



The News of Women in Development, New York



“The ASK: How to Ask Anyone for Any Amount for Any Purpose”

FEATURING

Laura Fredricks, J.D.
Vice President for Philanthropy
Pace University

Monday, November 6, 2006 • 12:00 to 2:00 p.m.
The Princeton Club, 15 West 43rd Street

Members: \$40 in advance/\$65 at the door

Non-Members: \$50 in advance/\$65 at the door

Cancellations not accepted after Wednesday, November 1, 2006..

To register visit: **www.widny.org**

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FUND RAISING

You’ve done the research, prepared a compelling case and made the appointment. Now it’s time for the ask—the *raison d’être* of the fundraising profession. How can something so seemingly basic seem so daunting? Join Women In Development, New York on November 6th, as Laura Fredricks, J.D., Vice President for Philanthropy at Pace University, shares her insights on, “The ASK: How to Ask Anyone for Any Amount for Any Purpose.”

You will hear the perspective of a seasoned and successful development professional on:

- Understanding your views on money and how it affects your comfort range in asking for it.
- Qualities and characteristics that make someone a “good asker.”
- Ways that each of us can strengthen our skills to be “the best asker.”
- Truism versus myths in major gift fundraising; and
- Lessons Learned—three favorite stories on asking for money and how it led her to have a deeper understanding and appreciation for our profession.

As Vice President for Philanthropy at Pace University in New York, NY, Ms. Fredricks oversees all aspects of fundraising and alumni relations for a staff of 40 on five campuses and is engaging and energizing the university’s 110,000 alumni during the University’s Centennial celebration in 2006. She is author of the books, *The Ask: How to Ask Anyone for Any Amount for Any Purpose* (Jossey-Bass 2006) and *Developing Major Gifts: Turning Small Donors into Big Contributors* (Jones and Bartlett 2001).

For the past 12 years, Laura has been teaching nonprofit business management, leadership, annual, major, planned, and capital campaign courses on a certification and master’s degree level for University of Pennsylvania, Columbia University, Duke

University and the Smithsonian Institution. She is an international presenter and motivational speaker. Her speaking engagements include numerous presentations at the Association of Fundraising Professionals’ (AFP) International Conference; five International Audio Conferences for AFP; numerous AFP Chapter conferences; several district conferences for the Council for Support for Advancement and Education; and a Master’s Class on the Ask at the International Fundraising Congress in the Netherlands.

Previously, Ms. Fredricks was Associate Vice President for Development at Temple University, PA, where she managed and coordinated the major and planned giving programs, corporate and foundation funding, and alumni relations for 15 schools and colleges, two hospitals and the athletic program. Additionally she has served as Major Gifts Manager for Deborah Hospital Foundation; Assistant Director of Development for Temple University’s School of Medicine; and Director of the Philadelphia Bar Foundation.

She is a journalism graduate of Rutgers College, New Brunswick, NJ, and holds a law degree from Western New England College School of Law. Prior to her fundraising career, she practiced law for over six years as a Deputy Attorney General IV for the Attorney General’s Office, Commonwealth of Pennsylvania, specializing in civil litigation.

She has been active with the Association of Fundraising Professionals as an executive board member for the Greater Philadelphia Chapter for six years, and a committee member on the national level. For many years, Ms. Fredricks has been involved as a volunteer for the Bedford, Barrow, Commerce Block Association; Caring Community; Philadelphia YMCA; Big Brothers/Big Sisters of Philadelphia; and as an advisory board member for the University of Pennsylvania Special Programs and the Columbia University Masters in Fundraising Program.



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- Complete the registration form and click "Submit."

You will then be permitted to pay with a credit card or download the form and send it with a check. Thank you!

Get the Most Out of Your WID Membership!

Visit the Members-Only Area of our Website to access:

- **WID Job Bank**, which contains up-to-the-minute job openings in the development field in a broad range of organizations serving the non-profit community, and
- **Career Counseling and Coaching**, allows members to sign up for *free* career counseling from a senior-level mentor, or volunteer their services as a career coach.

Go to: www.widny.org and click on Member/Board Login on the lefthand side of the homepage.

Save the Date!

Monday December 4, 2006 • 12noon-2:00pm
The Princeton Club

Join Women in Development, New York and welcome our guest speaker, **Evelyn F. Murphy, President of The WAGE Project, Inc., Resident Scholar in the Women's Studies Research Center at Brandeis University**, and author of, *Getting Even: Why Women Don't Get Paid Like Men and What To Do About It*, published by Simon & Schuster (October 2005).

To register: www.widny.org

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To find a Consultant or Vendor to assist you with Capital Campaigns, Website Design, Event Management, Direct Mail, Donor Research, Executive Search, Graphic Design, Planned Giving, Printing, Strategic Planning ... and more. If you are interested in having your company included in the Resource Directory, please visit www.widny.org and click on 'Become a Sponsor' or call 212-265-7650.

WID Needs Your Expertise!

Next month we'll begin a column highlighting places to entertain and network throughout the city. To do this, WID is soliciting your suggestions in the three categories listed below. The results of our first survey will be published in November, with a new neighborhood appearing in each newsletter. We will archive these on the website so they will be available to you whenever you find yourself hosting a meeting in unfamiliar territory.

We'll start with Lower Manhattan, defined as everything below Canal Street. Send your candidates for best place to:

- Have a meal with a major donor
- Grab a drink for some networking time
- Convene a working lunch

to phyllisd@aspc.org.



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