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## Allegiance University

### 2010 Tune In to Higher Revenue

July 19-21, 2010

**After receiving rave reviews of the 1st Tune In to Higher Revenue, Allegiance is proud to offer an even better session in 2010.**

*Every day brought new ideas and tested practices that can be implemented for optimum results. Allegiance provided suggestions that would benefit any size station, whether large or small. I look forward to applying these suggestions and ideas to my current membership plan, and anticipate how these ideas will, in the future, enable me to create, track, and record innovative plans for increasing our membership.*

Loretta Howard, KWBU TV & FM  
Waco, TX

*I cannot tell you how valuable this training has been. They've taught us what to do and then they've taught us how to use Allegiance to do it. And I've found it to be extremely valuable. Within the first day, I knew that this was going to be a valuable teaching for me. I am certainly going to employ all of the things I've learned here at Allegiance when I get back home.*

Ron Day, WYLV Love 89 FM  
Knoxville, TN

Join DEI's Virginia Dambach and Allegiance's Lois O'Meara for an intense 3-day workshop on fundraising proven-practice techniques and creating an annual membership plan while using Allegiance systems to put it all together.

#### **During this training you can expect to receive:**

Approved Provider For



Continuing Education

- ✓ Hands-on instruction to gain higher revenue targets.
- ✓ Careful analysis of current fundraising plan.
- ✓ Successful tactics and samples used by other stations.
- ✓ New techniques to get immediate measurable results using profiles and segmentation.
- ✓ Ready-to-use, year-long action plan guaranteed to achieve positive ROI.
- ✓ Links to additional resources to assist you throughout the year.
- ✓ Stronger network of peers for idea sharing and collaboration.

Full participation in Tune In to Higher Revenue is applicable for 18 points in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.

## WORKSHOP AGENDA

### MONDAY – REVIEW BEST PRACTICES IN FUNDRAISING

Whether you are new to fundraising or have many years under your belt, you know you can always learn something or try something new. We'll discuss trends in fundraising best practices and their effectiveness and appropriate use. Plus, you get to see and hear what other stations are doing really well.

Don't forget to bring your own sample materials and success stories.

### TUESDAY - DIVE DEEP INTO YOUR CURRENT PLAN

What does your Membership Plan look like? We'll take you through an exercise to analyze your current plan, month by month. Make sure to bring your current plan.

- ✓ Review current data. What are you doing really well? What areas are weak?
- ✓ Better understand data analysis, segmentation, testing and reporting to improve plan performance.
- ✓ Maximize profile analysis for more effective solicitation.
- ✓ Discover opportunities to add items or improve elements to generate more revenue.

### WEDNESDAY - BRING IT ALL TOGETHER

Here's your chance to get started on your action plan.

You'll have the entire day to create a new membership plan with individual assistance and guidance from Virginia and Lois. You'll review information gathered and analyzed from the previous days to develop your upcoming strategy.

By the end of the day you will have a new approach that can be put into action as soon as you get home.

## GENERAL INFO

### When

July 19-21, 2010

Sessions run 8:30 a.m.– 4:30 p.m.

### Where

Allegiance Corporate Training Facility  
3064 49<sup>th</sup> Street South  
Fargo, ND 58104

### Accommodations

Discounted room rates available at a variety of locations.  
[Click here](#) for complete list.

FREE transportation available. Contact Allegiance for more information.

Lunch daily and evening meals with entertainment on Monday and Tuesday provided.

### Tuition

Tuition covers entire three days of the workshop, lunch and evening meals on Monday and Tuesday.

*Fee for 1<sup>st</sup> Attendee: \$1,200/person Fee for Additional Attendees from the same organization: \$600/person*

Scholarships may be available. Contact Allegiance for more information.

**Don't forget your "use-it-or-lose-it" training credit.** You credit amount is 3% of your total paid renewal or \$300, whichever is greater. Use it for this conference! Contact us at 800-858-7654 for more information.

### Registration

[Register Online](#) or call us at 800-858-7654 today to reserve your spot.

Register early! Class size is limited.

Registration Deadline: July 2, 2010

## ABOUT THE PRESENTERS



**Virginia Dambach**  
Marketing Communications Director  
DEI

Virginia is an award-winning public radio fundraising professional with thirty years of experience. Her work as Development Director with KNPR in Las Vegas and Prairie Public Television in North Dakota provided practical, hands-on experience in every aspect of individual giving. In 1986, Virginia began consulting for DEI to develop and edit materials for "Donor Continuum", eREPORT, and manage the DEI members' website and various other projects. For the past 12 years, Virginia has conducted membership management assessments and trained hundreds of membership staff at stations nationwide. Today, she manages the DEI Acquisition List Co-op and the Wealth Screening Co-op. She also edits the eREPORT, conducts station commissioned membership assessments and advises stations on membership best practices.



**Lois O'Meara**  
Software Services Manager  
Allegiance Software, Inc.

In her tenure as Membership Services Manager for Prairie Public Broadcasting in Fargo, Lois developed a nationally recognized membership program, winning awards in the areas of customer service, cultivation and stewardship. Through the implementation of new fundraising techniques and the development of a comprehensive customer service program and a kid's club, Lois increased the annual membership from \$28,000 in 1974 to over \$2 million in 1995 and increased the number of members from 864 to over 25,000. Her 22 years of public broadcasting fundraising success brings a wealth of knowledge and experience to Allegiance users. Lois joined the Allegiance staff in 1996 but has been associated with Allegiance since the inception of the software in 1977, presenting demonstrations, testing the software and acting as a resource and consultant.

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*It was very well worth the money and the time. It combined the system I use every day with how to apply it to the day-to-day things that I do. We had fundraising insight and best practices on one side of the fence and how Allegiance helps you accomplish that on the other, so it was the perfect marriage of information. I found it extremely helpful and came away with some great ideas that we're implementing here.*

Candy Eastman, WQPT-TV  
Moline, IL