

Boost Donations

Smart Strategies.
Creative Ideas.
Bigger Donations!



Burke

2828 19 Street NE
Calgary, AB T2E 6Y9



You are invited

to a **FREE** Direct Mail Workshop
exclusive for Not-For-Profits

Tuesday, February 4, 2025

9:00 AM - 4:00 PM

Burke 2828 19 Street, Calgary AB



Plan. Create. Deliver

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Get ready to Plan, Create & Deliver a winning fundraising strategy for 2025. This full-day event will help you map out your schedule and goals while mastering the tools in Direct Mail to achieve them. Strengthen your current donor relationships with up-to-date and accurate data, variable messaging, and impactful creative ideas. Create and deliver strategies for acquiring new donors, covering budgets, targeted mailings, acquisition lists, and mixed media techniques. Plus, enjoy facility tours, networking opportunities, and a complimentary lunch!

Let's work together to make 2025 your most successful year yet!

9:00 - 11:30

INCREASE YOUR CURRENT DONOR BASE

Guest Presentation: Samaritan's Purse

Workshop Topics

- Goal Setting
- Data Targeting
- Variable Messaging
- Unique Pieces & Promotional

12:30 - 4:00

ACQUIRING NEW DONORS

Surprise Guest Presentation!

Workshop Topics

- Types of Mailings (Personalized, PCT, List Rental)
- Contract Pricing & Promo Codes
- Creative Acquisitions
- Mixed Media



LUNCH & PRODUCTION TOURS PROVIDED BY BURKE

Your Presenters



Tyson Stanton
Mail & Data Manager

With over a decade of expertise, Tyson leads our mail and data department, ensuring seamless coordination with Canada Post and top-notch data optimization. His knowledge and dedication guarantee efficient, high-quality results.



Vanessa Sikora
Account Manager

Vanessa is a true powerhouse in the world of print and direct mail. With unmatched expertise and years of hands-on experience, she's a master at bringing fundraising projects to life and delivering results



Tyson Dueck
Creative Manager

Tyson brings a dynamic mix of marketing, graphic design, and print expertise to every mail project. As Creative Manager, he collaborates closely with clients to deliver innovative solutions that exceed expectations in design, production, and budget.



Kim Orlesky
Sales Manager

Kim is a multi-award-winning author and Trailblazer entrepreneur. Named Startup Canada's Female Entrepreneur of the Year, she combines her passion for innovation and leadership to inspire success.



RSVP
Jan 27, 2025

Burke
2828 19 Street, Calgary AB

587.225.3017
kim.orlesky@burkegroup.ca