

Please Join Us for the Fall Meeting of the
Charlottesville Area Planned Giving Council

Supporting Leave a Legacy®- Thomas Jefferson Area Chapter

“Marketing Like Madison Avenue During Challenging Economic Times”

presented by

Kenneth M. Wolfe, J.D., CPA
Director, Planned Giving Programs
Colonial Williamsburg Foundation

Consistent marketing is the key factor for success in any planned giving program, because the timing of a planned gift is controlled by the donor and not the charity. Mr. Wolfe will discuss how to develop a more effective marketing strategy that is in tune with today’s dismal economy, while also avoiding the regulatory minefields that govern planned giving contributions.

Mr. Wolfe, a fundraiser at the Colonial Williamsburg Foundation for the past 23 years, has served as Director, Planned Giving Programs, since 1986. Prior to his nonprofit career, he worked as a financial planner, trust officer, and auditor. He is a member of the Williamsburg Community Foundation Board, past President of the Virginia Gift Planning Council Board, and past Chair of the Williamsburg Regional Library Board.

Tuesday, September 29, 2009

11:30-11:45am Registration

11:45am-1:30pm Buffet Lunch and Program

Hilton Garden Inn
Peter Jefferson Conference Room B
(please note new location)

Members \$25 Non-members \$35

Cash or check only, please. Make checks payable to CAPGC. Reservations are required.

RSVP by Tuesday, September 22 to Brittany Asher at basher@montpelier.org or call (504)672-2728 x 109.

For membership information, please visit www.ncpg.org. You may elect to join the Charlottesville Area Planned Giving Council (\$50), or the National Committee on Planned Giving and the CAPGC (\$150 for both).

Your input is needed! We welcome your suggestions for general or technical planned giving topics to be presented at future meetings. Please email ideas to Caroline Emerson at cemerson@unitedwaytja.org.

The mission of the Charlottesville Area Planned Giving Council is to promote planned giving through education and the association of professionals in both the nonprofit and for-profit arenas, and to support the local “Leave a Legacy.”