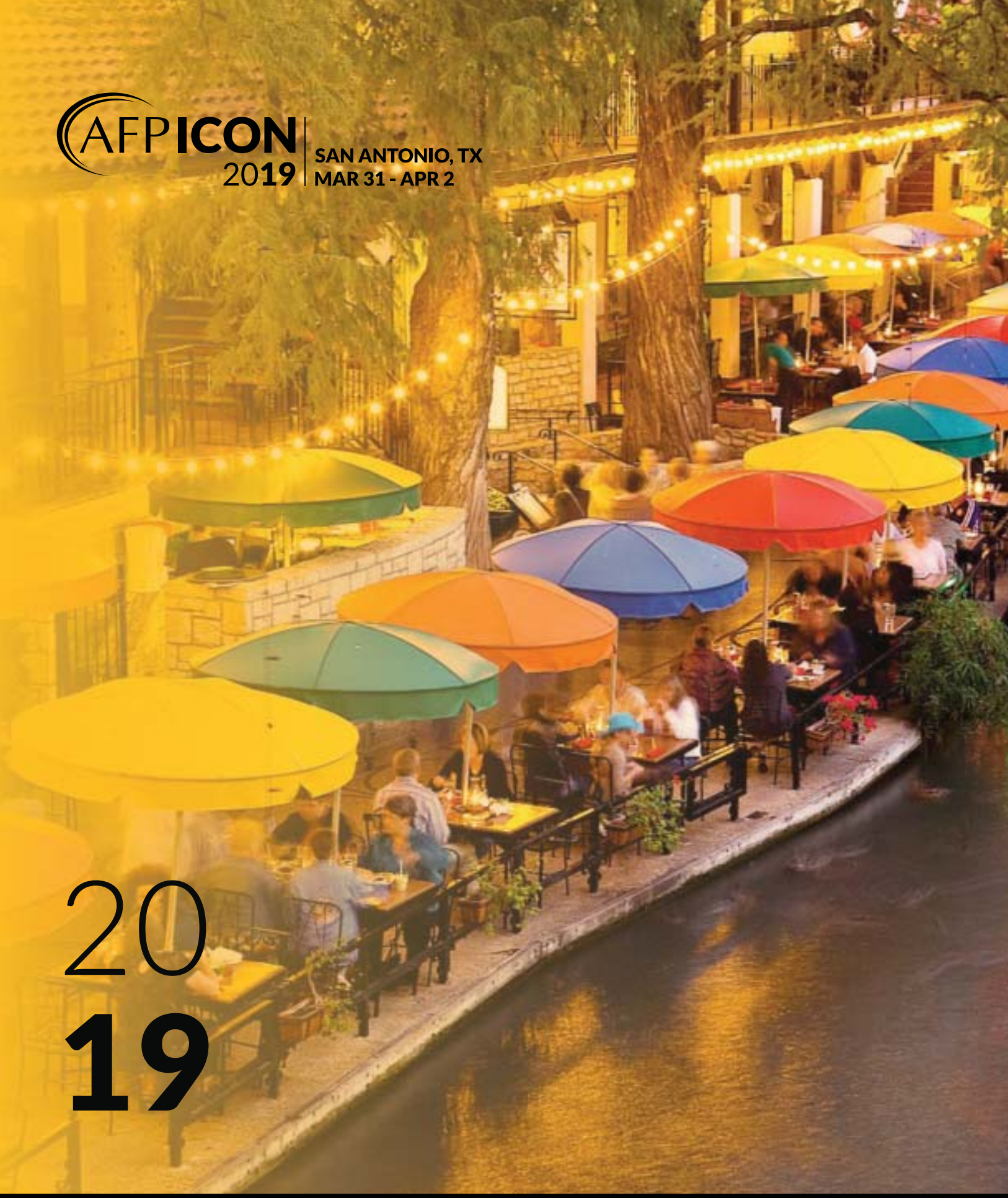

AFP ICON 2019

SAN ANTONIO, TX
MAR 31 - APR 2

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Karla Aho
Director for Gift Planning
Michigan Tech University

WELCOME

Welcome to AFP ICON 2019 in San Antonio

AFP ICON 2019 | SAN ANTONIO, TX MAR 31 - APR 2

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A lot has changed in fundraising since AFP was formed in 1960 to "aid fundraisers in the performance of their professional duties"—a line from our original articles of incorporation.

To see that first-hand, flip through a few pages of the document you're holding right now—the program for our International Conference on Fundraising: ICON 2019.

You're going to find the most comprehensive and far-reaching selection of fundraising presentations in the world—all designed to aid you in the performance of your professional duties.

Need insights and expertise from the top minds in fundraising? We've got sessions on securing the gift, running your annual fund, developing your email and social media programs, setting up a capital campaign, major gift storytelling and cultivating and stewarding your donors. It's all here—ICON 2019 has got you covered on the strategy, tactics, trends and innovations of fundraising.

But there's more to the sessions than just the nuts and bolts of fundraising. Being a professional fundraiser in 2019 means having a wide array of skills and knowledge to address all sorts of challenges. So, you're going to find sessions on such varied topics as diversity and microaggressions, ethics, Islam in philanthropy, mental health, working with donors with dementia and career and leadership development.

While sessions are a critical aspect of the conference, networking with thousands of your colleagues who understand you and your challenges is equally important. No other conference offers you this kind of community with so many opportunities to meet and talk with fellow practitioners from across the globe about our ever-evolving philanthropic agent role.

But don't forget that while our duties have changed, our purpose has not. Our goal is change. Our currency is impact. And all of the sessions ultimately have one shared purpose: helping you to create change—in your workplace, in your community, and around the world.

It doesn't happen overnight or all at once. As Vincent Van Gogh once said, "Great things are done by a series of small things put together." Every session you take, every conversation you have, every experience you share here at ICON 2019 is one small thing, one small step towards building something great and inspiring: your mission and the social impact it creates.

Welcome to San Antonio and ICON 2019—the largest gathering of fundraisers in the universe! This is YOUR community, coming together. We are so glad you're here, and we have a great show ready "to aid you in the performance of your professional duties." Let's share the experience together as we grow into better fundraisers and more complete professionals, ready to change the world together!

Mike Geiger, MBA, CPA
President and CEO
Association of Fundraising Professionals

Martha Schumacher, CFRE, ACFRE, MInstF (AdvDip)
Chair
Association of Fundraising Professionals

AFP Foundations for Philanthropy United States • Canada • Mexico
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The Association of Fundraising Professionals

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2019 PROGRAM SCHEDULE

All Education And Events Unless Otherwise Noted, Will Take Place At The Henry B. Gonzalez Convention Center

3/29FRI

8:00 AM–5:30 PM	Pre-Conference Workshops* (Henry B. Gonzalez Convention Center, see page 12) (*Additional registration and fees required for pre-conference workshops.)
1:00–5:30 PM	Conference Registration Open (Henry B. Gonzalez Convention Center, Bridge Hall)

3/30SAT

7:30 AM–6:30 PM	Conference Registration Open
8:00 AM–5:30 PM	Pre-Conference Workshops (*Additional registration and fees required for pre-conference workshops.)
6:00–7:30 PM	Conference Welcome Reception & Networking – All attendees welcome! (Henry B. Gonzalez Convention Center - Grotto)

3/31SUN

7:00 AM–5:30 PM	Conference Registration Open (Henry B. Gonzalez Convention Center – Bridge Hall)
8:00–8:45 AM	Speed Networking - All attendees welcome, especially first-time conference attendees! (Henry B. Gonzalez Convention Center - Towerview Lobby)
9:00–10:15 AM	Education Breakout Sessions
10:45 AM–12:00 PM	Education Breakout Sessions
11:00 AM–5:00 PM	Marketplace Hours
11:30 AM–1:30 PM	Lunch & Marketplace Time
1:30–3:00 PM	Opening General Session featuring Spencer West (Henry B. Gonzalez Convention Center, Hall 3)
3:00–3:45 PM	Coffee & Marketplace Time
4:00–5:15 PM	Education Breakout Sessions
6:00–7:30 PM	Community Group Receptions – All attendees welcome! (see page 56)

4/1MON

6:00–7:00 AM	Running /Walking Tour (Meet at AFP Convention Center Main Entrance)
7:00 AM–5:30 PM	Conference Registration Open (Henry B. Gonzalez Convention Center, Bridge Hall)
7:00 AM – 8:00 AM	Friends of Bill W.
8:00–9:15 AM	Education Breakout Sessions
9:00 AM–5:30 PM	Marketplace Hours
9:15–10:00 AM	Coffee & Marketplace Time
10:15–11:30 AM	Education Breakout Sessions
11:30 AM–1:30 PM	Lunch & Marketplace Time
1:15–2:30 PM	Education Breakout Sessions
3:00–4:15 PM	Education Breakout Sessions
4:30–5:30 PM	Marketplace Happy Hour
6:00–9:00 PM	¡Viva Fiesta! (Conference Party Co–Hosted by the AFP San Antonio Chapter and AFP Global – Requires additional registration and fee.)

4/2TUE

6:00–7:00 AM	Morning Yoga (Henry B. Gonzalez Convention Center- Room 215)
7:00 AM–3:30 PM	Conference Registration Open
8:00–9:15 AM	Education Breakout Sessions
9:00 AM–3:30 PM	Marketplace Hours
9:15–10:00 AM	Coffee & Marketplace Time
10:15–11:30 AM	Education Breakout Sessions
11:00 AM–1:00 PM	Lunch & Marketplace Time
1:00–2:30 PM	Closing General Session featuring Soledad O'Brien (Henry B. Gonzalez Convention Center, Hall 3)

New This Year!

- **Wellness activities** – Make sure to take care of yourself during the conference by joining us for morning yoga, a morning walk/jog, a visit to the AFP Quiet Room (212A) or just stroll through the Diversity Art display in the AFP Hub in the Marketplace or play a quick game of cornhole!
- **Lunch Card** – New this year, each attendee will receive a credit card to be used Sunday, Monday, and Tuesday to purchase lunch in the exhibit hall.
- **Speed Networking** – Kick off your conference experience by meeting some new friends at the Sunday morning Speed Networking session.
- **Stories of Impact** – Throughout ICON 2019 attendees will hear and read Stories of Impact submitted by AFP members. In their own words, members share how their organization's mission is impacting their communities and the world! Look for these stories throughout the Marketplace, general sessions and the entire convention center.

REGISTRATION
(Henry B. Gonzalez Convention Center, Bridge Hall)

Friday	**1:00 PM–5:30 PM**
Saturday	**7:30 AM–6:30 PM**
Sunday	**7:00 AM–5:30 PM**
Monday	**7:00 AM–5:30 PM**
Tuesday	**7:00 AM–3:30 PM**

BOOKFAIR
(Park View Lobby)

Saturday	**8:00 AM–5:00 PM**
Sunday & Monday	**7:00 AM–5:00 PM**
Tuesday	**7:00 AM–1:30 PM**

MARKETPLACE ON FUNDRAISING & PHILANTHROPY
(Henry B. Gonzalez Convention Center, Hall 4)

Sunday	**11:00 AM–5:00 PM**
Monday	**9:00 AM–5:30 PM**
Tuesday	**9:00 AM–3:30 PM**

Your #AFPICON Online Experience

There's a whole virtual conference experience waiting for you on AFP's vast network of social media sites and forums. Be sure to visit and bookmark the following to enhance your conference value before, during and after the main event! Also remember to check out and follow the AFPeeps—AFP's social media vanguard team—as they saturate Twitter, Facebook, Instagram, and more with the sights, sounds and smells (ok, that technology's not quite there yet...) of San Antonio!

And stop by the AFPeeps Nest in the AFP Hub (Booth 322) in the Marketplace to meet the AFPeeps and take in their special sessions and tutorials on how to rev up your social media success!

#AFPICON ONLINE

The official AFP ICON 2019 website is: afpicon.com This is your one-stop shop for all things San Antonio—sessions, speakers, exhibitors and more!

THE AFP ICON 2019 APP

Download AFP ICON 2019—the official AFP International Conference on Fundraising app—for your iPhone, iPad, Android or Blackberry—and you are all set for San Antonio! Have all the sessions, speakers, exhibitors, and more at your fingertips, and create your own personalized conference experience. You can also set up a profile, connect with fellow attendees, post updates and pictures to the activity feed and social media, and more. Visit afpglobal.org/app to download and learn all about the app!

TWITTER

Stay on top of all conference and San Antonio details—follow @afpihq and our conference hashtag #afpicon.

FACEBOOK

In addition to our AFP [facebook.com/AFPFan] and AFP Canada [facebook.com/AFPCanadaFan] Facebook pages, we have a special fan page for the 2019 San Antonio conference: facebook.com/AFPConferenceFan. Check it out!

