



AMERICAN EXPRESS® PRESENTS:

People to People Fundraising: Social Networking Seminar Featuring Ted Hart

Tools You Need, What Really Works!

Please join us for a presentation by Ted Hart, one of the foremost experts in the nonprofit industry, who will be speaking about fundraising in the current economic environment and his recommendations on how to build online success for your organization. The seminar will feature content from Hart's latest book, *People to People Fundraising: Social Networking and Web 2.0 for Charities*, and its related educational website p2pfundraising.org

Date: March 12th, 2009 : 8:30AM – 1:00PM
Location: American Express
3 World Finance Center
Floor 26 Room 5/6
New York, NY 10012

Register Now at
[www.newgiving.org!](http://www.newgiving.org)

Presented by American Express

Giving back is a core value of American Express and being a “good citizen” is a hallmark of the brand. American Express was the first company to launch a cause-related marketing campaign and has continued to roll out successful initiatives around the world that have supported and enhanced the communities where we live and work. To support the charitable goals of our Cardmembers and nonprofit organizations, American Express developed GivingExpress® Online (americanexpress.com/give), a donation site that provides Cardmembers with the convenience of donating dollars, Membership Rewards® points, or setting up recurring donations online to over one million charitable organizations. Charitable organizations can promote the GivingExpress Online via their own channels to raise funds online.

Learn How to Use Social Networking Tools to Maximize Your Fundraising Efforts

We'll hear from one of the world's preeminent online charity experts about what's going on now and how you can ensure online success in the future. Every part of the nonprofit sector, whether it's a health charity, a hospital, or a social change/advocacy organization, will benefit from this high-energy session. And the best thing...the tools and techniques he shares with you can be put to work right away!

- What does the “new breed” of online giver want? How is fundraising really done online?
- Major donor research tools you can't live without.
- Resources to help you enhance relationships with supporters and raise more money!
- The #1 tip for success online (the one even the big boys are missing)

Registration Fee

\$99 Per Organization (up to 2 attendees)

Includes One Free Copy of *People to People Fundraising*



**People to People Fundraising
Series with TED HART**

Sponsored by **THE NONPROFIT TIMES**



**Harness the power of
social networking
and grow exponentially**