



## **FOR IMMEDIATE RELEASE**

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### **Meeting Professionals' Monthly Meeting To Raise Funds For Katrina Victims** *MPI is sponsoring a fund raiser to benefit those in the golf coast region*

**Green Bay, WI** – September 22 , 2005 – Meeting Professionals International - Wisconsin Chapter is known for its incredible generosity, and stands prepared to do its part to make a difference in people's lives. The MPI-WI Chapter is now collecting monetary donations from members, industry partners, and concerned individuals. At the September 22nd MPI-WI chapter meeting, our chapter will gift the collected donations to the American Red Cross.

In line with the fund-raising efforts for the gulf coast, this months meeting will be about the value of sponsorship and fundraising with presenter Maureen Schuerman, president and founder of Accelerated Fundraising Solutions, Inc. At the MPI Wisconsin Chapter meeting on September 22, 2005 in Green Bay, Wisconsin, Schuerman will show members how to utilize the latest strategies to secure new sponsors and upgrade past sponsors for events. Attendees will learn how to move beyond traditional sponsorship recruitment tactics and build a sponsorship program that secures more sponsorship dollars for thier clients. “Today sponsors need more than signage and verbal recognition from the podium at an event. They need you to help them find proactive and interactive ways to connect with your event attendees” says Ms. Schuerman. There will also be a workshop where attendees receive step by step instructions on how to develop a profitable sponsorship program and how to successfully identify, cultivate, and solicit sponsorship prospects who are a good match for your sponsorship benefits.

#### **About MPI Wisconsin Chapter**

The 300+ member Wisconsin Chapter of Meeting Professionals International (MPI), established in 1977, offers education, the latest research and trends, leadership training, best practices, professional development and networking opportunities, which help its members enhance their professional value and define the strategic value of meetings within their respective organizations. For more information, visit

[www.mpiwi.org](http://www.mpiwi.org).

About Meeting Professionals International

Founded in 1972, Meeting Professionals International, **with nearly 20,000 members in 60 countries with 60 chapters and four chapters in formation**, is the leading global community committed to shaping and defining the future of the meeting and event industry. For more information, visit [www.mpiweb.org](http://www.mpiweb.org).

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