



THE MAX HART

Achievement
Award

SERVICE · INNOVATION · LEADERSHIP



Congratulations to Charles L. "Chuck" Longfield

**Founder of Target Software & Target Analysis Group
& Chief Scientist at Blackbaud on his selection as the
2012 Max Hart Nonprofit Achievement Award recipient.**

The Max Hart Nonprofit Achievement Award, presented annually at the Washington Nonprofit Conference, recognizes career accomplishments by an exceptional fundraising professional with a track record of service, leadership, innovation and integrity.

The recipient of this award exemplifies the following:

- » Served as a professional fundraising practitioner in either nonprofit organizations or service providers
- » Career has been characterized by innovation and leadership within the direct marketing community
- » Has an outstanding record of achievement within the direct marketing industry
- » Served as a source of inspiration and encouragement to others by exemplifying the highest standards of excellence and integrity in his/her work
- » Respected authority in direct marketing fundraising practice and issues
- » Committed to the professional development of others through shared knowledge and mentorship

The conference program for March 2nd will include a gala luncheon to honor Chuck. Please join us!