LINKEDIN

There is always a lively discussion happening on AFP's LinkedIn page—linkedin.com/company/878282—especially in our conference discussion group!

LUNCHTIME LEARNIN' WITH THE AFPEEPS!

Hungry for some social media savvy? The AFPeeps got you covered! Once again, the AFPeeps will be bringing AFPeeps U (a.k.a. "The Peep Show!") to San Antonio for AFP ICON 2019! These special tutorials will be offered at Learning Lab 1 in the Marketplace during Lunch each day of the event (as well as during our special Coffee & Exhibit Time each day), and are specially designed to help you quick-start and enhance your online and social media success! Take one, take them all—we'd love to see you! Best of all—no grades! Don't forget—you can stop by the AFPeeps Nest in the AFP Hub (Booth 322) in the AFP Marketplace at any time and after each Learning Lab session for all your social media questions.

AFPEEPS RULE THE #AFPICON ROOST!

Check out the AFP ICON 2019 app or go to afpicon.com/afpeeps to get a complete listing of all the AFPeeps to follow during conference (virtually, that is—no groupies, please!) and their AFPeeps U sessions, as well as links to all of AFP's online experience sites—and more!

Rebels Renegades and Pioneers

YOU'RE INVITED TO A SPECIAL (AND OH SO DIFFERENT) CONFERENCE WITHIN THE CONFERENCE.

(DON'T TELL THE OTHERS, THOUGH. SEATING WILL BE LIMITED.)

SPEAKERS

Back by popular demand for 2019

@ the AFP International Conference (ICON) in San Antonio: **Rebels, Renegades and Pioneers**, a series of provocative discussions on the glories, the shortcomings, and the future of the nonprofit world.

The speakers featured in **Rebels, Renegades and Pioneers** are innovators, big thinkers, and trouble-makers. They don't just think outside the box ... they burn the box and scatter the ashes.

ALL SESSIONS Room Hemisfair C3

Sunday, March 31

You Didn't Say That!? Challenging Fundraising Discussions **page 16**
Keri Kae Almstead, T. Clay Buck, Antonia Makkar, Ken Miller & Barbara Talisman

Getting Value From Your Top Talent: Does Money Equal Worth? **page 19**
Scott Fortnum & Nancy Racette

Let's Talk about the Elephant in the Room: Mental Health and the Nonprofit Sector **page 25**
Ian Adair, David Chow, Leah Eustace & Ligia Pena

Monday, April 1

Migration at the Borders: Managing the Crisis **page 29**
Sylvia Acosta, Rita Chalal, Ligia Pena & Nancy Santiago Negron

Managing for the Revolution (aka the Revolution Will Be Project-Managed) **page 33**
Tiffany Miller, Nancy Racette and Nancy Withbroe

From Making Waves to Creating a Tsunami of Change **page 43**
Roger Craver, Cherian Koshy & Patricia Lobaccaro

Tuesday, April 2

Inclusion in the Age of Diversity, Part II: Beyond Recruitment **page 50**
Rob Henry, Daphne Logan, Mary Nemerov and Christina Yoon

* All Rebels, Renegades and Pioneers sessions will be audio-recorded.

Things to know...

NEW! WHERE TO EAT?

Each attendee will receive a credit card to be used at lunch in the Marketplace on Sunday, Monday, and Tuesday. Attendees will be able to choose from numerous selections on the menu, including fajitas, hot and cold sandwiches, vegetarian and gluten-free options. The café will be located in the back of the Marketplace. Look for signage announcing what food is at each station. Please note: the credit card contains $60 in credit ($20 per day). The cards hold no cash value. Lost cards will not be replaced.

3/31SUN
11:30 AM – 1:30 PM

4/1MON
11:30 AM – 1:30 PM

4/2TUE
11:00 AM – 1:00 PM

COFFEE BREAKS

Coffee will be available each morning in the registration area before sessions and in the Marketplace during the following times:.

3/31SUN
3:00 – 3:45 PM

4/1MON
9:15 – 10:00 AM

4/2TUE
9:15 – 10:00 AM

COAT/LUGGAGE CHECK

(Convention Center, Bridge Hall)
Coats/Bag/Piece of Luggage: $2.

3/31SUN
7:00 AM – 6:00 PM

4/1MON
7:00 AM – 6:00 PM

4/2TUE
7:00 AM – 3:30 PM

CELL PHONES

Please silence cell phones during the general sessions and educational sessions.

CONFERENCE RECORDING

All session except the general sessions, pre-conference and learning labs will be audio recorded and available to conference registrants after the conference.

AFP CONFERENCE CODE OF CONDUCT

AFP conferences are dedicated to providing a harassment-free experience for everyone, regardless of gender, gender identity and expression, age, sexual orientation, disability, physical appearance, body size, race, ethnicity, religion (or lack thereof), or technology choices. We do not tolerate harassment of conference participants in any form. Sexual language and imagery is not appropriate for any conference venue, including talks, workshops, parties, Twitter and other online media. Conference participants violating these rules may be sanctioned or expelled from the conference *without a refund* at the discretion of the conference organizers.

BADGE IDENTIFICATION

Badges MUST be worn at all times! They are your pass to enter the conference events. It is your only passport to enter the general sessions, the Marketplace and educational sessions. Along with your event tickets, your badge will admit you to all non-private ticketed meals and social events. Badges will differ in appearance according to the package purchased and time you registered.

INTERNET/WIFI

WIFI service will be available throughout the Henry B. Gonzalez Convention Center (public areas, educational session rooms, general sessions, and Marketplace)
WiFi Network name: **AFPICON**
Password: **ICON2019!**

CHILDREN

No one under the age of 18 is permitted to attend any conference events, unless formally invited by AFP (such as award winners, honorees, etc.). If you choose to bring a child or children to the AFP conference, you are responsible for obtaining your own child–care arrangements. Children are not permitted in the Marketplace or in any educational sessions in the convention center or hotels.

NO SMOKING

To provide a safe and healthy environment, the Henry B. Gonzalez Convention Center has a no smoking policy in all areas. There are areas outside the building where smoking is permitted.

ALCOHOLIC BEVERAGE POLICY

AFP encourages the responsible use of alcohol at official social events. Please help AFP comply with the law by providing proper identification when servers ask.

DRESS CODE

Dress is casual for the meetings and sessions. You might want to bring a sweater or light jacket, as meeting rooms in the convention center can be cool.

TRANSPORTATION

All hotels are within walking distance to the Henry B. Gonzalez Convention Center, shuttle service will not be provided.

WHEELCHAIR ACCESSIBLE SERVICE

Wheelchair rental is available through Tom's Wheelchairs. Please call 210-223-7878.

IN CASE OF AN EMERGENCY

In the event of an emergency, please dial 210-207-7773.

USE OF RECORDING DEVICES

Attendees at AFP ICON may not, under any circumstances, use any type of audio or visual recording device, including smartphones, to capture any of the speeches, presentations and other information provided during any of the education sessions and General Sessions, including keynote programs, without the express prior written permission of the Association of Fundraising Professionals. Violations may result in removal from the entire conference without refund or remuneration, and AFP and affected conference speakers reserve the right to pursue legal actions.

CFRE CREDIT

TO YOUR CREDIT! Full participation in the 2019 AFP ICON is applicable for 11.25 points of CFRE credit for initial certification and/or recertification. This does not include preconference workshop CFRE credit, which ranges from an additional 8–16 CFRE points.

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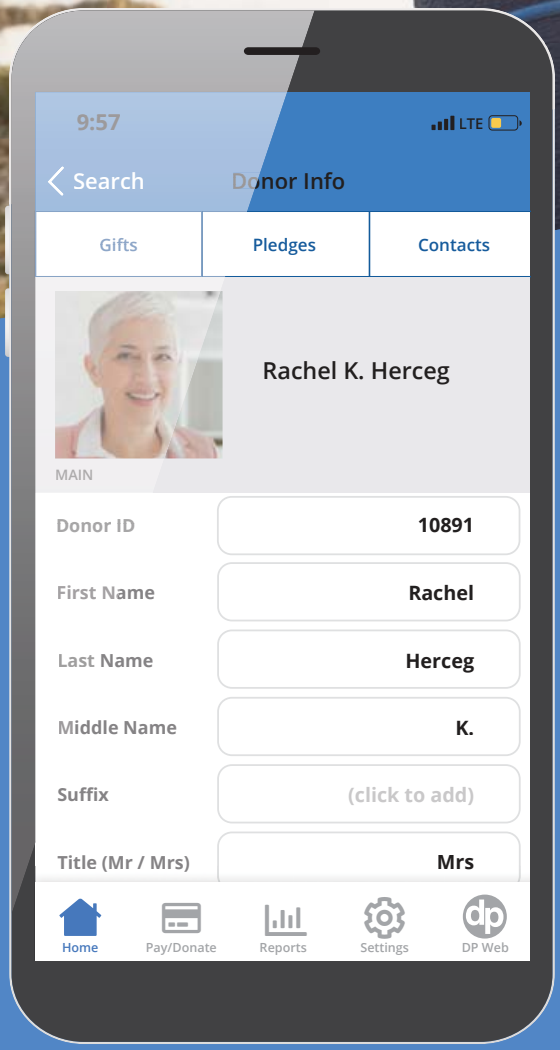

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doting grandma of two. bikram yoga student. undercover major donor.

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Every donor matters.

Learn more at donorperfect.com.

MORE THAT'S NEW AT 2019 ICON!

NEW THIS YEAR: Healthcare-Focused Sessions

These sessions have been curated to meet the unique needs of those who work in the healthcare industry.

3/31 SUN

10:45 AM – 12:00 PM

ROOM: 214C

Stewarding Donors with Dementia

Robert Hofmann & Jolene Hyppa-Martin

Eligible for 1.25 ACFRE credits in Ethics

4/1 MON

8:00–9:15 AM

ROOM: 214A

Gateway to Healing: Exploring How Donors Deal With Grief Through Philanthropy

Denise Fernandes, Alexis Gaiptman & Nancy Horvath

10:15–11:30 AM

ROOM: 205

Pathways to the Major Gift Ask - Getting Referrals from Physicians and Professional Advisors

Laura Fredricks, Benjamin A. Golding, Paul Hansen & Robert Wahlers

3:00–4:15 PM

ROOM: 205

Overcoming Physician Objections to Grateful Patient Fundraising

Michael Delzotti & Chris Kasavich

Executive Coaching Sessions

Whether an emerging or seasoned leader, successful professionals know thought and planning are required to effectively navigate through the leadership pipeline. Whether your goal is to create better engagement, be more strategic, or to evolve other key leadership competencies and behaviors, coaching can be a powerful resource. During a 30-minute, one to one session, we will focus on goals, dilemmas and developing specific next steps to success. Advance registration required.

NEW THIS YEAR: STORIES OF IMPACT!

Throughout ICON 2019 attendees will hear and read Stories of Impact submitted by AFP members. In their own words, members share how their organization's mission is impacting their communities and the world! Look for these stories throughout the Marketplace, general sessions and the entire convention center.

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Neon Web Studio

Nonprofit websites based on industry best practices and data.

Rallybound

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CiviCore

Giving and client & case management solutions for foundations & nonprofits that drive social impact.

