

March 23, 2011

To: AFP Milwaukee Chapter
Subject: AFP International Conference, March 20-22

As a first time attendee to the AFP International Conference in Chicago, I was hopeful that I would gain advanced training in the day-to-day skills I use through this experience. I am pleased to report that this conference exceeded this expectation by offering training, expert analysis and fruitful discussion with my colleagues from across the globe.

I focus on direct mail and special event broad based appeals for Columbia St. Mary's Foundation. Data, writing, analysis and creativity are key to my success. However, as with any profession, advanced training and best practices provide inspiration and a path to improve results.

The sessions that I attended were fascinating. At my favorite session, the lecturer provided an incredible amount of information on direct mail, segmenting, data analysis and statistics to a packed room (with people overflowing onto the floor!). Even after an hour and a half, people did not want the session to end. It was incredible.

The keynote speakers, Blake Mycoskie and Bill Clinton, were very good at relaying the importance of fundraising in their lives; and provided a third party prospective to our profession.

It was also very interesting seeing the torch being passed from Paulette Maehara to Andrew Watt. She seemed genuinely touched by the audience and, likewise, it was apparent what a tremendous impact she has had on our profession. Even after being in advancement for six years, I did not fully realize the monumental changes that she helped lead during her tenure.

My thanks to all of the AFP Scholarship Committee for allowing me this opportunity to represent you.

With warm regards,

A handwritten signature in blue ink that reads "David Delgado". The signature is written in a cursive, flowing style.

David Delgado
2011 Scholarship Recipient
Columbia St. Mary's Foundation