

LUNCH EDUCATION SESSION

Thursday, November 19, 2009

12:00 to 12:30 p.m.

Registration & Lunch

12:30 to 1:30 p.m.

Education Session

Susan Horvath

President, Mount Sinai Hospital Foundation

Yolanda Bronstein

Director, Legacy Giving, Mount Sinai Hospital Foundation

Beth Weintrop

Development Officer, Legacy Giving, Mount Sinai Hospital Foundation

SUCCESSFULLY INTEGRATING LEGACY GIVING IN A CAPITAL CAMPAIGN

Building on the highly successful Best Medicine Campaign, Mount Sinai Hospital Foundation is in the quiet phase of a new \$500 million campaign. The campaign includes a dedicated legacy expectancy goal that will be achieved through strategic legacy activities as well as key integration techniques with our major gift and annual giving program.

Susan Horvath, Yolanda Bronstein and Beth Weintrop will share their experiences rejuvenating Mount Sinai's legacy giving program. They will facilitate a discussion covering all of the steps to developing an integrated approach, from A-Z, including integrating legacy giving with major gifts and annual giving, identifying legacy donors in your database, utilizing a legacy committee and tracking success. We will share samples of marketing materials and discuss both the success and challenges of engaging people in the legacy conversation.

**Room # 1-148, Ted Rogers School of Management, 55 Dundas Street West
(2nd Floor from street level, south side of Dundas St., east of Bay St.)**

Tickets: CAGP members, \$50; non-members, \$60

**Please register by November 13 at
www.regonline.com/TorontoNov192009**

This session is included in the Express Pass package; however **Express Pass holders are still required to register.** For all attendees, please note that Registration represents a purchased ticket to the event. Payments may be made by Visa, MasterCard, cheque or cash.

Registered but you cannot attend?

Substitutions or cancellations must be made at least 48 hours prior to the event. An invoice will be sent to guests who have not notified the CAGP GTA Roundtable Coordinator at least 48 hours prior to the session.