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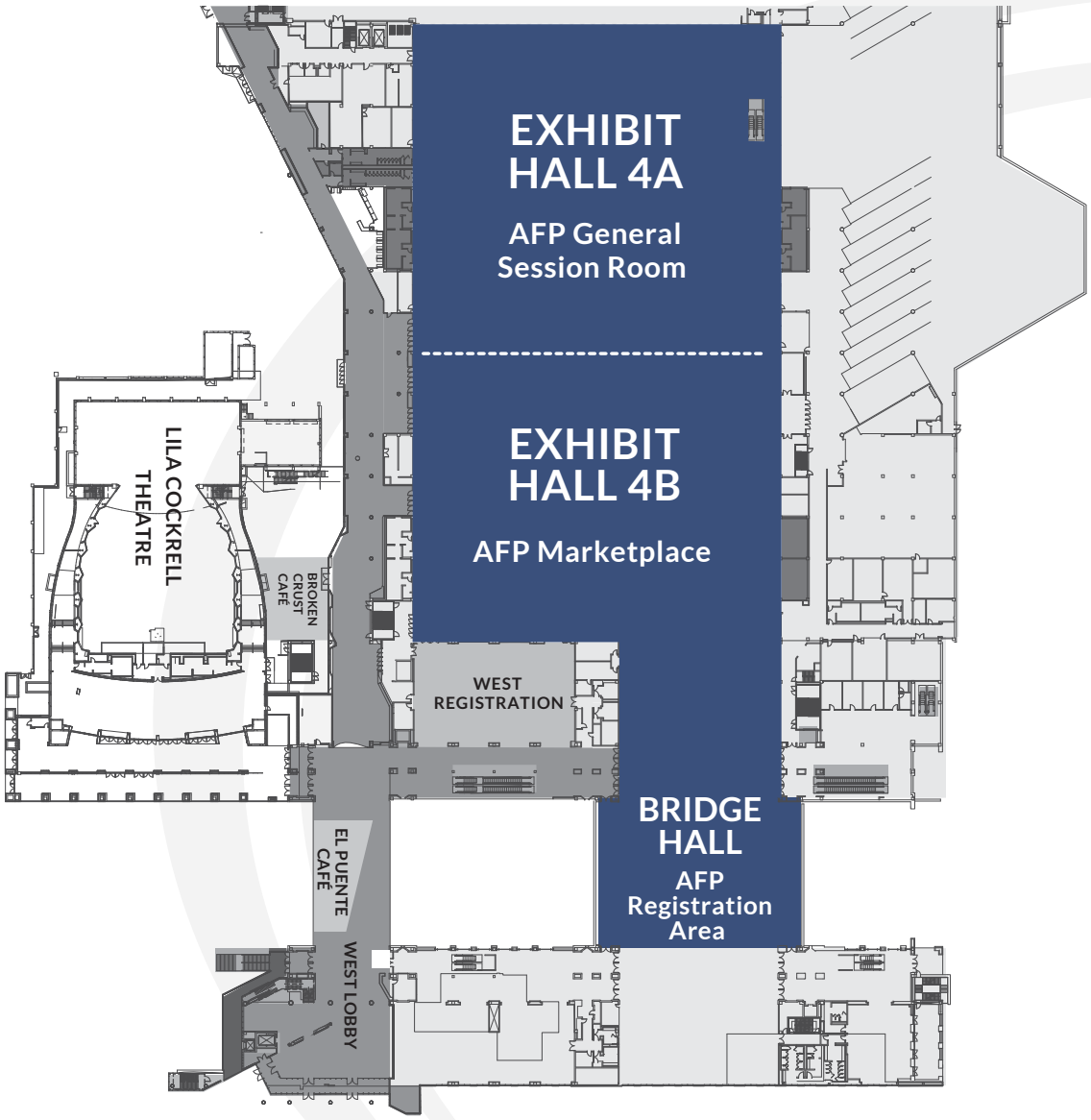
303.407.0900

San Antonio Henry B. Gonzalez Convention Center

Street Level

Blue denotes AFP rooms.



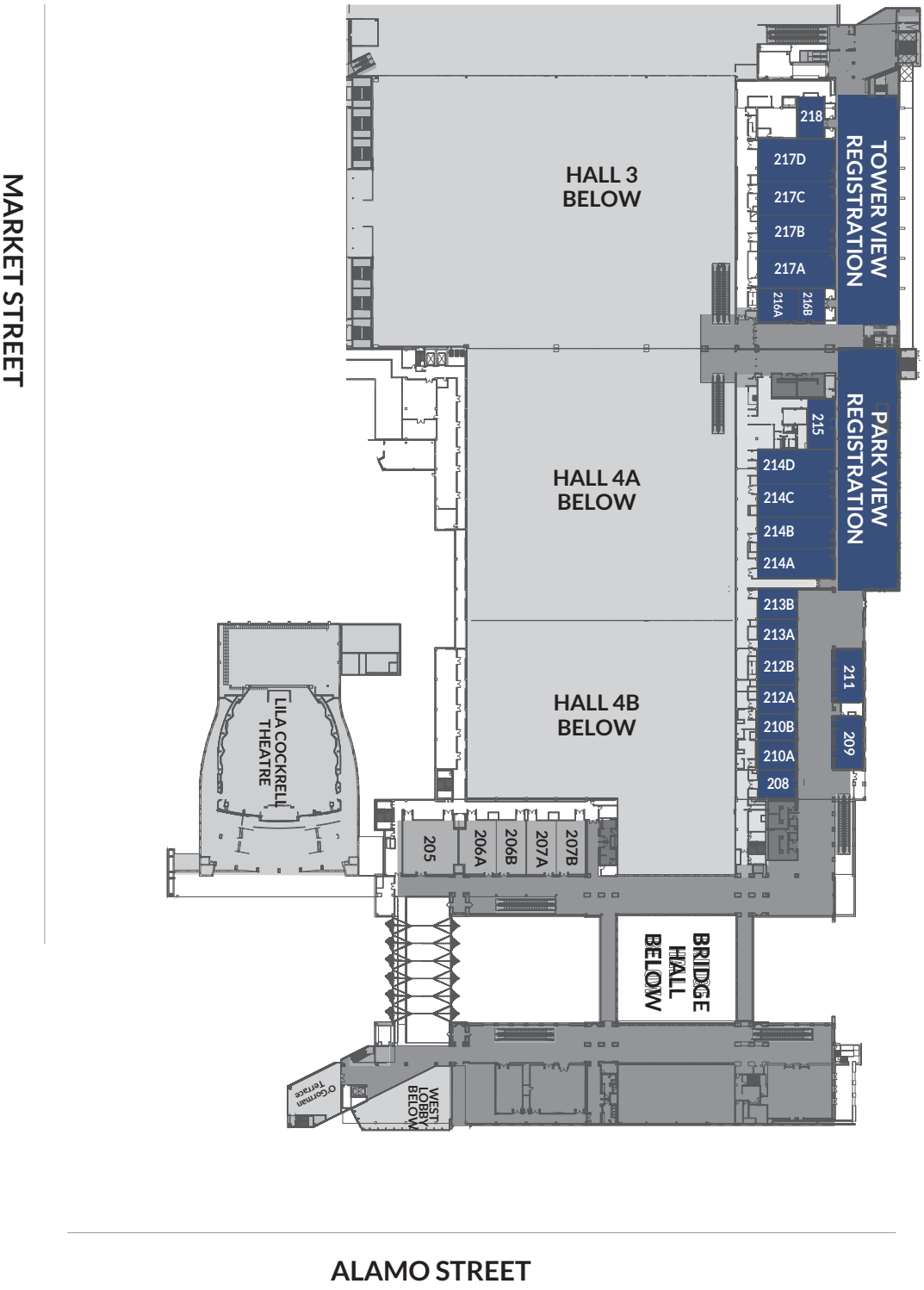
MARKET STREET

ALAMO STREET

San Antonio Henry B. Gonzalez Convention Center

Meeting Level

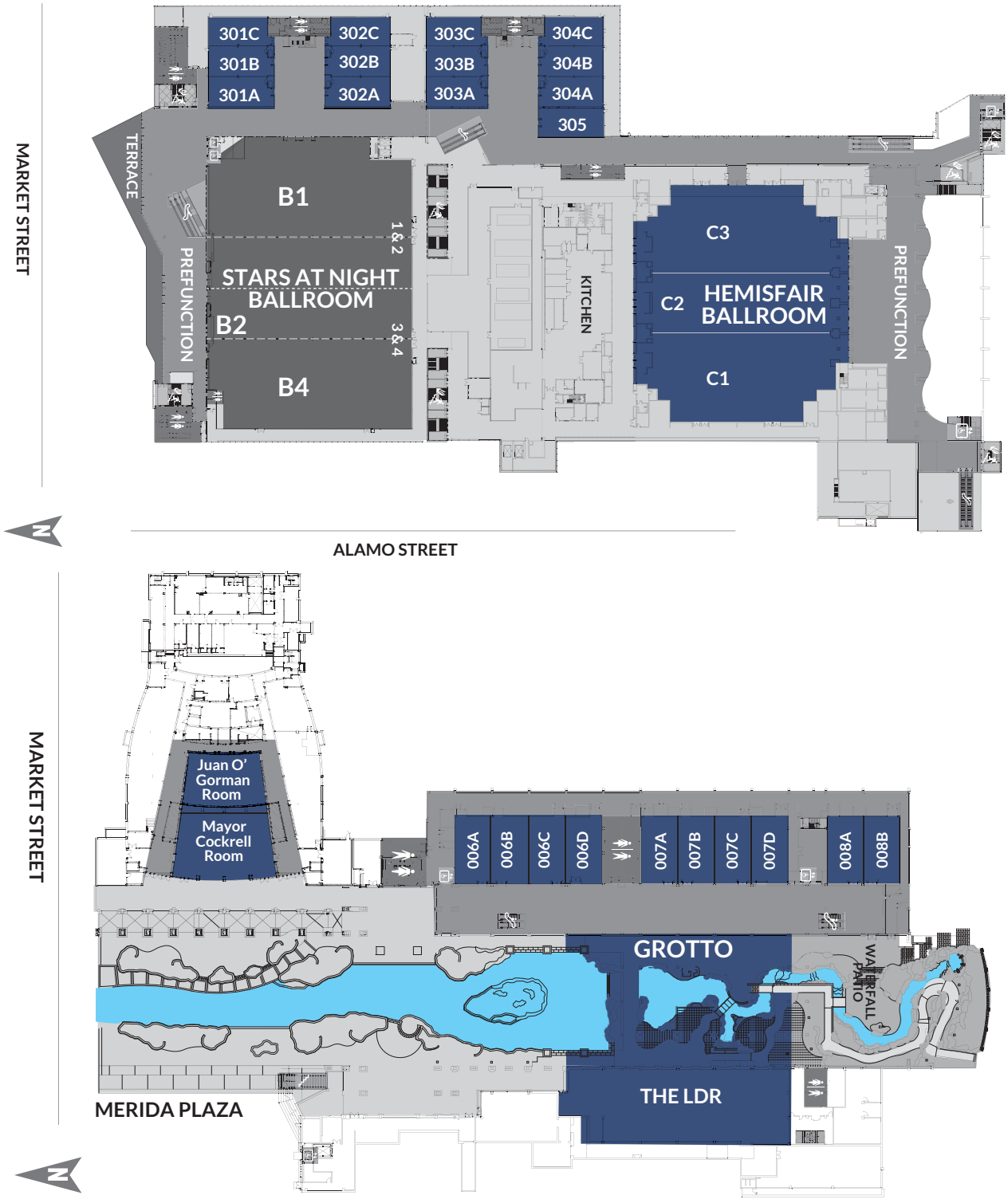
Blue denotes AFP rooms.



San Antonio Henry B. Gonzalez Convention Center

Ballroom & River Levels

Blue denotes AFP rooms.



PRE-CON

Kishshana Palmer

Simone P. Joyaux

The ten AFP Pre-Conference Workshops below are considered Ticketed Events and are Non-Refundable. Seating is limited. Continental breakfast is provided, lunch is not provided. All Pre-Cons are In The Convention Center.

Raise More Money with a Culture of Philanthropy

3/29 FRI 8:00 AM–5:30 PM

Room 210B

First, build a great organizational culture. Why? Because "culture eats strategy for breakfast." Without the right organizational culture, you'll fail at most stuff—including that philanthropic culture that helps your organization raise more money. Examine theories. Develop tools. Test your organization. Outline a change plan. Even bring a team—fundraiser, CEO, board member—and learn together.

Simone P. Joyaux, ACFRE, AdvDip, AFP Distinguished Fellow
Joyaux Associates, Foster, RI

Faculty Training Academy

3/29 FRI & **3/30** SAT 8:00 AM–5:30 PM

Room 210A

AFP's "train the trainer" program helps ensure quality in education by providing formal training for prospective faculty and instructors of AFP's education programs.

Dr. B.J. Bischoff
Bischoff Performance Improvement Consulting, Sonoma, CA

AFP Fundamentals of Fundraising

3/29 FRI & **3/30** SAT 8:00 AM–5:30 PM

Room 206

Do you need to build understanding of all the core areas of fundraising? Deepen your knowledge with this comprehensive introduction to the fundraising knowledge domains including relationship building, securing the gift, volunteer involvement, and ethics and accountability.

Ken Miller, CFRE
Denali FSP Fundraising Consultants, Anchorage, AK

Cherian Koshy, CFRE
Des Moines Performing Arts, Des Moines, IA

Barbara Talisman, CFRE
College of Southern Nevada Foundation, Las Vegas, NV

Julia Martinez, CFRE, MA Phil, MBA
Alaska Children's Trust, Anchorage, AK

Barbara O'Reilly, CFRE
Windmill Hill Consulting, Herndon, VA

AFP CFRE Refresher

3/29 FRI & **3/30** SAT 8:00 AM–5:30 PM

Room 207

Refresh your foundation of fundraising knowledge and expose knowledge gaps as you prepare for the CFRE exam.

