



## Fundraising & Development October 16, 2010

Facilitator: Carolyn Pierce, *NJI New Media*

- 10:00 AM Introductions & Announcements
- Carolyn Pierce, *NJI New Media*
- 10:15 AM Fundraising Overview
- Nancy Bocksor (R), *The Nancy Bocksor Company, Inc.*
- 11:00 AM Different Modes of Fundraising (Panel Format)
- Event Planning: Shelly Hymes, *Angel Enterprises*
  - Direct Mail: Liz Chadderdon, *The Chadderdon Group*
  - Call Time: Chebon Marshall, *Chebon Marshall Campaigns*
  - PAC Fundraising: Sarah Flowers, *LKK Partners*
- 12:15 PM Working Lunch: Fundraising for WeLEAD Special Project (in groups)
- Aileen Alexander
  - Lindsay Boroush
  - Marjorie Clifton
  - Kelly Holly
  - Sui Lang Panoke
  - Carolyn Pierce
- 1:30 PM Careers in Fundraising and Development
- Jessica Grounds, *Running Start and Women Under 40 PAC*
  - Clare Giesen, *Electricity 2.0 Project*
  - Lisa Spies, *The LS Group*
- 2:45 PM Wrap-Up
- Carolyn Pierce, *NJI New Media*