

Kling Philanthropy Group presents the 6th Annual
Leading Effective Ministries Seminar
“Fundraising for Christian Ministries”


Dear Ministry Leader,

Keeping ministries afloat and effective is challenging in the best of times, and even more so in 2009. A recent *New York Times* article cited a survey of 900 nonprofit leaders, noting that more than half said they would like help communicating their financial needs to their Boards and donors. The author argued that nonprofits need to adopt better operating principles and practices to secure a better financial footing.

Now in its 6th year, the “**Leading Effective Ministries**” seminar provides practical, applicable information on organizational issues, at a price that ministries can afford. Ministry leaders know that the teaching is tailored specifically for local ministries, from the Bible teaching to the sessions on fundraising, marketing, administration and governance. The seminar is also a great place to network with new friends and catch up with old ones.

“Leading Effective Ministries” exists for two reasons—to be a resource to you and your ministry, and to nurture the “Church at Richmond” as it serves our region in the name of Jesus Christ. I hope to see you on June 2.

Warmly,



Fritz Kling
President, Kling Philanthropy Group, LLC

Kling Philanthropy Group presents the 6th Annual
Leading Effective Ministries Seminar
“Fundraising for Christian Ministries”

June 2nd & 3rd, 2009
Eternity Church, Richmond, Virginia

Speakers:

Zack Aspegren - National Director for Foundations and Partnerships at World Vision

Fritz Kling - President of Kling Philanthropy Group

Rev. Kim Ridley - Associate Pastor at St. Paul's Baptist Church

Cost and Registration:

\$55 per person (includes lunch on day 2)

Submit registration form **by Friday, May 22nd** online at www.klingpg.com/community

What to Expect:

Christian-based organizations and ministries are navigating in unknown territory. During these turbulent economic times, Christian ministries are more needed than ever. As donations slow, ministries must learn to raise funds more effectively than ever before. This 6th Annual Leading Effective Ministries Seminar will provide you with tested and proven insights, tools, and action plans for securing financial gifts from major donors, foundations, and individuals. You will participate in four dynamic sessions led by experienced professionals, and also be able to network with other Christian organizations from the Greater Richmond region. Don't miss this amazing opportunity!

AGENDA:

Tuesday, June 2, 2009 Noon-5pm

12-12:45 p.m.	Registration	
1:00	Welcoming Remarks	Fritz Kling
	Devotional	Rev. Kim Ridley
1:30	Session 1: Developing a Successful Annual Campaign	Zack Aspegren
2:30	Q & A	
3:00	Break	
3:15	Session 2: Recasting Your Message to Generate a Positive Donor Response	Zack Aspegren
4:00	Q & A	
4:30	Fellowship & Networking	

Wednesday, June 3, 2009 9am-1:30pm

9:00 a.m.	Devotional	Rev. Kim Ridley
9:15	Review	Fritz Kling
9:30	Session 3: 10 Things You Should Never Say to a Prospect	Fritz Kling
10:15	Q & A	
10:30	Break	
10:45	Session 4: Keys to High Impact Major Gifts Fundraising	Zack Aspegren
11:30	Q & A	
Noon-1:30p.m.	Lunch & Discussion Groups	

How to Register:

1. Go to www.klingpg.com/community
2. Complete and Submit the LEM Seminar Registration Form
3. You will receive a confirmation email with further information

Contact for More Information: Tonya Venuti at tonya.venuti@verizon.net or 804.214.1852

Speaker Background

Fritz Kling created the Kling Philanthropy Group to help individuals, families and foundations make gifts with more purpose and confidence, and to help them experience the full joy and contentment of giving. Drawing upon 20 years of experience in the philanthropy field—as an estate planning lawyer, a university fundraiser, and a foundation head—Fritz also consults for local, national, and international Christian ministries on all aspects of organizational effectiveness.

Additionally, Fritz has spearheaded the creation of four local nonprofit organizations, including Set Free, The Carver Promise, Metro Richmond at Prayer, and Richmond Christian Leadership Institute (RCLI). He currently serves on the Boards of U-Turn, RCLI, Council for America's First Freedom, and Regent University Law School. Fritz founded the Leading Effective Ministries series while working as Executive Director for the Parker Foundation, to meet the widespread desire among Christian ministries for ongoing training about fundraising and other organizational aspects. His passion is encouraging and equipping the Church at Richmond to grow in strength and ability to serve the city for Christ

Zack Aspegren has been involved in the nonprofit sector for the past twenty years. This has included working for and consulting with more than twenty-five local, national, and international organizations. This work has spanned both fundraising through direct response marketing as well as working with individual major donors.

Zack currently serves as the National Director for Foundations at World Vision, a relief and development organization working in 100 countries. Zack is passionate about connecting the impoverished in developing countries with those who have the resources to address the root causes of poverty. This passion has taken Zack to more than 30 countries to see how philanthropy can make a dramatic impact on the lives of real people. Zack lives in Austin with his wife, Erin and two children, Ari (10) and Ford (8).

Rev. Kim Ridley is a native of Portsmouth, VA. She selected Hampton University for her undergraduate studies, obtaining a degree in Accounting. She later received her Master's of Divinity (M.Div.), graduating with honors, from the Samuel DeWitt Proctor School of Theology at Virginia Union University. She was licensed to preach the gospel and ordained to the Christian ministry at Saint Paul's Baptist church under the leadership of Rev. Dr. Lance D. Watson, the senior pastor. She has been employed as an Associate Pastor at Saint Paul's for the past 5 years with responsibilities ranging from oversight of children and youth ministries to now being primarily responsible for the young adult population.

In addition to pastoral and congregational care, Rev. Ridley supports the vision of her pastor in various roles to include preaching, teaching, leadership development, mentoring of ministers and oversight of ministry programs. She has had articles and sermons published in Christian magazines and journals. One of her most recent honors was to be selected as one of two women in the top twenty young ministers to watch in the African American Pulpit's "20 to Watch" Issue (Summer 2008 edition). Kim is married to Kevin Ridley and together they are raising their son, Kristopher Jordan Ridley and daughter, Kelsi Marie Ridley.

Register for the LEM Seminar by May 22nd at www.klingpg.com/community