Kishshana Palmer, CFRE
Kishshana & Co., New York, NY

Marcy Heim, CFRE, CSP, PLCC
The Artful Asker, Madison, WI

Lori Hunter Overmyer

Amy Eisenstein

The Great Nonprofit Leader: How the Best of the Best Lead with Fundraising as a Priority

3/30SAT 8:00 AM–5:30 PM

Room 213A

This pre-conference session is designed to give Development Directors, CEOs and Executive Directors (even if they are all the same person!) a hands-on guide to what it takes to lead with fundraising their top priority.

Jane Stein, MBA, AFP Master Trainer
JPS Consulting, Norfolk, VA

Inclusion, Diversity, Equity, and Access (IDEA): Moving from Talk to Action

3/30SAT 8:00 AM–5:30 PM

Room 213B

This workshop, developed by the AFP IDEA Committee and leading diversity and inclusion expert Tanya Odom, is rooted in the comprehensive workshop created for mid-to-senior level fundraisers wanting to create an IDEA action plan.

Tanya M. Odom, EdM
Global Diversity and Inclusion and Education Consultant and Executive Coach, New York, NY

Donor Retention: A Self-Assessment Workshop

3/30SAT 8:00 AM–5:30 PM

Room 212A

This workshop focuses on donor retention, with an emphasis on using data to build effective fundraising programs that attract and retain donors and maximize growth in giving.

Erik Daubert, MBA, ACFRE
Nonprofit Management Specialist, Durham, NC

Lori Hunter Overmyer, MBA, CFRE
Goettler Associates, Inc., Columbus, OH

The Major Gift Challenge: How to Get Started Raising Major Gifts

3/30SAT 8:00 AM–5:30 PM

Room 205

Whether a major gift at your organization is $1,000 or $10,000, you will learn how to ask and receive more major gifts this year. This workshop will discuss the who, what, why, when and where of asking.

Amy Eisenstein, ACFRE
Amy Eisenstein, LLC, Westfield, NJ

Planned Giving: The Next Generation

3/30SAT 8:00 AM–5:30 PM

Room 216

Gifts in Wills represent over 85% of all planned gifts. What are YOU doing to unlock this potential? This masterclass will teach participants the fundamentals of a strong legacy program such as proper data mining & segmentation, impactful engagement effective marketing and reporting to track success.

Ligia Pena, CFRE, MInstF
Greenpeace International, Montreal, QC, Canada

Step Up Your Planning Prowess and Lead Your Organization to Fundraising Success

3/30SAT 8:00 AM–5:30 PM

Room 212B

Do you take enough time to plan your development efforts? Indulge in this retreat-style workshop to kick your development plan up a notch. Participants will work individually and in groups to build the comprehensive development plan that works for your shop.

Jennifer Pelton, CFRE, AFP Master Trainer
Reporters Committee for Freedom of the Press, Washington, DC

Linda Beeman, MBA, GPC, AFP Master Trainer
Aurora Grants and Consulting, Houston, TX

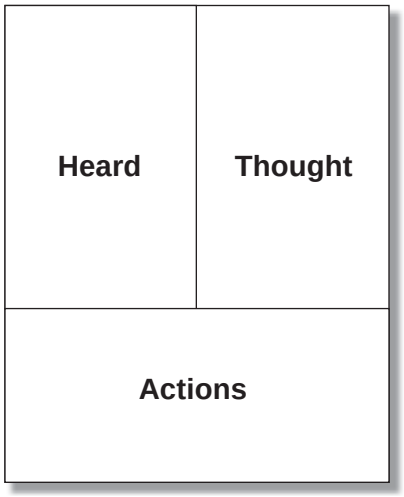
Make Your AFP ICON Experience Actionable!

Ideas are valuable only when applied!

Are You Present? On a scale of 1 to 7, how "here" are you today? How mentally present?

- 1 – My body's here, but my mind is feverishly thinking through problems at work.
- 7 – I turned off my phone, and I'm focused on getting the most out of this conference.

Are You Taking Effective Notes? Try this "actionable" note-taking method:



Reproduce for each speaker's session.

Heard – Note the things that the speaker says or shows, things you find interesting.

Thought – Note the things that the speaker says that make you think, things you hear that inspire something in you, make you think of something else, or connect dots for you in a new way. These are your own thoughts, as inspired by the speaker's message.

Actions – Populate this at the end of each speaker's session. Look over your list of "Heard" and "Thought" and jot down the 1 or 2 ideas that you're seriously considering doing something with. This becomes your "cheat sheet" for the end of the conference, when you can make a commitment to apply something(s) from your time at the conference.

Take Action: What's a small first step you could do to make progress towards the goal? A bigger step? And by when are you planning to complete it?

Accountability: In 2009, the American Society of Training & Development released these findings from a nation-wide study they completed:

Likelihood of implementing a concept:

- **10%** if you hear an idea
- **50%** if you plan how you're going to do it
- **25%** if you decide to do it
- **65%** if you tell someone you're going to do it
- **40%** if you decide when you're going to do it
- **95%** if you set a time to report back how you did

*No other step increases the likelihood of implementing an idea more than **setting up a time to report back to someone on how you did.***

"Make Your Conference Actionable" (c) Clariti Group, Inc.

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ACTIVITIES & SESSIONS

3/30 SAT

BACK BY POPULAR DEMAND!

5:15–6:15 PM

Affinity Roundtable Sessions

Hilton Palacio del Rio

The below affinity groups will have roundtable sessions:

- African American: *El Mirador West A*
- Arts/Cultural: *La Vista D*
- Faith-Based: *El Mirador West C*
- Health: *La Vista F*
- Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ): *El Mirador East A*
- Young Professionals: *La Vista A*

6:00–7:30 PM

Welcome Reception/Affinity Networking

Henry B. Gonzalez Convention Center - Grotto

Sponsored by Community Brands

Network, discuss, meet new people and have fun at the Affinity Networking during the Welcome Reception. Come meet other attendees with similar interests at the beginning of the conference. Affinity groups are self-identified and include:

- African American
- Animal Welfare
- Arts/Cultural
- Asian
- Association Foundations
- Education
- Faith-Based
- Food Banks
- Francophone
- Health
- Hispanic
- International Fundraising
- Jewish
- Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ)
- Public Radio/TV
- Rural
- Small nonprofits
- South Asian
- Special Events
- Young Professionals
- Youth in Philanthropy
- Zoos & Aquariums
- Other

3/31 SUN

Key to Education Session Learning Levels:

- **Introductory/Foundational** – Focuses on building awareness and factual recall of the subject matter. Appropriate for learners with limited experience of the subject area.
- **Applied** – Focuses on enhanced understanding and comprehension of subject matter. Appropriate for learners with some experience seeking to build on, apply, or otherwise enhance existing knowledge using content in practical applications to master the concepts.
- **Strategic** – Focuses on application and implementation of highly technical, detailed, or theoretical subject matter. Appropriate for learners with substantial prerequisite knowledge seeking updated information, perspectives, and debate over opposing or contradictory concepts.

8:00–8:45 AM

Speed Networking

LOCATION: **Henry B. Gonzalez Convention Center Tower View Foyer**

Welcome to all AFP ICON attendees! Join us for speed networking and meet at least 12 new friends, connections to carry throughout the conference and beyond. First-timers especially welcome!

Jeff Rupp
Association of Fundraising Professionals, Arlington VA

9:00–10:15 AM

TRACK: LEADERSHIP AND MANAGEMENT
ROOM: 206
LEVEL: Applied

How to Dial Down the Overwhelm

Burnout may be the greatest challenge of your career. In fact, it has become an occupational hazard among development directors. But it doesn't have to be. Let's bust the myth that overwork is the only path to professional success. You'll learn: the three signs you're burning out, seven ways to dial down the overwhelm, and the number one thing you can do to dramatically improve not just your work, but your life.

Danielle Collins, ACC
Primavera, Woodland, CA

3/31SUN

9:00–10:15 AM

TRACK: SECURING THE GIFT
ROOM: 205
LEVEL: Strategic

Ask for Anything... Artfully!

What if you had a specific three-sentence recipe to ask for anything? Get CLEAR on the mindset you need and how to use your asks to set intentions and create Relationship Action Plans for the steps leading up to the ask. Learn how to apply this formula to sponsors, operations, boards, endowments, and annual fund leadership gifts. You may rock at creating a great relationship, but the gift comes from a clear ask confidently delivered.

Marcy Heim, CFRE, CSP, PLCC
The Artful Asker, Madison, WI

TRACK: REBELS, RENEGADES, AND PIONEERS
ROOM: Hemisfair C3
LEVEL: Strategic

You Didn't Say That!? Challenging Fundraising Discussions

Everyday in nonprofits all over the world, fundraisers face challenging conversations—with colleagues, board members, donors, and leaders. We will talk about why fundraising is sometimes seen by us and others as the "F" word. Let's discuss how to stand loud and proud about our work and profession. Join us in an open conversation about how to be your best self, provide a pathway for the next conversation and not walk away.

Barbara Talisman, CFRE, AFP Master Trainer
College of Southern Nevada Foundation, Las Vegas, NV

Antonia Makkar, MFIA
Baker Institute, Melbourne, Victoria, Australia

Ken Miller, CFRE
Denali Fundraising Consultants, Anchorage, AK

Keri Kae Almstead, CFRE
Fund for Global Human Rights, Washington, DC

T. Clay Buck, CFRE, AFP Master Trainer
Boys & Girls Clubs of Southern Nevada, Las Vegas, NV

SEE PAGE 4 FOR LIST OF ALL REBEL SESSIONS

TRACK: TRENDS AND INNOVATION
ROOM: 214A
LEVEL: Applied

The Next Generation of Giving

We can't ignore it. Around the world, donor acquisition rates have fallen, and traditional channels alone aren't cutting it anymore. The art and science of fundraising must adapt, or we might be in real trouble. Ashley Thompson will share how your organization can tap into the next generation of giving.

Ashley Thompson
Blackbaud Institute for Philanthropic Impact, Austin, TX

Session presented by AFP Strategic Partner

blackbaud
power your passion

Track sponsored by AFP Impact Partner

salesforce.org

TRACK: LEADERSHIP AND MANAGEMENT
ROOM: 214C
LEVEL: Applied

The Brain TRUST: Working Productively With Your President/Executive Director and Board

When a motivated board, a visionary chief executive, and an experienced fund development professional team up, the result can be transformative. Learn how to build strong, productive relationships within the leadership team that are based on a shared vision and aligned priorities. Come away with ideas to implement at both the strategic and tactical levels. There will be opportunities to seek advice on specific problems, so come prepared!

Tim Kubatzky, CFRE
Annette Strauss Institute for Civic Life, The University of Texas at Austin, Austin, TX

AFP MARKETPLACE FLOORPLAN

AFP HUB Booth 322

Visit with Chapter Engagement, Membership, Professional Development and Foundation staff from the U.S., and Canada. Discuss member benefits, educational programs, or make your Foundation donation.

Also visit the Diversity Art Showcase and the Peeps Nest all in one spot!

As of: February 19, 2019

Exhibitor	Booth
Computer Software/Hardware	
Blackbaud	131
Bloomerang	210
ClearView CRM from SofTrek	611
DonorPerfect Fundraising Growth Platform	616
Eleo Online Donor Management Software	248
Engaging Networks	715
EveryAction	709
Giveffect	301
Lane Services, LLC	204
Neon One	237
Omatic Software	755
Virtuous Software	257
Windfall Data	130
Direct Marketing Services	
AppealMaker	240
Gabriel Group	356
Hustle, Inc.	722
Marketing Communication Resource, Inc.	108
Mindwize	146
ProList	352
Donor Recognition/Special Gifts	
Amri Studio, Inc.	242
Ashworth Awards	149
Beacon Design by ChemArt	358
MD Designs, Inc.	759
W&E Baum	201
Donor Research/Prospect Identification	
AlumniFinder	645
DonorSearch	540
Foundation Center by Candid	647
iWave	605
WealthEngine	206
Education/Training	
Association of Fundraising Professionals	322
Bay Path University	105
Fund Raising School at The Indiana University Lilly Family School of Philanthropy	300

Exhibitor	Booth
Grant Professionals Association	634
Highland Advancement Solutions, LLC	757
LaGrange College, Master's Degree in Philanthropy & Development	200
Nonprofit Leadership Alliance	649
Saint Mary's University of Minnesota	143
Sanford Institute of Philanthropy	740
Valdry Center for Philanthropy at Southern University	741
Financial Services	
BankMobile	354
PayPal	
PNC Institutional Asset Management	254
TSYS	706
Fundraising Counsel	
Bentz Whaley Flessner	142
Carter	651
CCS Fundraising	627
Johnson, Grossnickle and Associates	357
MGI Fundraising Consulting, Inc.	107
Mission Advancement	132
Sinclair, Townes & Company	156
The Alford Group	542
Fundraising Programs	
Campbell & Company	613
CARS, Inc.	145
Catapult Fundraising, Inc.	500
Far Horizons	100
Getaway2Give	404
Give by Cell	646
Harness	737
Hummingbird Digital Media	701
IAA	101
Palmer Non-Profit Communications	702
Salesforce.org	523
Softgiving, Inc.	355
The FOR Project	641
Zulu Nyala Game Lodge	603

