

# Development Dialogues

Helping your development team improve their knowledge and skills

## Annual Giving: Importance of Direct Mail

Online Webinar with:

**Chris Kasavich**  
**Director of Annual Giving**  
**Baylor College of Medicine**

**When: Thursday, January 28, 2010**  
**Time: 1:30 pm EST/ 12:30 pm CST/ 10:30 am PST**  
**Length: Approximately 1 hour**  
**Cost: \$199 per connection**

### Webinar Description

With recent advances in e-solicitations and online interaction, it can be easy to forget that direct mail remains the most cost- and time-effective means of gaining annual support for your program. National, regional and local healthcare institutions depend upon mail to tell their story, engage their constituency, and build support. This best practice in annual giving session looks at the best and latest approaches in direct mail and will include many examples of direct mail pieces. This session will also include integration strategies and tips for your leadership giving and e-philanthropy programs.

### What You Will Learn

- Where Annual Giving fits at your institution.
- How Annual Giving techniques, such as direct mail, feeds the donor pipeline.
- Best practices for direct mail.
- Best practices for donor retention using mail.
- How marketing communications relates to direct mail.

## **Who Should Attend**

- Annual Giving Officers
- Development Officers seeking to expand your donor base.
- Senior level development officers charged with planning and budgeting for development.
- Volunteer

## **About the Speaker**

Chris Kasavich is the Director of Annual Giving at Baylor College of Medicine in Houston, Texas. Chris is responsible for growing BCM's undesignated Annual Fund to support the mission of the college.

Chris started his career in fundraising at Rice University in the Rice Annual Fund for Student Life and Learning. After four years he joined the Houston Symphony as Director of Corporate Relations, where he solicited and managed relationships with many of Houston's largest companies.

Chris is currently pursuing an MBA from the University of Houston's Bauer College of Business. He is a proud member of the Association of Fundraising Professionals-Greater Houston Chapter and the AFP Board of Directors, and chaired the 2008 Ask the Experts professional conference for grassroots organizations. He has presented on topics including "Fundraising 101," corporate giving, and annual giving.

## **What You Will Need to Participate**

You will need a computer with high speed internet connection. Audio will be received over the internet through your computer speakers and the visual will be displayed on your computer screen. Alternately, you may choose to participate by telephone connection; however, please be certain that your phone system is loud enough to be heard by your audience. You will receive confirmation and access codes several days prior to the webinar date.

## **Payment Information**

Registration fee is \$199. Attendees may register online at <http://developmentdialogues.com>. Visa, MasterCard, American Express, Discover credit cards are preferred forms of payment. We can also invoice you, but payment must be received before the webinar.

The fee is \$199 for one site connection. Additional connections may be purchased for \$199 for each connection. Contact [info@developmentdialogues.com](mailto:info@developmentdialogues.com) if questions.

## **Refund Information**

Refunds will not be issued. It is your responsibility to sign-in on the appropriate date and time to attend the webinar for which you are registered.