

# The Secret Sauce of Successful Annual Appeals

## PRESENTED BY:



**Barbara Dunsford**

*Director of Development,  
Lowell House, Inc.*

Barbara Dunsford is a development leader focused on results-oriented strategies and varied data audits to maximize non-profits' time, efforts and investments for better outcomes.

Barbara has been associated with Greater Lowell Community Foundation, Girls Inc., The Wish Project, Lowell General Hospital, Elder Services of the Merrimack Valley, Cambodian Mutual Assistance Association, and she founded the annual Seacoast Women's Week in Portsmouth, NH, which is now in its 10th year. She is the Director of Development at Lowell House, Inc.

In her personal time, Barbara is an avid gardener, passionate soup maker, devoted yoga teacher and tireless volunteer.

Join Enterprise Bank's Non-Profit Collaborative for this informative and interactive presentation. There is no cost for representatives of non-profit organizations to attend, but space is limited and registration is required.

**Tuesday, April 19, 2016**

8:00am: Doors Open

8:30-10:30am: Speaking Program

Indian Hill Music School  
**36 King Street | Littleton, MA**

Did your end of the year (EOY) appeal meet your goal? Were you frantically opening envelopes on December 31st hoping for that BIG gift that would put you over the top? What can you do differently for your spring/summer appeal?

Learn some easy "ingredients" to make your "secret sauce" more successful and improve your message, presentation, constituent segmentation and overall impact for a better return on investments.

### **Added Bonus: Peer Review!**

Interested in having your appeal analyzed by your peers? Email your EOY letter to [Andrew.Duncan@ebtc.com](mailto:Andrew.Duncan@ebtc.com) by April 12th and a few will be used as examples during the seminar.

**[EnterpriseBanking.com/NPC](http://EnterpriseBanking.com/NPC)**

To register or for more information,  
call Andrew Duncan at **978-459-9000 x4582**  
or email **[andrew.duncan@ebtc.com](mailto:andrew.duncan@ebtc.com)**



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