Exhibitor	Booth
Online Engagement	
Cornershop Creative	259
Online Fundraising Services	
Arreva	640
Community Brands	635
CrowdRise by GoFundMe	243
Fundraise Up	723
Funraise	601
Get Involved Company	643
GiveGame	302
Give Lively	400
GiveGab	253
Greater Giving	111
Handbid	140
Little Green Light	752
myRollCall	636
OneCause	349
PaymentSpring	252
Qgiv	304
S3 One Goal	712
Stewardship	753
TapKat Solutions LLC	704
Tiltify	134
Other Credential	
CFRE International	541
Other Fund Accounting	
Cougar Mountain Software	144
Other Fundraising Software	
ResultsPlus from Metafile	631
Other Lead Generation	
Social Blue	207
Other Magnets	
The Magnet Guys	730
Other Matching Gifts	
Double the Donation	700
Other PSA Advertising	
TWCPSA - The Wetherall Company Public Service Advertising	112

Exhibitor	Booth
Other Service & Software	
Harbor Compliance	158
Other Skincare/Anti-aging	
Beauty and Beyond	644
Other State Charity Registration Management	
Charity Compliance Solutions, Inc.	545
Other Wellness And Skincare	
INB Medical	710
Planned Giving	
Crescendo Interactive, Inc.	535
Pentera, Inc.	629
PG Calc	353
SHARPE newkirk	141
Stelter Company	401
Publishers/Resource Materials	
Chronicle of Philanthropy	547
The Nonprofit Quarterly	750
Recruiter	
Corporation for National & Community Service	256
Special Events	
Lavandula Design	159
Main Event	638
Mitch-Stuart, Inc.	623
Qtego Fundraising Services	244
Winspire	124
Telemarketing	
VOICELOGIC	258
Video Production	
CauseVid	719
Rich Tolsma Productions	128
No Category	
MNY Innovations	205

BOLD represents SPONSORS and PARTNERS

EDUCATIONAL SESSIONS *(see page 9 for convention center floor plans)*

SEE PAGE 7 FOR HEATHCARE RELATED SESSIONS

	DONOR RESEARCH *Track sponsored by iWave*	ETHICS, ACCOUNTABILITY AND PROFESSIONALISM	LEADERSHIP & MANAGEMENT	RELATIONSHIP BUILDING	SECURING THE GIFT	TRENDS & INNOVATION *Track sponsored by Salesforce.org*	VOLUNTEER INVOLVEMENT	REBELS, RENEGADES & PIONEERS
3/31SUN								**3/31SUN**
8:00–8:45 AM	**SPEED NETWORKING (HENRY B. GONZALEZ CONVENTION CENTER – TOWER VIEW LOBBY)**							
9:00–10:15 am	Social Styles in Fundraising for the Emerging Fundraiser/ **Room 217A**	Hello Mr. Zuckerberg. Can We Have a Relationship?"/**Room 304A**	How to Dial Down the Overwhelm/**Room 206A** The Brain TRUST: Working Productively With Your President/Executive Director and Board/**Room 214C** Microaggression - Leadership and Management Track: A Major Hinderance to Effective Fundraising/**Room 301A**	Why Your Donor Doesn't Want to Meet, and What You Can Do About It/ **Room 303A** Effective Cultivation Techniques: The Ties that Bind/**Room Hemisfair C2**	Growing Your Giving Day/**Room 302A** Use the New 2019 Corporate Social Responsibility Trends to Win More Sponsorships/**Room Hemisfair C1** Ask for Anything - Artfully/**Room 205A**	The Next Generation of Giving/**Room 214A** Strategies to Successfully Undergo a Digital Transformation/**Room 217C**		You Didn't Say That!? - Challenging Fundraising Discussions/**Room Hemisfair C3**
10:45 am–12:00 pm	The Fundraiser's Guide to Mid Level Donors/**Room 217A** What Donors Are Saying About Bequests Motivation and Potential/**Room 303** How to Create Your Organization's Donor Retention Systems/**Room 214A**	Career Moves for Young Professionals/**Room 206A** Stewarding Donors with Dementia/**Room 214C** Was the Fear Warranted? A Glimpse Into the Early Effects of the Tax Policy Changes/**Room 304A**	Tips & Tricks to Make Your Small Shop Bigger Faster/**Room 301** Working with a Former Corporate CEO: A Candid Conversation With Development Leaders/**Room 302**	Storytelling in the Real World/**Room Hemisfair C1** The Disney Difference: Newer, Greater, Better Ways of Wowing Donors and Exceeding Goals/**Room Hemisfair C2** Islam & Philanthropy/**Room 206**	Stupid Nonprofit Ads: What Great Fundraisers Can Learn From the Best of the Worst/ **Room 217C**			Getting Value from Your Top Talent - Does Money Equal Worth/**Room Hemisfair C3**
1:30–3:00 PM	**OPENING GENERAL SESSION: FEATURING KEYNOTE SPEAKER SPENCER WEST (HENRY B. GONZALEZ CONVENTION CENTER, HALL 3)**							
3:30–3:45 PM	**COFFEE IN THE MARKETPLACE (HENRY B. GONZALEZ CONVENTION CENTER, HALL 4)**							
4:00–5:15 pm	Donors Are Data: Creating a Donor-Centered Fundraising Operation (Even If You're Data-Phobic)/**Room 301** Your Donor Base and Diversity/**Room 214A**	Ethics: It's Fun, and It's for Everybody/**Room 304** The Blueprint for Fundraising Career Success/**Room 303**	Better Feedback Makes Better Managers/**Room Hemisfair C2** In the Age of Wonder Woman, Why Do Men Still Rule the C-Suite?/**Room Hemisfair C1**	Negotiation Techniques to Make the Right Ask, the Right Way/**Room 302A**	The Annual Campaign: Doing it Well and Then Doing It Even Better Next Year/**Room 214C** Capital Campaign Games: How Will You Face the Challenges?/**Room 205**	The Power of Strategy Maps to Transform Fundraising (on a single sheet of paper)/ **Room 217A**	Storytelling for Board Members: The Key to Unleash New Energy and Commitment/**Room 217C**	Let's Talk About the Elephant in the Room: Mental Health and the Nonprofit Sector/**Room Hemisfair C3**
4/01MON								**4/01MON**
8:00–9:15 am	Do This, Not That: Proven Best Practices for Today's Fundraiser/**Room 302**	Thriving as a Fundraiser in Work and Life/**Room 217C** The Fundraising Profession's Response to Tax Reform/**Room 214C**	How to Prepare a Crisis Communications Plan to Prevent Major-Donor and Foundation Fallout/**Room 301** Massive Fundraising: How To Double, Triple or Quadruple Your Fundraising Income/ **Room Hemisfair C2**	Gateway to Healing: Exploring How Donors Deal With Grief Through Philanthropy/**Room 214A** Practicing Gratitude, Learning From Fred Rogers, and Making Fundraising Easier and More Joyful/**Room 304** Being Donor Centered in Changing Times/**Room Hemisfair C1**	Amplifying Your Storytelling -Harnessing the Power of Media for Social Good/**Room 217A**		Young Professionals and Junior Boards: Beyond the Kids' Table to Meaningful Engagement/ **Room 303**	Migration at the Borders: Managing the Crisis/**Room Hemisfair C3**
9:15–10:00 AM	**COFFEE IN THE MARKETPLACE (HENRY B. GONZALEZ CONVENTION CENTER, HALL 4)**							
10:15–11:30 am	Social Listening for Deeper Donor Engagement / **Room 217C**	Ethics in the Age of Social Media/**Room 217A** Are You Prepared to Let Your Donors Push You Around?/**Room 302** Year-In-Review: Spanning the Globe for Recent Court Decisions & Legal Developments in Fundraising & Philanthropy/**Room 206**	Small Shop Survival Guide: How to Build a Thriving Fundraising Program Alone(ish)/ **Room 304** Fundraising from the Whole Community: Diversity as a Powerful Fundraising Strategy/ **Room 206**	The Color of Money/**Room 303** Cultivation Events: A Major Key to Successful Fundraising/**Room Hemisfair C1**	The Seven Deadly Sins of Cause Sponsorship /**Room 214A** Nine Ways to Turbocharge Your Grant-Seeking/**Room 301** Face to Face with A Major Gift Donor for the First Time/**Room Hemisfair C2** Pathways to the Major Gift Ask - Getting Referrals from Physicians and Professional Advisors/ **Room 205**	The New Science of Fundraising: Neuroscience, Behavioral Economics, and Fundraising/ **Room 214C**		Managing the Revolution (aka The Revolution Will Be Project Managed)/ **Room Hemisfair C3**
1:15–2:30 pm	Prospect Research and Prospect Management: There is No Silver Bullet! /**Room 214A**		Your Money is Tight Because Your Staff Isn't Right/**Room 214C** Be a Giant/**Room 304** Fundraising from the Whole Community: Diversity as a Powerful Fundraising Strategy/ **Room 206**	Don't Be a Drag - Just Be a Queen: How to Rule with LGBTQ Donors/ **Room 301** Introverts Unite: Unleashing the Hidden Fundraising Talents of the Most Undervalued People in the Room /**Room 303** Inside the Mind of a Major Donor/**Room Hemisfair C2**	Using Storytelling in Planned Giving: New Findings on Storytelling and Gifts and Wills/**Room 217C** The 5-Step Foolproof Method for Any ASK!/**Room Hemisfair C1** Considering a Capital Campaign?: Six Critical Tools You Need to Lead a Successful Campaign/**Room 205** Getting Involved in the ACFRE Process/**Room 210A**	A Critical Look at Fundraising in the United States/ **Room 217A** Everything We Know About Fundraising Is (Mostly) Wrong/**Room 302**		
3:00–4:15 pm	The Donors of Tomorrow: Effective Ways to Engage Young Donors/**Room 303**	Flies Round Their Eyes: How Should We Respect Beneficaries' Dignity While Raising the Most Money?/**Room 217A**	The Five Strategic Planning Tools That Lead to Fundraising Success! /**Room 214C** How Do Great Fundraisers Become Great Managers?/**Room 217C** Me, Myself, and I: Successfully Running a One-Man Development Shop/**Room 304**	Five Must Haves for Your Funder Site Visit/**Room 302** The Case for Support Playbook: Using Unexpected Stories and Sticky Ideas to Engage Supporters/**Room Hemisfair C1** Overcoming Physician Objections to Grateful Patient Fundraising/**Room 205**	Pay No Attention to that Woman Behind the Curtain! DirectMail in The Land of Oz /**Room 206** The Secret Sauce That Turned $100 Per Month into $6.5 Million/**Room Hemisfair C2** The Robots Are Coming: Artificial Intelligence and the Future of Fundraising/**Room 214A**	Better By Design: Practical Advice for Applying Donor-Centric Design Thinking/**Room 301**		From Making Waves to Creating A Tsunami of Change/**Room Hemisfair C3**
4:30–5:30 PM	**HAPPY HOUR IN THE MARKETPLACE (HENRY B. GONZALEZ CONVENTION CENTER, HALL 4)**							
4/02TUE								**3/02TUE**
8:00–9:15 am	The Analytics Journey Throughout Your Campaign/ **Room 214A** Is Prospect Research Invasive? The Structure and Ethics of Prospect Research/**Room 205**	Through the Looking Glass: Articulating Your Identity as a Professional Fundraiser/**Room 301**	Conquering Imposter Syndrome: Understanding and Demonstrating Your Value/ **Room 217C**	Forensic Philanthropy: What Killed Your Donor? How to Extend the Life of a Donor Relationship/**Room 303** Building Donor Loyalty: Lessons From Research/**Room Hemisfair C2**	Major-Gift Cultivation and Stewardship at Special Events: It Can Work! A Case Study/ **Room 206** Is The Idea of Charity Getting In The Way of Change/**Room 214C**	Digital Envy: Showcasing the Best of Digital Fundraising/**Room 302** Embracing Innovation to Engage and Inspire Millennials and Gen Z to Give/**Room Hemisfair C1**	Design Board Meetings that Elicit Governance and Fundraising/ **Room 304**	
9:15–10:00 AM	**COFFEE IN THE MARKETPLACE (HENRY B. GONZALEZ CONVENTION CENTER, HALL 4)**							
10:15–11:30 am	How to Use Email and Social Media to Create an Exceptional First-Time Donor Experience/**Room 206**	Who Can I Run To? Building Your Mentor Network/**Room 301**	Ready, Set, Succeed! Effective Onboarding for Fundraising Professionals/**Room 214A** Sustainable Leadership for Mission Impact/**Room 304** Measuring Fundraising Effectiveness: The Conversations Nonprofits Aren't Having/ **Room 205**	New Trends in Donor Stewardship: Saying "Thank You" All Year Long/ **Room 217C** Our Best Donors Are Aging: Communicating to and Working With Seniors/ **Room 303**	Tax Reform and Impact on Giving/**Room 302** Planned Giving by Phone? How Telephone Outreach Can Significantly Impact Your Planned Giving Program/**Room Hemisfair C2**	Friends with Benefits – Could Conscious Coupling be the New Future of Fundraising? /**Room 217A** Crowdfunding: How the Rules of Fundraising Have Changed/**Room Hemisfair C1**	The Perfect Match: Corporate Volunteers Will Make Donors "Walk Into Your House" / **Room 214C**	Inclusion in the Age of Diversity, Part II: Beyond Recruitment/**Room Hemisfair C3**
1:00–2:30 PM	**CLOSING GENERAL SESSION: FEATURING KEYNOTE SPEAKER SOLEDAD O'BRIEN(HENRY B. GONZALEZ CONVENTION CENTER, HALL 3)**							

Lunch Hours

See page 5, Where to Eat?

