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Indiana United Ways

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In 2018, we're bringing you new speakers, innovative takes on today's most pressing nonprofit issues, and extended networking and peer learning opportunities - all at the same affordable price!

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Series purchase: \$100 | Individual Sessions: \$15.00

Measure What Matters

While the money your organization raises or the number of people who benefit from your services is important, the difference you make is the metric that will really make yours a stand out organization! Learn simple but powerful ways to evaluate impact and communicate it to others.



Laura Macknick

Founder and President, Macknick Philanthropy Advisors

Laura M. Macknick, MA, CFRE has over 15 years' experience working in nonprofit fundraising, grant writing, communications, public relations and event planning. She has personally guided donors to make more than \$20.5M in charitable contributions and managed fundraising projects of more than \$60M in her career. Prior to launching her own nonprofit and fundraising consulting firm, Macknick Philanthropy Advisors, she served as the Director of Development for Trine University in Angola, Indiana. A recipient of the Greater Lafayette Commerce's "Top 40 under 40" inaugural young professional award in 2007, Laura was also named a top young professional in the "Discover Lafayette" magazine in fall 2009.

Tuesday, April 10

Crawfordsville, IN

February–May sessions are held at the
Crawfordsville Country Club
3272 County Club Rd, Crawfordsville, IN 47933

11a-2p
Lunch
Provided

August–November sessions are held at
The Inn at DePauw University
2 West Seminary St, Greencastle, IN 46135

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