



Middlesex County Community Foundation,  
in partnership with Citizens Bank, and special thanks to Middlesex Community College  
is proud to sponsor a workshop led by nationally recognized speaker **Tom Ahern**.

## Love Thy Reader: The Science & Secrets of Effective Fundraising Communications

**Love Thy Reader** is a three-hour immersion into the secrets and science used by the world's most effective communicators to raise money, inspire volunteers and build an organization's image and reputation. When you know these tips and secrets, success is no accident. At the **Love Thy Reader** workshop, you'll learn dozens of proven techniques for attracting support and sending a more powerful message. Among the topics covered:

- How direct mail appeals actually work
- How to turn your newsletter into a money machine
- What goes into a case for donor support
- Why emails get opened and acted upon
- What to add next to your website
- ... and (honest) much, much more.

Tom Ahern's LOVE THY READER workshop is utterly practical. You'll see and ask questions about dozens of good – and not so good – real-life examples from a huge array of nonprofits. And you'll learn vital "best practices" for your newsletters, case, annual reports, brochures, direct mail, emails and website.



**Presenter:** Tom Ahern, ABC, is considered one of North America's leading authorities on donor communications.

Each year, he delivers dozens of workshops on the techniques of (and psychology behind) effective fundraising communications. He is the author of four well-received books: on donor newsletters (2005); *How to Write Fundraising Materials That Make More Money* (2007); *Keep Your Donors*, a book about donor retention methods co-authored with Simone Joyaux (2007); and *Seeing Through a Donor's Eyes* (2009).

In 2009, CASE, the fundraising association for higher education, named him a "Faculty Star," acknowledging the unusually high ratings his workshops receive.

Tom works with dozens of clients nationwide every year. They include brand names like Save the Children and the Sierra Club, as well as hospitals, universities, foundations, and local charities. He specializes in bequest marketing; donor communications evaluations; direct mail; newsletter interventions; and case statements for big-ticket campaigns.

Tom is also an award-winning magazine journalist, for articles on health, women's rights and other social justice issues. He has his MA and BA in English from Brown University, and a Certificate in Advertising Art from the RI School of Design. His office is in Rhode Island. He writes his books at his second home in France.

**DATE:** Tuesday, January 12, 2010 (Snow Date: Thurs., Jan. 14<sup>th</sup>)

**TIME:** 9:00 AM – 12:00 noon

**LOCATION:** Middlesex Community College, Chapman Hall  
100 Training Hill Road, Middletown, CT ([Directions](#))

**REGISTRATION FEE:** \$10 PER PERSON

*Please make checks out to:* MCCF, (Memo Line: Ahern)

*Please mail checks to:* MCCF, 211 South Main Street, Middletown, CT 06457

*Pay Online:* [Love Thy Reader With Tom Ahern](#)

**RSVP:** [info@MiddlesexCountycf.org](mailto:info@MiddlesexCountycf.org) or 860.347.0025