SUNDAY | MARCH 31
11:30 AM–1:30 PM

MONDAY | APRIL 1
11:30 AM–1:30 PM

TUESDAY | APRIL 2
11:00 AM–1:00 PM

Learning Lab 1 in the Marketplace

SUNDAY | MARCH 31

11:30–11:45 AM How to Use Instagram for Irresistible Visual Storytelling
12:00–12:15 PM Leveraging Your Organizational Brand with LinkedIn
12:15 –12:30 PM Creating Informed Content Calendars
12:45–1:00 PM It's A Small World After All: Best Practices in Social Media Around the Globe
3:15–4:30 PM How to Become a CFRE

MONDAY | APRIL 1

9:15–9:30 AM Keep Your Social Media Stakeholders Close ... But How Close??
9:30 AM–9:45 AM Fundraising and Social Media During a Tragedy
10:00–11:15 AM How to Become a Speaker at AFP ICON
11:30–11:45 AM The Social Media Sweet Spot: The Right Story - The Right Format - The Right Channel
11:45 AM–12:00 PM How to Schedule a Facebook Live Broadcast for Your Nonprofit Using Belive.tv
12:15–12:45 PM The Amazing, Peeptastic "AFPeeps Game Show"
1:45–2:15 PM Learn All About AFP360°! Powered By Korn Ferry Advance
2:30–3:45 PM AFP Content Peeps
4:00–4:30 PM Learn All About AFP360°! Powered By Korn Ferry Advance

TUESDAY APRIL 2

9:15–9:30 AM Blackbaud Peeps
9:30–9:45 AM Thank, Inform and Engage Your Supporters with Personalized Videos
10:00–11:15 AM How to Use AFP's Donor Giving Data to Improve Your Fundraising Results
11:30 AM–11:45 AM Using Facebook & Instagram to Boost Your Legacy Program
11:45 AM–12:00 PM A Series of Unfortunate Events: Why You Need Social Media Policies

Learning Lab 2 in the Marketplace

SUNDAY | MARCH 31

11:15–11:45 AM Work Smarter! Digitize Revenue Streams and Drive Productivity
12:00–12:30 PM Your Big 3 Missed Opportunities in Event Fundraising. Close. Those. Gaps
3:15–4:30 PM Five Trends Shaping The Future of Events

MONDAY, APRIL 1

9:15–9:45 AM An Intimate Dinner with GoFundMe: The Least Product Tour-y Product Tour Ever
10:00–10:30 AM Unlock New Revenue Today: Why Your Volunteer and Development Teams Need Collaboration & How to Unite Them
10:45–11:15 AM Who, When and How Much: Making Confident Major Gift Asks With iWave
11:30 AM–12:00 PM Acquiring New Monthly Donors through the Power of Social Media
12:15–12:45 PM Use Live Fundraising to Raise More and Attract a Younger Demo
1:00–1:30 PM How to Leverage One-to-One Texting to Drive Donor Engagement
1:45–2:15 PM It's Magic! Uplevel Insights with AI and Predictive Analytics
2:30–3:00 PM Using Automation to Personalize Donor Experiences and Punch Above Your Weight Class
3:15–3:45 PM Go Big! Manage and Steward Your Major Donors

TUESDAY, APRIL 2

10:00–10:30 AM Acquire, Inspire and Convert New Donors
10:45 AM–12:00 PM Content Strategy for Donor Engagement: A Mini-Workshop

AFP ICON 2019 | SAN ANTONIO, TX | MAR 31 - APR 2

QUICK GUIDE

Presenting Sponsor: blackbaud power your passion

Brought to you by: AFP Association of Fundraising Professionals

TRACK: CURRENT AND PROSPECTIVE DONOR RESEARCH
ROOM: 217A
LEVEL: Introductory/Foundational

Social Styles in Fundraising for the Emerging Fundraiser

One of the critical pillars of success for fundraisers is knowing your social style. Understanding this early in your fundraising career creates a higher probability of success for you and your organization. The most effective fundraisers know what really drives the work of your non-profit—your donors. Improve your fundraising results by understanding how your social style impacts your communication with potential donors. Explore how to gain insight into how your donor is thinking and how to find the best way to approach prospects.

Tony Beall
Sanford Institute of Philanthropy, San Diego, CA

Krista Berry Ortega
Sanford Institute of Philanthropy, San Diego, CA

Session presented by AFP Impact Partner

SANFORD INSTITUTE of PHILANTHROPY™

Track sponsored by

iwave™ Fundraise with Confidence

TRACK: TRENDS AND INNOVATION
ROOM: 217C
LEVEL: Introductory/Foundational

Strategies to Successfully Undergo a Digital Transformation

Many organizations are looking to embrace technology but few know where to start. In this session we'll showcase the importance of undergoing a digital transformation, provide some recommendations on how to prepare, and highlight how to implement a change management strategy.

Lori Freeman
Salesforce.org, Austin, TX

Jarrett O'Brien
Salesforce.org, San Francisco, CA

Jaclene Roshan
Salesforce.org, New York, NY

Session presented and track sponsored by AFP Impact Partner

salesforce.org

TRACK: LEADERSHIP AND MANAGEMENT
ROOM: 301
LEVEL: Introductory/Foundational

Microaggressions: A Major Hinderance to Effective Fundraising

Diversity, equity, and inclusion are core values throughout all aspects of our work. What are microaggressions and how do they keep development professionals from raising much-needed dollars to drive organizational impact? Join us for an interactive, facilitated WORKshop that will move us from conversation into action.

Tanya M. Odom, EdM
Global Diversity and Inclusion and Education Consultant and Executive Coach, New York, NY

Session sponsored by

THE ALFORD GROUP

TRACK: SECURING THE GIFT
ROOM: 302
LEVEL: Applied

Growing Your Giving Day

We've left our goals in the dust for three consecutive years! Join development and marketing staff from Trinity University to learn how we've grown our 24-Hour Challenge, and how we've worked together to build on our successes! We'll provide tips on how we created challenges that engaged alumni and students.

Michelle Bartonico
Trinity University, San Antonio, TX

Kathy McNeill
Trinity University, San Antonio, TX

Cynthia Uviedo
Trinity University, San Antonio, TX

3/31SUN

9:00–10:15 AM

TRACK: RELATIONSHIP BUILDING
ROOM: 303
LEVEL: Introductory/Foundational

Why Your Donor Doesn't Want to Meet, and What You Can Do About It

It's a problem every fundraiser faces: how to deepen your relationship with a donor who says 'no' to your invitations to meet. Don't give up on these donors! They may not want to meet, but that doesn't mean they're not interested. Learn how charities big and small are starting dialogues, cultivating prospects, converting supporters to gifts, and stewarding these donors all without ever meeting them in person—and how you can too!

Aimée Lindenberger, CSE
Refocus Communications & Fundraising, Langley, BC, Canada

TRACK: ETHICS, ACCOUNTABILITY AND PROFESSIONALISM
ROOM: 304
LEVEL: Applied

Hello Mr. Zuckerberg… Can We Have a Relationship?"

Eligible for 1.25 ACFRE credits in Ethics

Supporters' and donors' attitudes of their privacy rights are changing the world over in the context of changes to data legislation and wider societal norms. You will learn how UK fundraisers have successfully responded to these cultural and regulatory changes, put more effort into understanding their supporters, put supporter preferences first, innovated in their approaches, and built deeper and more effective relationships for the benefit of their causes.

Amanda Bringans
British Heart Foundation, London, UK

Peter Lewis
Institute of Fundraising, London, UK

TRACK: SECURING THE GIFT
ROOM: Hemisfair C1
LEVEL: Applied

Use the New 2019 Corporate Social Responsibility Trends to Win More Sponsorships

We asked 150 corporate social responsibility (CSR) experts about trends in their sector and came up with the CSR trends for 2019, direct from the people making the decisions about which causes to partner with and why. In this session, we will break down those trends so you can acquire, maximize and renew corporate sponsors while significantly increasing funds raised through sponsorships and corporate partnerships.

Maureen Carlson
Catalist, LLC, Austin, TX

Chris Perry
Children's Miracle Network Hospitals, Salt Lake City, UT

TRACK: RELATIONSHIP BUILDING
ROOM: Hemisfair C2
LEVEL: Applied

Effective Cultivation Techniques: The Ties That Bind

Effective, strategic cultivation distinguishes an outstanding performer from a solid fundraiser. Are these skills firmly in your wheelhouse? In this session, we'll explore the multiplicity of things you can do to engage and inspire your prospects. From creative engagement moves to asking probing questions that get at the heart of what gets a prospect's juices flowing, this session will help you expand your repertoire of effective donor cultivation strategies.

Anne Melvin, JD
Harvard University, Cambridge, MA

10:45 AM–12:00 PM

TRACK: ETHICS, ACCOUNTABILITY AND PROFESSIONALISM
ROOM: 206
LEVEL: Introductory/Foundational

Career Moves for Young Professionals

Whether you are a recent graduate looking to transition into the field, or looking to make your next upward move, this session is for you. Changing jobs frequently can make you look uncommitted, but moving to a new organization can also expand your opportunities, salary potential, professional network, and skill set. Learn strategies to take your career exactly where you want it to go.

Melissa Neeley
Arms Wide Adoption Services, Houston, TX

Lauren Futch
UTHealth Science Center, Houston, TX

Session sponsored by AFP Impact Partner

SANFORD INSTITUTE of PHILANTHROPY™

TRACK: REBELS, RENEGADES, AND PIONEERS
ROOM: Hemisfair C3
LEVEL: Strategic

Getting Value from Your Top Talent – Does Money Equal Worth?

It's a fundraiser's market out there. High demand for top talent has seen salaries go up as finding highly skilled professionals is getting harder to find. But are you getting value for your top talent? Are your donors? What value do people with big salaries bring to the organization? This session will explore the challenges of managing talent in a sector where such salary disparities exist and little attention is given to value for top talent.

Scott Fortnum, MA, CFRE, ACFRE
Children's Health Foundation, London, ON, Canada

Nancy Racett, CFRE, AFP Master Trainer
DRi (Development Resources, inc.), Arlington, VA

TRACK: CURRENT AND PROSPECTIVE DONOR RESEARCH
ROOM: 214A
LEVEL: Applied

How to Create Your Organization's Donor Retention Systems

Learn how to build a road-map of success, driving you toward generating sustainable fundraising revenue throughout the year.

Pamela Grow
Basics & More Fundraising, Haverford, PA

Session presented by AFP Impact Partner

donorperfect fundraising growth platform

Track sponsored by

iwave™ Fundraise with Confidence

TRACK: ETHIC ACCOUNTABILITY AND PROFESSIONALISM
ROOM: 214C
LEVEL: Applied

Stewarding Donors with Dementia

Eligible for 1.25 ACFRE credits in Ethics

Do you know the warning signs of dementia? Do you know how to effectively communicate with a faithful donor in a meaningful and ethical way? Too many of our aging donors are experiencing diminished mental capacities, especially the disease of dementia. This session will empower professional fundraisers to work with these donors by explaining how to recognize the signs of dementia and implement communication strategies that steward faithful donors in meaningful and ethical ways.

