

Development Dialogues

Presents an Online Webinar

Maximize the Reach and Effectiveness of your Direct Mail Program

Debra Capitan

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California Pacific Medical Center
San Francisco, California

When: January 26th, 2012

Time: 1:00 pm ET/ 12:00 pm CT/ 10:00 am PT

Length: 1 hour

Where: Online, listen from your office

[Register](#) | [Recording](#)

Webinar Description

Would you like to learn the best practices for running a successful Direct Mail Campaign? In this webinar, you'll learn why a strong Direct Mail Program is crucial to your Annual Giving Campaign. You'll receive practical advice about how, even with a limited budget, you can reap the benefits of Direct Mail. Get research-tested, experienced-based answers to your questions about fundraising letters, reply devices, premiums, etc. You'll also learn strategies such as how to "personalize" and segment your appeals to create letters that convey to donors how well you know them.

What You Will Learn

- Best practices for direct mail
- Strategies to segment your donor appeals
- How to retain your donors using direct mail

Who Should Attend

- Annual Giving Officers
- Development Staff working in: Annual Giving, Direct Mail, Website/Online Giving, Stewardship, Employee Giving
- Development Officers seeking to expand your donor base

About the Speaker



Debra Capitan has managed the direct mail program at California Pacific Medical Center Foundation in San Francisco for the past decade. CPMC is a major academic, not-for-profit medical center currently serving more than 245,000 patients annually.

Under Debra's leadership, the Foundation's annual giving program has greatly increased its reach and response, soliciting 125,000 patients and other prospects through acquisition mailings each year. CPMC also effectively uses direct mail to raise funds from 9,000 donors at all giving levels.

Debra serves on the Board of Directors for DrawBridge, an expressive arts program for homeless and at-risk youth based in San Rafael, California. She is also an active member of Toastmasters International.

What You Will Need to Participate

The event is live and interactive with opportunities to ask the presenter questions.

The audio is delivered directly over the telephone to provide clear, reliable sound quality. The visual presentation is delivered over the Internet. Invite as many people as you wish to attend at your one location. For large groups, use a speakerphone to deliver the audio and a projection system to deliver the web component.

Registration Information

Registration fee is \$199 per phone connection. Attendees may [Register Online Now](#).

Visa, MasterCard, American Express, Discover credit cards are preferred forms of payment. Invoicing can be arranged, but payment must be received before the date of the webinar. The session format includes a 45 minute presentation with approximately 15 minutes for Q and A. The recording link is sent 2 business days following the event and is active for 90 days.

Refund Information

Refunds will not be issued. If you think you may have difficulty attending, please sign up for a recording instead. Can't Attend? [Order a Recording](#).