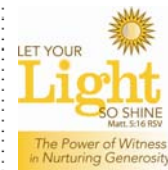


**THE 2008 STEWARDSHIP CONFERENCE**  
APRIL 11 – 12, 2008 KANSAS CITY, MISSOURI

**Bridging the Gap Between  
Your Database and Your  
Fundraising**



**Workshop Description:**

Database management should truly be a tool to help your organization raise more money. This session will help attendees understand how database management and technology can be used to help build strong relationships in development. Areas that will be covered include: what technology can and can't do for you, current trends and techniques presently being used; how to organize and use your database for the best results - thinking with the end product in mind! Finally, using your database to better communicate and build lifelong donors will be addressed. We will focus on live case studies from the non-profit world in relation to the use of the software to create successful fundraising. You will be surprised at how simple and successful it can be! Actual examples of breakthrough usage and results within this exciting arena will be illustrated.

Learning Outcomes ~ Participants will:

- a. Be familiar with numerous fundraising software tools and techniques
- b. Be familiar with current research on these tools and techniques in our sector
- c. Learn how exciting and fruitful the use of fundraising software can be to your fundraising outcomes

FACILITATOR'S BIO: [Pam Dechert](#)