



Greater Toronto Chapter

AFP Greater Toronto Chapter Congress 2010

November 30 – December 2, 2010

PRESENTER: Valerio Melandri, Ph.D.
TOPIC: Is the Donor Pyramid Dead? Lessons from the Field
TRACK: Red
DATE: November 30, 2010
EVALUATIONS RECEIVED: 55 out of 60 participants (92%)

Presenter's Evaluation:

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| 1. Speaker – subject knowledge | 93% |
| 2. Speaker – effective presenter | 90% |
| 3. Speaker – clearly heard and understood | 84% |
| 4. Speaker – quality of presentation materials | 87% |
| 5. Speaker – allowed enough time for questions | 84% |
| 6. Speaker – effectively answered questions | 80% |
| 7. Did the session meet your expectations? | 86% |

WHAT WERE THE MOST USEFUL IDEAS YOU LEARNED AND WILL APPLY?

- Interesting comparisons and nuances with fundraising in Italy
- Get rid of the annual program and silos, look at the donor pyramid and what interests groups
- Just think about the donor – back to basics works
- Make the basics work
- Different donor strategies for different donors
- Loyalty and its importance
- Work the pyramid – it's not dead
- Go back to the pyramid
- Don't re-invent the wheel
- Case development model

WAS THERE ANYTHING YOU FEEL SHOULD HAVE BEEN COVERED AND WAS NOT?

- n/a

ADDITIONAL COMMENTS

- Absolutely fantastic! Bring him back!
- Vey enjoyable, thank you!
- Very good and very entertaining!
- Very lively and interesting
- Great enthusiasm!
- Great perspectives!
- Great to see new presenters with a different perspective!
- Delightful speaker – it's so interesting to hear from Italy
- Refreshing and intelligent
- Great concepts – totally authentic
- Very relaxed and knowledgeable speaker, made his points well
- A pleasure to listen to
- Interesting and engaging
- Good PowerPoint slides – fun and informative
- I'm not sure the topic was addressed...
- Was not red level (advanced) at all