



LEADERS ASSEMBLY 2018: THE PURSUIT OF EXCELLENCE
March 18-20, 2018 in Baltimore, MD

Lay Leaders Lunch
Monday, March 19

SESSION PRESENTER(S):

David A. Mersky, Mersky, Jaffe & Associates

BIG IDEAS FROM THIS SESSION:

Thwart excuses for not giving

* Improve performance

* Provide relevant, well-framed information

* It is not just about data...tell stories

Ask--Thank--Report--Repeat

Be among those who raise money, not just among those who give it.

Do lay leaders want more? Offer to create a webinar based series of programs that address issues of common concern.