

The Planned Giving Council of the Mid-Hudson Valley presents:

## **Are Demographics Destiny? Contending with America's Looming Demographic Upheavals**

*A presentation by Jonathan Gudema of Changing Our World Inc.*

Based on U.S. government data and recent research regarding planned giving prospects, this presentation will explore startling new perspectives and evidence showing how nonprofits need to quickly reorient their fundraising and planned giving efforts to be ready for the next 10 to 20 years. Few have looked into the socioeconomic impact that our rapidly aging and changing population will have on planned giving and philanthropy. Societal changes in ethnicity, gender, family structures, dependent groups, population mobility, and health care costs will have a profound impact on future giving. Additionally, today's real planned giving prospects are not who you thought they were. Understanding and responding to these seismic shifts is crucial to planning and making strategic adjustments before these changes happen.

**March 10, 2010**

**3:00 - 6:30 PM**

*Registration 3:00 to 3:30 PM*

**THE POUGHKEEPSIE GRAND HOTEL**

*40 Civic Center Plaza, Poughkeepsie, New York*

**Networking reception following presentation**

**Registration:**

**\$20 For Members/Fund Holders of the Sponsoring Organizations;**

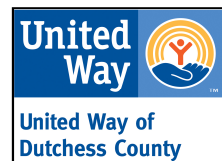
**\$25 For Non Members**

**Visit the Community Foundation website at [www.cfdcn.org](http://www.cfdcn.org) and click on the PGCMHV Event link to register by credit card or mail in the registration form with payment.**

Jonathan Gudema has been a Managing Director at Changing Our World since 2006, and has worked as an attorney and fundraising professional since 1992. A frequent public speaker on planned giving vehicles, charitable estate planning and elder law topics, Jonathan is considered an expert in planning and administering planned giving vehicles. Changing Our World is the trusted philanthropy and fundraising consulting firm to the world's leading nonprofit organizations, corporations, private foundations, and philanthropists. The firm provides expertise and individualized solutions, helping nonprofits create strong relationships with donors and enabling grant makers and corporations to invest their resources wisely.

**For additional information, please contact Nevill Smythe at (845) 452-3077 or [nsmythe@cfdcn.org](mailto:nsmythe@cfdcn.org).**

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**I accept the invitation to attend this presentation**

Guest Name(s) \_\_\_\_\_

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**Please RSVP by March 1, 2010**

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