
Tim Crum Invited to Speak at Two Conferences

Tim Crum, a nationally recognized expert on fundraising and marketing in the animal welfare industry, has been invited to present at two conferences in March 2012.

Surprise, AZ (prHWY.com) January 23, 2012 - Tim Crum, a Surprise, AZ resident and founder and CEO of Animal Shelter Fundraising, has been selected to speak at two animal conferences in March. Tim will first present two workshops at the Texas Unites for Animals annual conference in Austin, TX on March 17 and March 18. He will instruct a workshop on the essentials of fundraising titled, "Fundraising 101" on March 17 then follow up with a presentation the following day, March 18, teaching the elements of successful direct mail campaigns titled, "Design and Write Effective Direct Mail Campaigns."

Tim Crum has also been invited to speak at the Virginia Federation of Humane Societies annual conference in Williamsburg, VA on March 30. He will give the workshop, "Using Direct Mail to Fund Your Animal Shelter". This is the second consecutive year that Mr. Crum has been invited to speak at the Virginia Federation of Humane Societies conference. In 2011, his presentation at the conference in Fredericksburg, VA was rated as one of the conference attendees favorite workshops and was unanimously rated five (on a five scale) by every workshop attendee.

Tim Crum is a nationally recognized fundraising expert who is often called upon to speak at national and regional conferences on fundraising issues, and he has been seen and heard on a variety of regional and national television and radio outlets. He is also the founder of the Smart Dog School of Fundraising, an organization that offers fundraising training to animal welfare professionals. Through the school, Tim Crum provides more than 24 workshops in 18 cities each year. Over 70% of the school workshops are filled to capacity.

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