

September 2005

Dear Colleagues,

Although the summer weather is still with us, it's time for scheduling Fall activities. We hope that you can join us at one of our complimentary RoundTable workshops. We have some great first-time offerings that reflect the talents of some of our new Essex & Drake team members.

We're launching our Fall Season with Burke Keegan's MOVING BOARD MEMBERS TO FUNDRAISING workshop. All who have attended Burke's trainings know that she is a wealth of experience and is a fun and entertaining speaker. Join us on September 30<sup>th</sup> to hear advice on how to guide your Board members to effective fundraising.

Burke is working on the second edition of her very popular book, "Fundraising for Non-Profits." This opportunity has given us the chance to collaborate with Burke and create "The Coaching Project." Burke will continue to be available to nonprofit staff in a personal, immediate and flexible way through phone and email access. Visit the Essex & Drake web site for further information on this very innovative approach to having your own Coach for an amazingly low price working daily, weekly, or monthly with Burke. Check this great deal out on our web site at [www.essexdrake.com](http://www.essexdrake.com).

THE GREAT EVENT workshop on October 14<sup>th</sup> features Paula Vlaming who has joined our firm to help organizations build successful and profitable events. Paula is the ultimate event planner and has a load of helpful hints and effective tips for event planning and implementation.

Guest speaker, Pat Karcov, Program Director, Nonprofit Finance Fund, joins us for EFFECTIVE FACILITY PLANNING & JUMP STARTING YOUR CAPITAL FUNDRAISING on November 18<sup>th</sup>. Pat will speak on key elements of facility planning and I will follow on getting ready for a capital campaign with a Feasibility/Planning Study.

We are delighted that Rob Kusel has joined Essex & Drake. Some of you will remember Rob's energetic and entertaining presentation on major gifts to the AFP Silicon Valley Chapter. Rob has a strong background in education fundraising, including major gifts for Stanford University, a \$100million capital campaign for Hotchkiss School, and recently a \$6 million campaign for a start-up school in Napa.

We're also welcoming Chuck Cole who has assisted a wide variety of organizations in planning, fundraising, securing financing, and managing facilities for churches, multi-family housing projects, and senior living centers.

We look forward to seeing you at one of our workshops and hope to talk to you when you're considering using fundraising consultants.

Best regards,

Sharon Svensson, CFRE  
President