



Washington DC Metro Area Chapter
Luncheon Program
Thursday, January 24, 2007

The Pyramid of Engagement: Building Blocks for
Better Volunteer Management

Join us for this valuable program to learn about the incredible ways to activate, stimulate and motivate volunteers. The quest for effective volunteers can drive even the best development professionals crazy. Volunteers have the power to impact the execution of your strategic plan, the implementation of your organization's programs, and the success of your fundraising and development activities.

- Take a fresh look at your identification, cultivation, motivation, solicitation and acknowledgement of volunteers.
- Learn how the 5 I's apply to volunteer management, and why the case for volunteering should be made with as much effort as the case for philanthropic support.
- Walk away understanding links between the Food Pyramid, the Donor Pyramid and the Pyramid of Involvement.

Start your year with this fun and engaging session that will give you fresh ideas, and leave you wanting more. Sandra delivered a half-day version of this program to the AFP/DC Board of Directors early in 2007, and received *rave* reviews.

PRESENTER: Sandra M. Walter, Sandra M. Walter & Associates Consulting

Sandra Walter has more than 20 years of experience in providing leadership and management with actionable, measurable plans that integrate all facets of the organizations in a comprehensive strategy for achieving defined goals. Her clients include the Greater Washington Sports Alliance, Autism Society of America, AFP/DC, Capital City Charter School, Healthcare Distribution Management Association Foundation, and U.S. Green Building Council. Ms. Walter has held senior staff positions in development and communications at the DC Agenda Support Corporation, Business and Professional Women (BPW)/USA and the BPW/USA Foundation. She started her career with B'nai B'rith Women (now Jewish Women International), where she directed its \$3 million Annual Fund. Her professional affiliations include the Consultants Consortium, Association of Fundraising Professionals and Association Foundation Group.

Time:	11:30 a.m. – 1:30 p.m.
NEW Location:	Hilton Washington Embassy Row Hotel 2015 Massachusetts Ave., NW Washington, DC 20036 Paid parking is available. Metro – Dupont Circle Station (Red Line)
Cost:	Member - \$40 (in advance - before 12:00 p.m. on Friday, January 18) Non-member - \$50 (in advance - before 12:00 p.m. on Friday, January 18) There is a \$15 fee for late and on-site registrations.

First Name: _____ **Last Name:** _____

Credential: CFRE: _____ ACFRE: _____

Organization: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **E-mail:** _____

Special Meal: vegetarian: _____ dairy free: _____ **Status:** member: _____ non-member: _____

Total Due: \$ _____

Credit Card Number: _____ **Exp Date:** _____

Credit Card Type: Visa: _____ MasterCard: _____ American Express: _____

Signature: _____

Reservations: Must be held with a credit card. Must be made (or cancelled) by 12:00 p.m. on Friday, January 18

***Late Reservations:** Reservations made after 12:00 p.m. on Friday, January 18 will be charged a late reservation fee of \$55 for members and \$65 for non-members. **Late Cancellations and No Shows:** Will be billed for the luncheon.

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