Robert Hofmann, MA, CFRE
University of Minnesota Duluth, Duluth, MN

Jolene Hyppa-Martin, PhD, CCC-S
University of Minnesota Duluth, Duluth, MN

3/31SUN

10:45 AM–12:00 PM

TRACK: CURRENT AND PROSPECTIVE DONOR RESEARCH
ROOM: 217A
LEVEL: Applied

The Fundraiser's Guide to Mid-Level Donors

Do you know what mid-level donors actually want? Or why some of them will refuse to read your appeals yet still give? Presenting case studies and research from the UK, Canada, Australia, Japan and the US, we'll tell you what turns them on and off. In this session, you'll see firsthand what donors really need from fundraisers and learn how you can give donors just what they need to do more.

Amber Nathan, MMRS
Bluefrog Fundraising Ltd, London, UK

Mark Phillips, MSc
Bluefrog Fundraising Ltd, London, UK

Track sponsored by

iwave
Fundraise with Confidence

TRACK: RELATIONSHIP BUILDING
ROOM: 205
LEVEL: Introductory/Foundational

Islam & Philanthropy

Learn about religious philanthropic traditions and charitable practices in Islam. As one of the largest global religions, and most misunderstood, this timely discussion will provide insights into engaging Muslims in your mission. Position your charity to be more diverse and take the lead in promoting cross-cultural and inter-religious avenues to enhance your outreach.

Sana Mahboob, B.Sc
University of Manitoba, Winnipeg, MB, Canada

Muhi Khwaja, MPA, CFRE, CFRM
American Red Cross & American Muslim Fund, San Jose, CA

TRACK: SECURING THE GIFT
ROOM: 217C
LEVEL: Applied

Stupid Nonprofit Ads: What Great Fundraisers Can Learn From the Best of the Worst

Based on Jeff Brooks' popular and long-running blog series, Stupid Nonprofit Ads, this session will take a look at some badly misdirected ads done for and by non-profit organizations. We'll have a good laugh—but more important, we'll discover how to avoid the very tempting errors they make. We'll also use these ads as a springboard for new thinking about fundraising, something we urgently need in this time of change!

Jeff Brooks, MA
Moceanic, Seattle, WA

TRACK: LEADERSHIP AND MANAGEMENT
ROOM: 301
LEVEL: Applied

Tips & Tricks to Make Your Small Shop Bigger Faster

You work in a small, or one person, shop, and you have to do it all. How can you grow, grow faster without sacrificing quality? Learn tips and tricks from professionals with more than half a century of work experience in small and one-person shops. These tips and tricks are specifically focused for small shop professionals, regardless of experience level.

Jim McBride, DDC
AIDS Legal Referral Panel (ALRP), San Francisco, CA

B.Michael McFarland
Foundation for a College Education, East Palo Alto, CA

James Phelps, ACFRE
JKP Fundraising LLC, Vancouver, WA

TRACK: LEADERSHIP AND MANAGEMENT
ROOM: 302
LEVEL: Strategic

Working With a Former Corporate CEO: A Candid Conversation with Development Leaders

When a corporate executive takes a nonprofit CEO role, how does it impact the development leader? This common occurrence presents unique challenges for chief development officers (CDOs)—especially since development can feel foreign to a nonprofit transplant. This session will feature a CEO and development leader who has lived through this scenario and will share their trials, triumphs, and advice. All development leaders can learn from this straight-talking, candid session.

Brenda Swartz
Concordia Place, Chicago, IL

Marian DeBerry
Campbell & Company, Chicago, IL

Brynn Blanchard, CFRE
Seattle Humane Society, Bellevue, WA

TRACK: CURRENT AND PROSPECTIVE DONOR RESEARCH
ROOM: 303
LEVEL: Strategic

What Donors Are Saying About Bequests Motivation and Potential

Most donors with bequests don't tell you they've named you in their wills. So how do you steward them if you don't know who they are? And what is the real potential among other supporters who could become planned-gift donors? Penelope Burk will discuss her new survey of 7,700 donors.

Penelope Burk
Cygnus Applied Research, Inc., Chicago, IL

Track sponsored by

iwave
Fundraise with Confidence

TRACK: ETHICS, ACCOUNTABILITY AND PROFESSIONALISM
ROOM: 304
LEVEL: Applied

Was the Fear Warranted? A Glimpse Into the Early Effects of the Tax Policy Changes

The 2017 Tax Cuts and Jobs Act has now been in effect for a full year. Was the concern among many nonprofit organizations that charitable giving would decrease warranted? Join us for a first glimpse into how the policy changes affected charitable giving (if at all). We will also explore any unexpected effects in addition to discussing the current policy landscape at both the national and state levels.

Randy Cohen
Americans for the Arts, Washington, DC

Allison Grayson
Independent Sector, Washington, DC

Sasha Zarins
Indiana University Lilly Family School of Philanthropy, Indianapolis, IN

Una Osili, PhD
Indiana University Lilly Family School of Philanthropy, Indianapolis, IN

TRACK: RELATIONSHIP BUILDING
ROOM: Hemisfair C1
LEVEL: Introductory/Foundational

Storytelling in the Real World

"For sale: Baby shoes, never worn." This could be the shortest story Ernest Hemingway ever told. As a fundraiser, your stories needn't be long. But: You Must. Tell. Stories! In this session, you will get right to the heart of why storytelling matters in fundraising. Join these professional storytellers and channel your inner Hemingway!

Leah Eustace, CFRE, ACFRE
Blue Canoe Philanthropy, Ottawa, ON, Canada

Laura Amerman, CFRE
Breakthrough New York, New York, NY

Michael Delzotti, CFRE, CSPG, FCEP
UK Markey Cancer Foundation, Lexington, KY

Alice Ferris, CFRE, ACFRE, AFP Master Trainer
GoalBusters Consulting, Flagstaff, AZ

3/31SUN

10:45 AM–12:00 PM

TRACK: RELATIONSHIP BUILDING
ROOM: Hemisfair C2
LEVEL: Applied

The Disney Difference: Newer, Greater, Better Ways of Wowing Donors and Exceeding Goals

One corporation sets the standard for brand loyalty and customer satisfaction: The Walt Disney Company. Learn how to apply Disney-like techniques in fundraising in this session that includes all-new material from Wayne Olson's book The Disney Difference and research since its publication. Learn practical lessons to make your organization more like Disney and achieve Disney-like results.

Wayne Olson, JD
Wayne Olson Consulting LLC, Owens Cross Road, AL

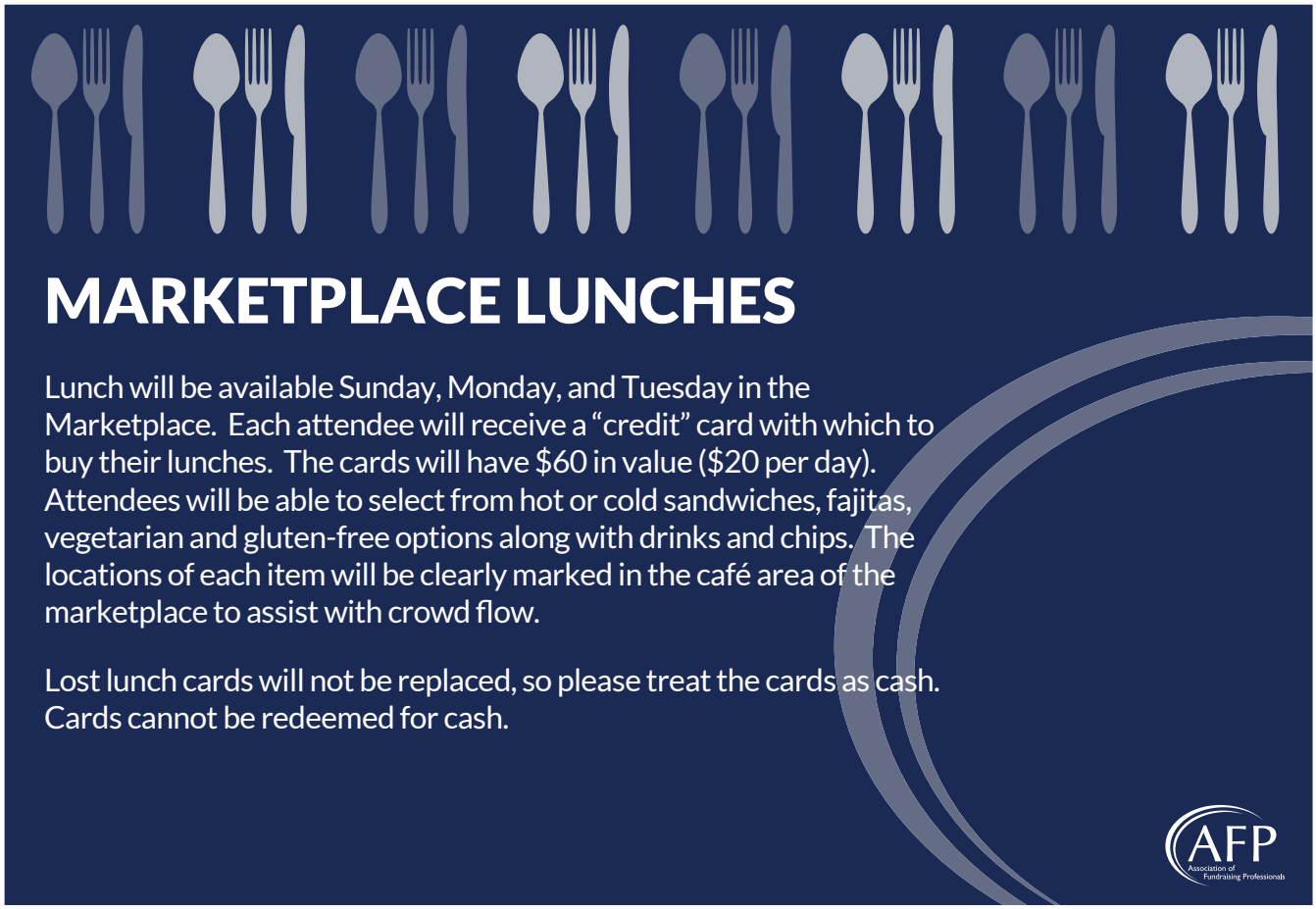
11:15– 11:45 AM

ROOM: AFP Marketplace – Learning Lab 2

Work Smarter! Digitize Revenue Streams and Drive Productivity

Join us to learn how you can digitize revenue streams across donations, grants, direct mail and earned income on Salesforce.org Nonprofit Cloud while driving productivity.

Basil Tilmon
Salesforce.org, Washington, DC



11:30–11:45 AM

AFPEEPS U
ROOM: AFP Marketplace – Learning Lab 1

How to Use Instagram for Irresistible Visual Storytelling

With hundreds of thousands of brands, nonprofits, and organizations sharing photos and videos on Instagram, how can your cause cut through the clutter and stand out? Join Julia Campbell for a review of current Instagram trends like Instagram Stories, how to stand out in the feed, and battle-tested tools to use to ramp up your reach and engagement.

Julia Campbell
J Campbell Social Marketing, Wenham, MA

11:30 AM – 1:30 PM

Lunch & Marketplace Time

(Henry B. Gonzalez Convention Center, Hall 4)

Visit with exhibitors and grab lunch.
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12:00–12:15 PM

AFPEEPS U
ROOM: AFP Marketplace – Learning Lab 1

Leveraging Your Organizational Brand with LinkedIn

Many use LinkedIn daily to forward their personal brands, and there are many ways we can use it to forward organizational brands as well. Using real examples, we'll discuss what some leading organizations are doing and how it's helping their success.

Scott Fortnum, MA, CFRE, ACFRE
Children's Health Foundation, London, ON, Canada

12:00–12:30 PM

ROOM: AFP Marketplace – Learning Lab 2

Your Big 3 Missed Opportunities in Event Fundraising. Close. Those. Gaps

Dianne Kleber
GiveSmart by Community Brands, Chicago, IL

12:15–12:30 PM

AFPEEPS U
ROOM: AFP Marketplace – Learning Lab 1

Creating Informed Content Calendars

"You're going to want to post something every day," they said. Really? Is that an informed suggestion or just something that sounds good? And what do you post? At what time? Why doesn't anyone "like" my posts? During this session, we'll explore steps to create a content calendar that makes sense for you, as well as how to use social media analytics to inform when to post and discover what kind of content is successful.

John Dawe, MNA, CNP, CFRE
GoalBusters

Take a Break!

Stop by the AFP Quiet room (room 212A) during the conference to take a few moments to re-charge and unplug.

3/31SUN

12:45–1:00PM

AFPEEPS U
ROOM: AFP Marketplace – Learning Lab 1

It's A Small World After All: Best Practices in Social Media Around the Globe

Social media platforms have allowed us more access than ever to communities around the globe, and each culture has similar, yet distinct, strategies that work. With input from our colleagues around the world, we'll present a whirlwind tour of what works in other countries and how it may be useful for you.

