



**GEORGIA GO LEAD FUNDRAISING**  
**SATURDAY, JANUARY 30, 2010**  
**Emory University**  
**1599 Clifton Rd NE**  
**Atlanta, GA 30322**

8:30 am	<b>Registration and Continental Breakfast</b>
9:00 am	<b>Welcome, Overview &amp; Introductions</b> <i>Stacey Chavis, Southern Regional Director, The White House Project</i>
9:45 am	<b>The Basics of Fundraising</b> Elements of your finance plan <i>Stacey Chavis, Southern Regional Director, The White House Project</i>
10:45 am	<b>The Art of Asking for Money</b> Overcoming the fear of the ask <i>Stacey Chavis, Southern Regional Director, The White House Project</i>
12:00 pm	<b>Lunch Conversation with Professional Fundraisers</b>
1:30 pm	<b>Finance Committees</b> Ask friends to find more contributors <i>Denise Walker, Assistant Director of Community Affairs, Emory University</i>
2:30 pm	<b>Fundraising Events</b> How to use events successfully to raise money <i>Kimberly Mitchem-Rasmussen, Southern Regional Development Director, The White House Project</i>
3:30 pm	<b>Political Action Committees and Online Fundraising</b> <i>Denise Walker, Assistant Director of Community Affairs, Emory University</i>
5:30 pm	<b>Presentations and Closing</b> <i>Stacey Chavis, Southern Regional Director, The White House Project</i>