

The Supply and Demand of Philanthropy in the 21st Century

Strategies for Fundraising and Financial Professionals

Save the Date! October 7-8, 2008



[Program Schedule](#)

- [Registration Rates](#)
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The Center on Wealth and Philanthropy at Boston College and the Association of Fundraising Professionals (AFP) are pleased to offer a conference at Boston College on October 7 and 8, 2008, specially designed for wealth advisers, estate planners, fundraising professionals, directors of planned giving, vice presidents of development, and CEOs and board members of nonprofit organizations.

This conference will explore the new dynamics of philanthropy—the idea that donors desire, rather than resist, greater charitable involvement, and that philanthropy is becoming a large part of people's "financial morality." By understanding the implications of these new dynamics, fundraisers and financial professionals can implement new strategies that will make their counsel more fulfilling for their clients and more rewarding for themselves.

Subject matter coordinator: Rhonda Starr

Contact **Nikki Dieffenbach** for more information.

Direct: 703.519.8494 or Toll Free: 800.666.3863; Email: ProAdv@afpnet.org

Supply and Demand Program

Tuesday, October 7th

8:30 a.m. – Continental breakfast and networking

9:15 a.m. – Morning Session I begins

New Directions in Charitable Giving - Part I

Morning Session I

Paul Schervish - Moral Biography: Capacity and Aspiration

John Havens – Patterns and Projections of Financial Capacity and Philanthropy – Looking at the numbers

Morning Session II

Paul Schervish - Introduction to The Supply and Demand of Philanthropy in the 21st Century

Afternoon Session I

Finances and Philanthropy – Insights and Challenges

Anne E. Sternlicht, Vice President for Eaton Vance Investment Counsel will address the current and future directions of Financial Professionals in helping clients clarify their philanthropic decisions.

Afternoon Session II

New Directions in Charitable Giving – Part II

Paul Schervish will discuss what he calls the "new physics of philanthropy" and its implications for development and financial professionals. In the new physics, wealth holders approach their philanthropy with an entrepreneurial disposition, understand charities as instruments to accomplish their aspirations, and make philanthropy a regular part of their financial morality.

There will be a networking reception on the beautiful Boston College campus immediately following the second afternoon session.

Wednesday, October 8th

8:00 a.m. – Continental breakfast

8:30 a.m. – Morning Session I

Planning, Managing, and Implementing a Major Capital Campaign.

Patricia B. Jacoby, Campaign Director and Deputy Director of the Museum of Fine Arts Boston, will offer her insights, joys and fears of planning, staffing, managing, and implementing a major capital campaign. The Museum of Fine Arts in Boston recently announced that the Museum has reached its \$500 million campaign goal. Q&A period to follow the presentation.

Morning Session II

Encouraging Biographical Conversations: Paul Schervish and John Havens will discuss and demonstrate how to carry out biographical conversations with donors and clients to generate more personal, knowledgeable and successful relationships.

Afternoon Session I

An instructional exercise to sharpen the skills and deepen the confidence of participants to conduct biographical interviews and to identify the practical implications of what they hear. Observe Paul Schervish conduct a biographical interview with a wealth holder followed by an opportunity for participants to ask their own follow up questions.

Afternoon Session II

In the closing session, Professor Paul Schervish will engage the conference participants as knowledge creators. Participants will share their insights on what they have learned as they practiced biographical interviews and how that new knowledge informs the key questions and challenges that are at the forefront of their work, but rarely addressed. Participant insights will be the basis for a report recommending ways to create more effective and satisfying outcomes for donors.

Session ends at approximately 2:30

Registration Rates:

Early Bird Rates (Effective until August 22, 2008)

AFP Member or BC Affiliate \$795
Nonprofit \$995
For-profit \$1145

Regular Rates (Effective August 23, 2008)

AFP Member or BC Affiliate \$995
Nonprofit \$1195
For-profit \$1345

To Register for Event:

<https://www.regonline.com/SupplyandDemand>

Hotel Information:

A block of rooms for attendees has been reserved at The Sheraton Hotel in Newton, Mass., for October 7 and 8, 2008. Rooms are provided at the discounted rate of \$129 plus tax.

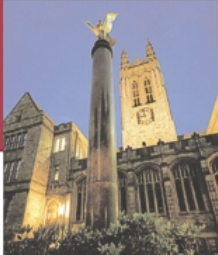


Call 1-800-325-3535 and use reference code AFJ03.

To reserve room(s) online:

<http://www.starwoodmeeting.com/StarGroupsWeb/booking/reservation?id=0804175066&key=A189A>

(The reservations page above can only be reached by this link. It does not appear on the hotel website.)

[Click to enlarge](#)

ASSOCIATION OF FUNDRAISING PROFESSIONALS (AFP)	CENTER ON WEALTH AND PHILANTHROPY AT BOSTON COLLEGE
The Supply and Demand of Philanthropy in the 21st Century: Strategies for Fundraising and Financial Professionals	
Register Today! October 7-8, 2008/Boston College	
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 Association of Fundraising Professionals	 Center on Wealth and Philanthropy

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