

June 9 2010

FOR IMMEDIATE RELEASE:

**Focus on Fundraising Lecture:
“Donor Touchpoint Management: A Marketing Approach to Donor Relations”**

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. Janet Hedrick, CFRE, will be the featured speaker on June 16, 2010. She will discuss “Donor Touchpoint Management: A Marketing Approach to Donor Relations.” The program begins at 12 noon and ends at 2:15 pm.

Additional programming this season includes:

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.