

# **Guy Laporte**

**Director, Philanthropy and Sponsorship at TVO**

Toronto, ON, CA

TVO's Director of Philanthropy addresses topics ranging from strategic planning of philanthropy to donor centric fundraising initiatives

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In his role as the Director of Philanthropy & Sponsorship at TVO, Guy brings a wealth of experience in fund development and strategic planning for development. During the last 18 years within the non-profit sector, Guy has lead national, provincial and local programs in fundraising, marketing, communications and government relations. Throughout the course of his career, Guy has designed and directed strategic planning and integrated fund development programs within a wide variety of non-profit organizations across the health, social service, international development and public media sectors. Guy has been a speaker at a number of Association of Fundraising Professionals (AFP) Conferences in Toronto, Windsor and Halifax as well as presenting at AHP Regional Conferences on the topics of Strategic Planning for Fundraising, Improving Results in Direct Response Programs and Donor Engagement. Guy has served as a member of the AFP Toronto Board of Directors, was Co-Chair of Fundraising Day in 2005.

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Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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Fund-Raising, Philanthropy, Non-Profit/Charitable

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Strategic Planning for Fundraising & Development, Annual Giving, Philanthropy, Sponsorship, Direct Response Television, Corporate Philanthropy, Major Giving, Foundation Giving, Individual Giving, Donations

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Association of Fundraising Professionals, Canadian Association of Gift Planners (CAGP)

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## **Getting Face-to-Face with your Annual Fund Donors**

In this workshop, Guy will outline how some simple interpersonal communication techniques can build deeper relationships with Annual Program donors. In addition, he will help your audience understand the linkage between Annual Program donor relationships and potential future Major Gift conversations, and put forth keys to successful annual giving initiatives.

## **Strategic Planning for Development Programs**

This session will take a step-by-step approach through a strategic planning model specifically designed for fundraising. You will come away with the tools that you need to plan strategically using a model designed by fundraisers for fundraisers, from reviewing your existing fundraising programs, identifying your donor universe, and scanning the external environment to strategies, budgets, and staff work plans.

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## **Getting More From Your Direct Mail Program**

AFP Fundraising Day

**Strategic Planning for Development**  
AFP Congress

**Managing Supplier Relationships for Non-Profits**  
CMA Non-Profit Conference

**Strategic Planning for Development**  
AFP Halifax Educational Conference

**Breaking Through the Small Gift Barrier**  
AFP Canada South, Summer Institute

**Face-to-Face Asks Within Your Annual Program**  
AHP Regional Conference

**Face-to-Face Asks Within Your Annual Program**  
AFP Canada South

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**University of Windsor**  
Bachelor of Commerce (Honours)

**HRPAO**  
Certificate in Human Resources Management

**Banff Centre for Management**  
Evaluation of Non-Profit Programs and Services

**Ryerson Polytechnic University**  
National Fundraising Management Certificate

**CFRE International**  
CFRE Certification

**Banff Centre for Management**  
Planning and Executing the Annual Fundraising Plan

**Banff Centre for Management**  
Canadian Planned Giving Course, CAGP

**Banff Academy of Learning**  
Leadership Development

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## **Director, Philanthropy & Sponsorships ? TVOntario**

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