

E-NEWSLETTER

July 2008

Fundraising, direct mail topics for July chapter meeting

Paul Fulham, President of **Zachry Associates**, an accountability marketing company that has experience with fundraising for faith-based clients, will present the July meeting. We'll meet at Juliette Fowler Homes' campus, 1234 Abrams Rd, Dallas, on Thursday, July 24, 12 noon to 1:30 p.m. Lunch, program, networking - all for \$15.

Zachry Associates, Inc. offers services in four areas, Marketing Communications, Market Research, Creative Services and Fundraising. Primary topic for the RCC program will be related to providing fundraising counsel and services to not-for-profit organizations. Their goal is to make the fundraising process easier so clients can focus on their primary missions. From research, planning, execution and assessment, they work to help charitable organizations get the most out of their fundraising efforts. Such as:

- donor and lapsed donor solicitation programs
- help identify additional prospects through careful donor research and analysis
- develop and execute a plan to cultivate and solicit them effectively
- help clients set up effective systems to collect and track the pledges they receive

Paul has requested that we poll our members and friends about what aspects of fundraising or planned giving would be most helpful. Also, he will share his experience using direct mail in the fundraising process.

When you make reservations for the meeting, please respond with what aspects of fundraising, planned giving, or direct mail usage would be of most help to you or your constituency in your job.

E-mail or call for reservations, Deb Christian, dchristian@umr.org, 214.630.6495 x147 by end of day Monday, July 21.

