



Free Webinar Explores the Power of Fundraising Incentives and Engagement Strategies for Business

WHAT: The American Marketing Association and Non Profit Times will team up on Tuesday, March 9 to present a free Webinar: **The Power of Incentives and Why They Work**. Presented by travel incentive specialists Mitch-Stuart, Inc., the expert panel of speakers will discuss today's competitive fundraising environment and how organizations can attract, engage and retain new donors.

Participants will also be introduced to a newly launched engagement strategy for businesses that can benefit the charitable cause of their choice.

WHEN: **Tuesday, March 9, 2010**
10:00 a.m. PT; 12:00 p.m. CT; 1:00 p.m. ET

VIEW: <http://www.presentationselect.com/ama/details.asp?eventid=1736>

PRESENTERS:

- **Paul Clolery**, Vice President/Editorial Director of NonProfit Times
- **Cynthia Pierce McNamara**, Executive with a major international relief organization and former fundraiser for Virginia Stage Company, Tidewater Chapter American Red Cross, American Cancer Society, Gulf Stream Council and Boy Scouts of America
- **Bruce Bolger**, President of Selling Communications, Inc. and Managing Director of The Enterprise Engagement Alliance, Co-Founder of the Forum for People Performance Management and Measurement and Founding Trustee of the Incentive Research Foundation
- **Greg Whitacre**, Sr. Director, Individual Incentives & Gift Cards, Marriott International, Inc.
- **Nancy Franks**, Executive Director, Pediatric Cancer Research Foundation
- **Stuart Paskow**, CEO of Mitch-Stuart, Inc.
- **Anna Carbonara**, Moderator, American Marketing Association

WHO: Representatives of nonprofit organizations and socially conscious business leaders

TOPICS:

- Current methods utilized to engage and retain donors and clients
- Revolutionary new ways to raise additional funds with no financial outlay and minimal staff time

- Understand the term “engagement strategies”
- How to apply those strategies to help you achieve your goals

MORE INFO: Click here for the full agenda:

[http://www.marketingpower.com/ResourceLibrary/Pages/Webcasts/The Power of Incentives and Why They Work3910.aspx](http://www.marketingpower.com/ResourceLibrary/Pages/Webcasts/The_Power_of_Incentives_and_Why_They_Work3910.aspx)

SPONSOR BACKGROUND:

Mitch-Stuart established the first charitable mileage reward program with American Airlines in 1993. Their **Destinations of Excellence®** program combined air travel with hotel accommodations to provide no-risk auction packages for charities in 2005. The company has since raised almost a billion dollars for a variety of charitable causes since its inception in 1994.

The company is headquartered in Laguna Niguel, California, with offices in Florida and Colorado. For more information, call 800-574-9991 or visit www.mitchstuart.com.

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