



## February BreakFACTS

### Progression of Giving: Annual Giving

*Facilitated by:* Lisa Richards, Director of the Annual Fund & Doug Smith, Assistant Vice President for Advancement and Director of Development at Stonehill College

Join us as we continue to move through the Progression of Giving series with our February BreakFACTS on Annual Giving! This session will increase your understanding of the importance of the annual fund as a building block of your fundraising program.

*In this session you will learn:*

- ◆ Solicitation Methods
- ◆ Importance of Data Health
- ◆ Gift Acknowledgement and Stewardship
- ◆ Case for Support
- ◆ Identifying and Working Through Challenges

**REGISTER TODAY!**

**February 25, 2014**

**9am-12pm**  
(8:30am registration)

**\$25/session; per person**

**Brocktonian Room**  
Center for Nonprofit Management  
16 Belmont Street  
Easton, MA 02357

#### About the Facilitators

*Lisa Richards, Director of the Annual Fund*

Lisa began her career in Development at Stonehill in 2000 as the Assistant Director of the Annual Fund and focused on the Phonathon program, Senior Class Gift, Young Alumni giving, online giving, and work study supervision. In 2004, Lisa became the Associate Director of Development and took on more responsibilities involving Class Agents, Reunion Giving, Annual Fund reporting, and the Monthly Giving Program. In 2008, Lisa became the Director of the Annual Fund and now supervises three professional staff positions. Lisa also serves on the College's Disability Services Committee and the College's Wellness Committee and is a SHARE Advisor.

*Doug Smith, Asst. VP for Advancement & Director of Development*

Doug was appointed the Director of Development at Stonehill College in Easton, Massachusetts in 2001 and in 2012 assumed the additional role of Assistant Vice President for Advancement. He is responsible for the College's annual fund, parent's fund, alumni fund, major gift solicitation, matching gift program, corporate and foundation fundraising and overseeing gift entry and acknowledgement as well as scholarship stewardship and special events activities at Stonehill.

**If you have purchased the Spring BreakFACTS Package but have not submitted payment yet, please bring it with you to registration!**

For more information, call 508-565-1856 or email [infonyonprofit@stonehill.edu](mailto:infonyonprofit@stonehill.edu).



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