

## UPCOMING PROFESSIONAL GROWTH OPPORTUNITIES

### MADE AVAILABLE TO YOU BY WALDE

Please note a new “more productive use of your time” format to these gatherings. We believe they will accomplish if not surpass our goal listed below.

**GOAL:** to provide an extremely affordable part-day productive professional growth opportunity WORTH the time away from your daily work. All speakers and dates are confirmed – please bring friends.

- **November 15, 2011:** WEB/LIVE “Annual Giving Analytics” Seminar
  - **TIME:** 10:00 a.m.-12:00 p.m.
  - **LOCATION:** Bethesda Lutheran Communities, 600 Hoffmann Dr, Watertown, WI 53094
  - **TOPIC:** *Fundraising Analytics and Annual Giving - New Vistas for your Program and Practice* by **Michelle Janssen**
  - **LIVE SPEAKER:** **Deb Rothe, Corporate Director of the Annual Fund**, will share Bethesda’s “First Annual Fund SYBUNT Cross Media Campaign” that included vision for their “Mobile App Marketing” and how analytics are important.
  - Optional Dutch treat lunch at nearby establishment.
  - (Cost per attendee: ALDE member -\$10 NONmember -\$15: payable at door to WALDE, RSVP to deb.rothe@mailblc.org)
  
- **December 15, 2011:** WEB/LIVE “Social Media” Seminar & Holiday Dinner
  - **TIME:** 3:00 p.m.-5:00 p.m.
  - **LOCATION:** St. Marcus Lutheran Church, 2215 N Palmer St, Milwaukee, WI 53212
  - **TOPIC:** *Right Now! Moving beyond ROI: social media mastery in a real time world* by **Gretchen Jameson**.
  - **LIVE SPEAKER:** **Communication/PR Director Neil Hankwitz** will explain the recent “Delving into LinkedIn, Facebook & Twitter” by WELS Kingdom Workers to advance their mission and garner more prospects for volunteer and financial support.
  - Optional holiday Dutch treat dinner at nearby establishment.
  - (Cost per attendee: ALDE member -\$10 NONmember -\$15: payable at door to WALDE, RSVP to deb.rothe@mailblc.org)
  
- **January 24, 2012:** WEB/LIVE “Major Gift” Seminar & Holiday Luncheon
  - **TIME:** 10:30 a.m. – 12:30 p.m.
  - **LOCATION:** Bethel Foundation - Lutheran Homes of Oshkosh, Inc. 225 N. Eagle Street, Oshkosh WI 54902
  - **TOPIC:** *Your Case Statement in Major Gift Fundraising* by **Pam Mattox and Rich Mannisto**
  - **LIVE SPEAKER:** **Bethesda’s Employee of the Year, Major Gift Counselor Dennis Vanden Heuval** who far “Surpassed all his Goals in Both Current and Deferred Gifts” will share his strategies and inspire you to surpass your goals!
  - Optional holiday Dutch treat lunch gathering at a nearby restaurant.
  - (Cost per attendee: ALDE member -\$10 NONmember -\$15: payable at door to WALDE, RSVP to deb.rothe@mailblc.org)