

November 14, 2007

**Planned Giving Marketing:  
What's Working Today and Why?**

This presentation will take an in depth look at current marketing tools for planned giving. Questions that will be covered include: What methods are available? What are charities using and why? How do I know what's best for my Organization? Drawing from the feedback of Pentera's client base, Claudine Donikian will share the strategies that are employed more and more by today's charitable organizations and why.

**SPEAKER:**

**Claudine Donikian, Director of Marketing, Pentera, Inc.**

Ms. Donikian is the Director of Marketing and Consulting Services at Pentera, Inc., in Boston. She has worked for Pentera for six years in marketing, consulting, and sales. Certified by the Direct Marketing Association and holding an MBA with a focus in marketing, she works with non-profits' planned giving departments, advising them on direct marketing strategies, as well as creative design and messaging for direct mail marketing.

**TIME & PLACE: Associated Jewish Community Federation of Baltimore**

*101 W Mount Royal Ave, Baltimore, MD 21201*

**PARKING:**

Parking is permitted in the garage (across from the Meyerhoff Symphony Hall) adjacent to the ASSOCIATED. Please bring ticket with you for validation.

**SCHEDULE:**

- 12:00 – 12:30 p.m. Registration, Lunch and Networking
- 12:30 – 12:40 p.m. CPGC Business/Announcements
- 12:45 – 1:30 p.m. Presentation
- 1:35 – 2:00 p.m. Questions and Answers

**REGISTRATION:** Registration should be made in advance. Please complete the form below and mail with your check to: Chesapeake Planned Giving Council, P. O. Box 44123, Baltimore, MD 21236.

**Cost:**

*Pre-registered:*

- Members: \$35 w/lunch (\$25 w/o lunch)
- Non-Members: \$55 w/ lunch (\$45 w/o lunch)

*Walk-in:*

- Members: \$40 w/lunch (\$30 w/o lunch)
- Non-Members: \$60 w/ lunch (\$50 w/o lunch)

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**Program Questions?**  
Call Chip Giese at 410-237-5801  
**Membership or Registration Questions?**  
Call Jackie King at 443/678-1186.

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**Registration & Cancellation Deadline: Thursday, November 8, 2007**

*Please tear off and return this registration form with a check made payable to Chesapeake Planned Giving Council, P.O. Box 44123, Baltimore MD 21236. **Members ONLY** may fax their registrations to 410-931-2978. No cover is necessary.*

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**REGISTRATION**

Name/Title \_\_\_\_\_  
 Organization \_\_\_\_\_ Telephone \_\_\_\_\_  
 Address \_\_\_\_\_  
 EMAIL ADDRESS \_\_\_\_\_

*I am a CPGC member. Enclosed is my check for \$35*

CPGC Members ONLY: Bring a guest for FREE (one time per year please)

GUEST NAME: \_\_\_\_\_

*I am not a member of CPGC. Enclosed is my check for \$55*