

# **Creative Deviations: Infusing Your Marketing and Fundraising with More Creativity**

**September 6, 2023  
9:00 - 10:00 AM**

**Presented by:**

John Lepp

Partner and Creative Director

Agents of Good

*Speaker sponsored by  
Episcopal Retirement Services*

This session takes a long, deep and emotional look inside the hearts and minds of your donors and shows you how minor deviations from the status quo can give you major results! We will examine the foundation of excellent and successful fundraising appeals, throw down the problems with branding and professionalism in our sector, talk about how storytelling just isn't as important as you are told, getting donors talking to you, showing and sharing gratitude and even a look at legacy giving... this is the buffet session...has a bit of everything with the promise you'll leave very full!

## **Who Should Attend:**

- Major gift officers, charitable gift planners, and fundraisers who are new to the profession through senior level professionals
- CEOs, executive directors, upper management currently engaged in a fundraising campaign
- Fundraising and development staff
- Marketing staff who work in collaboration with development teams

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## Registration Fees

<b>Member</b>	<b>FREE!</b>
<b>Non-Member</b>	<b>\$100</b>
<i>Fee includes webinar materials.</i>	

# 2 Easy Ways to Register!



Online, visit [www.LeadingAgeOhio.org](http://www.LeadingAgeOhio.org)  
Click on **Education and Events**; select date and event, click link to register.



Mail registration to:  
LeadingAge Ohio  
2233 North Bank Drive  
Columbus, OH 43220

## Registration Form

Name (Last, First)	
Organization	
Professional Licensure/Credentials	
Title	
Address	
City	
State	Zip
Phone/Cell Phone (circle one)	
E-mail (required for receipt of confirmation)	

Your registration will be complete upon receipt of this form. All registrants will receive an email confirmation with Zoom login information. If you do not receive a confirmation, please contact Corey Markham at (614) 545-9015 or [cmarkham@leadingageohio.org](mailto:cmarkham@leadingageohio.org).

### Questions?

Email us at [info@LeadingAgeOhio.org](mailto:info@LeadingAgeOhio.org)  
or call us at (614) 444-2882.

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