



# Kevin Strickland

*The Not for Profit Group*

**“A Step by Step Approach for Building Best in Class Business Strategies in the Not for Profit World”**

Thursday, August 12<sup>th</sup>  
8:15 a.m. to 8:45 a.m. Networking  
8:45 a.m. to 10:00 a.m. Speaker

**Breakfast Provided**

**Thomasville Cultural Center**  
600 E. Washington St.  
Thomasville, GA 31799

### **Kevin will discuss:**

- Current Trends in Giving
- Improving the Quantity and Quality of Leads from Board Members
- Using Data to Build Loyal, Long Lasting Relationships
- Building a “Best in Class” Business Development Model
- Building a Market Management Approach for Seeking the Best Opportunities

Kevin Strickland is the founder and President of The Not for Profit Group a consultancy specializing in building best in class donor retention and acquisition strategies of 501(c)(3) organizations. Kevin has an extensive consulting background in working with corporations and organizations across the United States. As the former President of Commercial Banking for RBC Bank, he was responsible for directing and building processes for client loyalty and acquisition strategies for the Florida Market. A well regarded, Tallahassee native, Kevin provides real life experiences from the corporate world intended to help your organization “Think Like a Business”.

**Register ONLINE at [www.snapnonprofit.org](http://www.snapnonprofit.org). by email, fax or phone.**

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Attendee’s Name: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Phone: \_\_\_\_\_  
E-mail address: \_\_\_\_\_