



# Women in Development of Northeastern New York

Building networks, sharing best practices, and working collaboratively for our collective success.

## The Art and Science of Online Fundraising

Tuesday, June 12, 2012 Registration Deadline: June 5, 2012

7:30-8:00 am - Registration, Networking and Buffet Breakfast: • 8:00-10:00 am - Program, including Annual Meeting and Election • Location: Wolferts Roost Country Club, 120 Van Rensselaer Blvd., Albany

The fastest growing area of fundraising is online and it is an ever-changing and fast moving target. WID is proud to announce Network for Good's Jocelyn Harmon will join us to discuss online fundraising in an in-depth program too valuable to miss!

This program will describe best practices to improve online donor relations and increase communication to raise funds. You will learn steps to online fundraising success taught by one of the leaders in the development of marketing and fundraising tools for nonprofits.

### Network for Good Envisions a World where Generosity is Unleashed

To achieve this vision, Network for Good helps nonprofits raise funds for their missions through simple, affordable and effective online fundraising services. Network for Good also provides free training to non-profit professionals worldwide to help them become better fundraisers through webinars, articles, whitepapers and e-books archived on [www.fundraising123.org](http://www.fundraising123.org). Since its founding in 2001 by AOL, Cisco and Yahoo!, Network for Good has processed over \$640 million in donations for more than 83,000 nonprofits.

### About Jocelyn Harmon, VP of Sales and Marketing, Network for Good

Jocelyn is passionate about helping nonprofits to succeed online so that they can change the world! As Vice President of Sales and Marketing for Network for Good, she is privileged to lead the team that helps over 5,000 nonprofits raise more friends and funds online. Prior to joining Network for Good, Jocelyn was Director of Business Development for Care2, where she worked with some of the most respected national nonprofits, including ASPCA, Environmental Defense Fund, The Carter Center, Legacy and IFAW (International Fund for Animal Welfare), to help them acquire new donors, members and advocacy supporters online. Jocelyn is a recognized blogger and speaker on online marketing and fundraising. Read her writing in Fundraising Success magazine and her personal blog, Marketing for Nonprofits. She also serves on the board of directors for NTEN (Nonprofit Technology Network). Jocelyn has a bachelor's degree in literature from New York University and a master's degree in sociology from University of Washington.



Jocelyn Harmon



**Yes!** I would like to attend "The Art and Science of Online Fundraising" on June 12, 2012.

- Please reserve \_\_\_\_\_ spots for WID members (at \$20/member).     Please reserve \_\_\_\_\_ spots for non-WID members (at \$35/non-member).
- I would like to become a member of Women in Development (\$60/annually).

**We are interested in collecting feedback from you before our program around our members' online fundraising goals. Please answer the following questions to the best of your ability:**

- What online fundraising tool do you currently use? \_\_\_\_\_
- How much do you want to raise online in 2012? \_\_\_\_\_
- What gets in the way of online fundraising for your organization? \_\_\_\_\_

**Please list the names of the people who will be attending this program.**

Name \_\_\_\_\_  Member     Non-Member  
 Name \_\_\_\_\_  Member     Non-Member

**Please share your contact information.**

Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Daytime phone \_\_\_\_\_ E-mail \_\_\_\_\_

### Registration Deadline is June 5, 2012

Registrations made after this date will be assessed a \$5 late fee. Unpaid reservations will be invoiced regardless of whether someone is in attendance at the program. We thank you for understanding that WID must pay for every reservation made.

**Please send payment to:** Women in Development • P.O. Box 5871 • Albany, NY 12205 • [membership@widneny.net](mailto:membership@widneny.net)  
**To register online by credit card, visit our website at:** [www.widneny.net/programs.htm](http://www.widneny.net/programs.htm) or call Sheila Bouck at 869-5761.