundation will host an informative webinar at the West Chester University Graduate Business Center in West Chester. Thomas D. Wilson will be the featured speaker on July 21, 2010. He will discuss “Listening to Donors – Essential Skills for the Win-Win Ask.”

The program includes information on making a gift request that inspires a donor to make a stretch contribution, you need to first take the time to listen to their values, their motivations for giving, their life situation, and their understanding of your organization and its need for funding. This session will provide tools to sharpen listening skills and utilize techniques to broaden understanding of major gift donors.

Participants will learn listening to apply techniques and styles in business and life to philanthropic fundraising. Other topics include understanding the importance of taking notes during listening interviews through a probing tool and formalizing these notes in disciplined and timely contact reports.

Presenter Tom Wilson is vice president and western region manager for Campbell & Company. He brings experience from 2,600 donor interviews plus a myriad of experiences from running his own fundraising program to consulting with organizations of all types and sizes. He is author of **Winning Gifts: Make Your Donors Feel Like Winners**, 2008, John Wiley & Sons.

Advance reservations are required and cost is \$25 for members of AFP Brandywine or GBCA vs \$35 for non-members. 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.