

**Register Now!**

**The Parallel Process<sup>SM</sup>**

Creating Meaningful Charitable Giving

Tuesday, May 23, 2006

The Lodge Des Peres

1050 Des Peres Road, St. Louis, Missouri 63131

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone ( ) \_\_\_\_\_  
Email \_\_\_\_\_

Yes! I want to register: (Please check one)  
 \$169 Seminar Fee (Lunch is included.)  
 \$159 Early Bird Fee (Lunch is included.)  
 Registration postmarked or faxed by April 15  
 \$144 (Lunch is included.)  
For members in good standing of the Association of Fundraising Professionals-St. Louis Chapter or the Saint Louis Planned Giving Council. Membership has its privileges!

Make checks payable to: The Parallel Process<sup>SM</sup>  
 Visa  MasterCard  
Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_  
Security Code (3 digit code on back): \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Fax to: 314-845-1891 or  
Mail to: The Parallel Process<sup>SM</sup> Seminar  
4728 Hedgemont Drive  
St. Louis, MO 63128

*The first 50 registrants receive our planned giving resource list!  
For more information, call 314-416-2232*

The Parallel Process<sup>SM</sup>  
4728 Hedgemont Drive  
St. Louis, MO 63128

**The  
Parallel  
Process<sup>SM</sup>**



**Creating  
Meaningful  
Charitable  
Giving**

**Tuesday, May 23, 2006  
The Lodge at Des Peres  
St. Louis, Missouri**

## Schedule

### Registration Check In 8:30 a.m.

#### Session 1: Side By Side: Values and Virtues 9:00-10:15 a.m.

Key to the integrity of your development efforts are values and virtues-yours, your prospect's, your department's, your organization's. Focusing and centering your efforts on your donor's interests and needs will propel you toward creating meaningful charitable giving for your donors and your organization.

#### Session 2: Weaving Relationships 10:30-11:45 a.m.

Donor-centered philanthropy. What does this really mean when you confront raising funds every year for your organization's budgeted expenditures to carry out its mission? A parallel process focusing on strategic relationships matched with your development calendar is the first step to deepening your fund raising efforts.

### Luncheon Provided On Site (Included in Fee) Noon

#### Session 3: Know Your Tools 1:00-2:15 p.m.

Ready to weave relationships with your donors and prospects, creating meaningful charitable giving? Make sure you have the right tools! Yes, some familiarity with charitable giving techniques is necessary. So are giving opportunities for major and planned gifts, even endowment. Where can I get help?

#### Session 4: Making the Connection 2:30-3:45 p.m.

This interactive session brings the principles of The Parallel Process to real-life organizations. Come away with ideas on how you can put the principles of The Parallel Process to work to benefit your organization and weave relationships that create meaningful charitable giving for your donors and your organization.

### Refreshment Hour: 3:45- 4:15 p.m.

## Meet Your Presenters

#### Your Presenters Will:

- orient your planned giving and major gifts efforts to work together
- achieve a donor-centered approach to fundraising
- build your toolkit and materials you need for working with donors
- acquire ideas on beginning or strengthening your organization's major and planned giving efforts now!

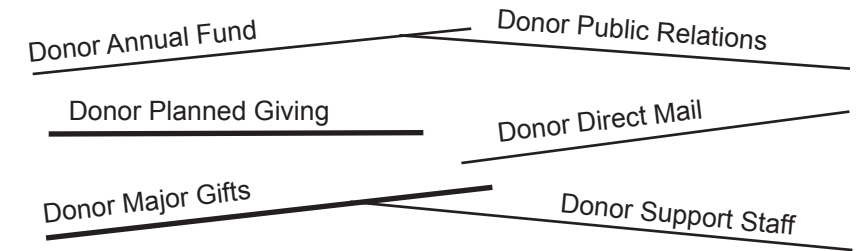
**Dianne S. Johnson, J. D.**, possesses over 15 years of experience in charitable gift planning, endowment and major gifts program development, helping organizations and individuals invest in the future by building mutual relationships focused on a shared vision of opportunity and philanthropy. She has won awards for her charitable planning work with donors, raising more than \$14.6 million in current and deferred gifts to benefit numerous social services, faith-based and community-based organizations. A licensed attorney, Dianne began her career with a thriving legal practice and has presented on major and deferred giving techniques before many audiences. She is the current president of the Saint Louis Planned Giving Council.

**Mark R. Roock, CFRE**, President, Optimum Giving Associates, works with non-profits on planned giving, endowment and major gifts. He began his development career establishing a development program for a graduate school. Senior Planned giving Officer at Washington University in St. Louis for a decade, Mark was responsible for more than \$45 million in bequest commitments and planned gifts. As a consultant, Mark helped establish and conducted the planned giving program for the Saint Louis Zoo. Active in professional organizations, Mark was the 2005 recipient of the Saint Louis Planned Giving Council's Founders' Award.

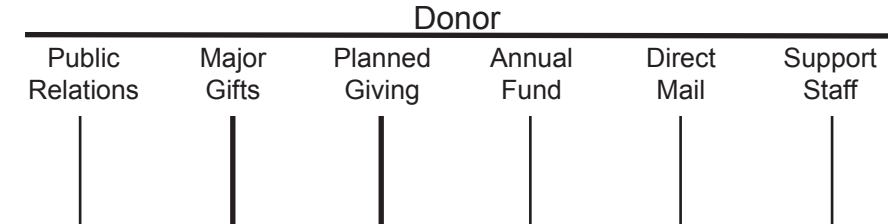
**Jeffrey K. Randall, MBA**, Director of Planned Giving of The Salvation Army, Midland Division, has created, implemented, and managed major and planned giving programs for various organizations over the last 18 years. He sees his primary role as a fundraiser as a ministry to assist donors with their philanthropic goals. Jeff believes in developing strong relationships with donors. One such relationship resulted in a half-million dollar outright gift and a will bequest of \$5 million.

**The Parallel Process<sup>SM</sup>** brings together the various aspects of fundraising so that the relationship with the donor can be managed in a consistent and unified way.

### Without The Parallel Process<sup>SM</sup>



### With The Parallel Process<sup>SM</sup>



**THE  
PARALLEL  
PROCESS<sup>SM</sup>**

