



Kevin Strickland

The Not for Profit Group

"The Changing Mentalities Needed for Long-Term Survival"

Thursday, May 20th

8:15 a.m. to 8:45 a.m. Networking*

8:45 a.m. to 10:00 a.m. Speaker*

**NEW START TIME*

Breakfast Provided

**Hermitage Centre
Hermitage Conference Room
1801 Hermitage Blvd.
Tallahassee, FL**

Kevin will discuss:

- Organization to Donor
- Current Trends in Giving
- Building a Market Management Approach for Seeking the Best Opportunities
- Planning at the Market and Relationship Levels
- Using Data to Build Loyal, Long Lasting Relationships

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. by email, fax or phone.

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Attendee's Name: _____
Organization: _____
Phone: _____
E-mail address: _____