

FOR IMMEDIATE RELEASE



WORKSHOP AIMED AT GIFT OFFICERS AND FUND-RAISERS, OCTOBER 11 – 12

Clayton MO United States

July 06, 2011

Psychological Associates is offering a public two-day workshop, October 11 – 12, to help gift officers, advancement professionals, and other fund-raisers to optimize their relationships with donors.

BUILDING DONOR RELATIONSHIPS (BDR) will be held on the campus of Washington University at the Charles F. Knight Executive Education & Conference Center.

Because BDR's success among our clients, Psychological Associates has decided to offer it publicly for the first time. A special two-for-one tuition of \$995 will enroll two participants instead of one. Since BDR emphasizes hands-on learning and practicing in class, enrollment for this session is limited to 16.

Psychological Associates is a management and sales consulting firm based in Clayton, MO, with over 50 years' experience in developing and conducting training programs. This workshop has been designed specifically to give people who work in philanthropy new skills and tools to build and strengthen their donor relationships for improving results.

"The environment for giving right now is difficult," according to Bill Beane, Ph.D., who designed and has conducted BDR. "People who donate, especially major donors, are often more generous based on the relationship they have with the person soliciting their contributions. BDR emphasizes applying influence skills that build strong, authentic relationships."

"Everything in BDR is about practical application," Beane added. "Participants can begin using what they learn immediately on returning to work. In fact, we ask them to bring in their toughest obstacles when soliciting donations. They work on how to remove those barriers."

For enrollment information or to ask questions about BDR, contact Kathy Manche, Executive Education Coordinator, at Psychological Associates: (866) 258 0369 or kmanche@q4solutions.com

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