Alice Ferris, MBA, CFRE, ACFRE
GoalBusters Consulting, Flagstaff, AZ

James Anderson, CFRE, AFP Master Trainer
GoalBusters Consulting, Flagstaff, AZ

1:30–3:00 PM

Opening General Session

Henry B. Gonzalez Convention Center, Hall 3

Keynote Speaker Spencer West

The life of visionary and activist Spencer West has been marked by both obstacles and triumph. After losing both legs from the pelvis down at the age of five, he entered a world that might have easily defeated him. Instead, he tackled challenge after challenge, learning to navigate in a world set against those with disabilities. His many accomplishments and lessons learned along the way, led him to discover the techniques business leaders, professionals, educators and young people can use to redefine possible in their own lives and careers. Spencer's words and actions have encouraged millions to stand up, face challenges and embrace change.

During this session attendees will hear important announcements and updates from AFP leaders.

Funded in part by the Maurice G. Gurin Lecture on Philanthropy Endowment at the AFP Foundation for Philanthropy

AFP Foundation for Philanthropy

3:00–3:45 PM

Coffee & Marketplace Time

(Henry B. Gonzalez Convention Center, Hall 4)

Spend some time in the marketplace visiting and learning from over 150 exhibitors. See the pullout and page 79 for a complete directory of exhibitors!

3:15–4:30 PM

ROOM: AFP Marketplace - Learning Lab 2

Five Trends Shaping The Future of Events

PCMA & Marriott International conducted future of events research and uncovered some intriguing trends. Focused on five key areas: emotional intelligence, orchestrated serendipity, multi-modal design, making a meaningful impact and leveraging your surroundings, the study reveals how they will usher in a new era of experiences. This will be a collaborative session, allowing participants to work through each trend and determine steps they can take to enhance their events.

Carrie Johnson
PCMA, Chicago, IL

ROOM: AFP Marketplace – Learning Lab 1

How to Become a CFRE

The Certified Fund Raising Executive (CFRE) credential is the only accredited certification for fundraising and should be part of every fundraising professional's career path. Come to this session to learn more about the CFRE credential – what it is, what it can do for your career advancement, how it complements education programs for fundraisers, the application requirements and content and tips for taking the CFRE exam. The presenter was a CFRE for 15 years until becoming President and CEO of CFRE International and understands that you have a lot of choices to make when it comes to your career path. Come to this session to get answers to your questions and find out why achieving the CFRE credential is something you should consider as you grow as a fundraising professional.

Eva Aldrich, PhD, CAE
CFRE International, Alexandria, VA

4:00–5:15 PM

TRACK: SECURING THE GIFT
ROOM: 205
LEVEL: Applied

Capital Campaign Games: How Will You Face the Challenges?

Dive into this hands-on session to learn what you absolutely need for capital campaign success. We will work in teams navigating "campaign surprises," and using a limited number of tools and your own unlimited creativity, you'll compete to bring your campaign to a successful conclusion. Learn about real-world examples of success in the face of adversity.

Nancy Mosley, CFRE
Baylor College of Medicine, Houston, TX

Kirsten Schachter
Memorial Hermann Foundation, Houston, TX

TRACK: REBELS, RENEGADES, AND PIONEERS
ROOM: Hemisfair C3
LEVEL: Strategic

Let's Talk about the Elephant in the Room: Mental Health and the Nonprofit Sector

Between long hours, low wages, leadership challenges, and highly stressful environments, nonprofit work may be contributing to mental health challenges. This session will explore what it's like to live and work with mental illness, the fear of disclosure, creating safe spaces for those who are suffering, educating colleagues, and so much more.

Leah Eustace, CFRE, ACFRE
Blue Canoe Philanthropy, Ottawa, ON, Canada

Ligia Pena, CFRE, MInstF
Greenpeace International, Montreal, QC, Canada

Ian Adair
Gracepoint Foundation, Tampa, FL

David Chow
UW Medicine, Seattle, WA

SEE PAGE 4 FOR LIST OF ALL REBEL SESSIONS

TRACK: CURRENT AND PROSPECTIVE DONOR RESEARCH
ROOM: 214A
LEVEL: Applied

Your Donor Base and Diversity

Having a diverse donor base can positively impact your organization's fundraising goals and create new opportunities, but building that base takes thoughtful planning. Breaking through barriers of unconscious bias and institutional racism/sexism, this session will challenge you to hold discussions with your team around a donor diversity plan. Attendees will learn how to use data to tell a story that encourages representation and inclusion.

Greg Cortez, CFRE
The University of Texas at San Antonio, San Antonio, TX

Track sponsored by

iWave
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TRACK: SECURING THE GIFT
ROOM: 214C
LEVEL: Introductory/Foundational

The Annual Campaign: Doing It Well and Then Doing It Even Better Next Year

Participants in this session will laugh while learning the ABCs (and secrets!) of annual campaigning. Starting at the beginning, this session covers planning, organizing, and executing campaigns that will grow from year to year—being innovative every step of the way! All participants will leave the session with an executable road map for running an annual campaign and also a much higher likelihood of meeting all annual campaign goals—year after year.

Jane Stein, MBA, AFP Master Trainer
JPS Consulting, Norfolk, VA

3/31SUN

4:00–5:15 PM

TRACK: TRENDS AND INNOVATION
ROOM: 217A
LEVEL: Strategic

The Power of Strategy Maps to Transform Fundraising (on a single sheet of paper)

Eligible for 1.25 ACFRE credits in Management

This workshop will introduce you to the latest version of the balanced scorecard methodology—strategy maps. Radically different from other cookie cutter fundraising models, this approach offers you profound insights into your "fundraising business model," explaining both what you want to achieve and how you will achieve it. This can be displayed on a single sheet of paper, making your plan easy to understand and explain to boards, staff, and major donors.

Bernard Ross, BA
The Management Centre, London, UK

Thomas Kurmann, lic.phil
Doctors WIthout Borders, New York, NY

Alan Hutson, MPA, CFRE, AFP Master Trainer
The Monument Group, Inc., Richmond, VA

Track sponsored by AFP Impact Partner

salesforce.org

TRACK: LEADERSHIP AND MANAGEMENT
ROOM: Hemisfair C2
LEVEL: Applied

Better Feedback Makes Better Managers

Eligible for 1.25 ACFRE credits in Management

Giving feedback is an essential skill for every manager, but it's often neglected in fundraising shops. Good feedback is a matter of three things: understanding what makes us uncomfortable, learning some easy-to-implement rules for giving it, and follow through. We'll explore all three and practice it in a safe and non-threating environment. Better feedback means better managers, more trust in the office, and a happier staff all around.

Anne Melvin, JD
Harvard University, Cambridge, MA

TRACK: CURRENT AND PROSPECTIVE DONOR RESEARCH
ROOM: 301
LEVEL: Applied

Donors ARE Data: Creating a Donor-Centered Fundraising Operation (Even If You're Data-Phobic)

You want your communications to be full of Donor Love but you just can't seem to get there. Plagued with data issues and administrative problems, how can you cut through the distractions to get to what really matters. We'll cover several techniques you can implement right away, regardless of your technological know-how, to have clean, beautiful data and fewer disruptions so you can put the focus where it belongs—your donors.

T. Clay Buck, CFRE, AFP Master Trainer
Boys & Girls Clubs of Southern Nevada, Las Vegas, NV

Track sponsored by

iwave
Fundraise with Confidence

TRACK: RELATIONSHIP BUILDING
ROOM: 302
LEVEL: Applied

Negotiation Techniques to Make the Right Ask, the Right Way

How do you manage corporate partners, improve engagement and build strong relationships? This session will help you prospect and identify opportunities for new partnerships. How? Learn to use and practice the best trading techniques by establishing necessary connections with whomever is on the other side of the table. Ever heard of the "elevator pitch?" Come learn more about how to break out of your shell and make the right ask, the right way.

Michel Freller, Master PUC
Criando Consultoria ltda, São Paulo, Brazil

Ana Flavia Godoi, Master UERJ
Civil Construction Social Services - SECONCI, Rio de Janeiro - RJ, Brazil

Take a Break!

Stop by the AFP Quiet room (room 212A) during the conference to take a few moments to re-charge and unplug.

TRACK: ETHICS, ACCOUNTABILITY AND PROFESSIONALISM
ROOM: 304
LEVEL: Introductory/Foundational

Ethics: It's Fun, and It's for Everybody

Fundraising for charity is a public trust. Maintaining ethical principles is the basis for keeping this trust. Adhering to ethical standards is also the best way to maintain donor trust, thereby increasing donor retention and commitment. Join us for an interactive, case-based session highlighting how to resolve common ethical dilemmas and create a culture of ethics within your organization.

Mark Hefter, JD, LLM, CPA
American Technion Society, New York, NY

Robbe Healey, MBA, NHA, ACFRE
Aurora Philanthropic Consulting, West Chester, PA

TRACK: ETHICS, ACCOUNTABILITY AND PROFESSIONALISM
ROOM: 303
LEVEL: Applied

The Blueprint for Fundraising Career Success

Tired of shotgunning fundraising job applications and getting nowhere? What if the problem is your first contact? Maybe it's your resume or cover letter. Are you wondering how to make your resume and cover letter stand out? How can you show your connection to a cause in your cover letter? Bring your resume and cover letter. We'll edit them together!

Mazarine Treyz
Wild Woman Fundraising, Portland, OR

TRACK: LEADERSHIP AND MANAGEMENT
ROOM: Hemisfair C1
LEVEL: Strategic

In the Age of Wonder Woman, Why Do Men Still Rule the C-Suite?

Eligible for 1.25 ACFRE credits in Leadership

Barriers to equitable salaries and advancement to C-level leadership positions persist for women in our field, the nonprofit sector more broadly and the corporate sector, even though they comprise 70 percent of all fundraising professionals. Join us for an open, candid exploration of hidden prejudices, sexual harassment, and other obstacles to gender equity in the workplace. Come prepared to engage in a lively, provocative discussion about what we as advanced professionals can do to create more equitable cultures and climates for women.

Tycely Williams, CFRE
YWCA USA, Washington, DC

Linda Lysakowski, ACFRE, AFP Master Trainer
Capital Venture, Boulder City, NV

Suzy Hart
Marriott Corporation, San Antonio, TX

TRACK: VOLUNTEER INVOLVEMENT
ROOM: 217C
LEVEL: Applied

Storytelling for Board Members: The Key to Unleash New Energy and Commitment

Did you know that when board members share their OWN stories, amazing things happen? It's awesome to see board members suddenly come alive when they start passionately sharing why they support your work. Discover five ways that storytelling can activate your board's enthusiasm and energy. Learn how to set up five simple exercises that will help board members talk authentically, coherently and effectively about your work. They'll have fun too!

Lori Jacobwith
Ignited Fundraising, Eden Prairie, MN

Gail Perry, MBA, CFRE
Gail Perry Associates, Chapel Hill, NC

6:00–7:00 PM

Community Group/Exhibitor Receptions

See page 56 for a complete listing of receptions

AFPICON 2020

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Sounds like the fundraising community, doesn't it?

But we're talking about Baltimore, the resilient port city known as "Charm City."

It's the perfect setting to roll up our sleeves and get to work on learning the skills and expertise needed to raise more funds and change the world.

FOR A LIMITED TIME, GET THE HARDLY-BELIEVABLE SUPER EARLY BIRD RATE FOR THE WORLD'S LARGEST CONFERENCE FOR PROFESSIONAL FUNDRAISERS.

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4/1 MON

6:00–7:00 AM

LOCATION: AFP Convention Center Main Entrance

Running + Walking Tour

Join us bright and early for a brisk walk/run through the streets of the Alamo City. We will break into two groups (one for walkers and one for runners) and explore what the city has to offer. Walk/run will be led by RiverCityRunSA. Space is limited. All levels welcome. Advance registration is required.

7:00–8:00 AM

ROOM: 008A

Friends of Bill W

8:00–9:15 AM

TRACK: REBELS, RENEGADES, AND PIONEERS
ROOM: Hemisfair C3
LEVEL: Strategic

Migration at the Borders: Managing the Crisis

From Syrian refugees fleeing to Europe, the migrant caravan heading to the US, and American minorities rushing to Canadian borders, the common denominator is social impact organizations fighting to help each refugee. How are organizations raising funds for such a polarizing issue? How are they managing the demand on resources?

Ligia Peña, CFRE, MInstF
Greenpeace International, Montreal, QC, Canada

Sylvia Acosta, PhD
YWCA of El Paso Del Norte Region, El Paso, TX

Nancy Santiago Negron
Hispanics in Philanthropy, San Juan, PR

Rita Chahal
Manitoba Interfaith Immigration Council, Winnipeg, MB, Canada

TRACK: RELATIONSHIP BUILDING
ROOM: 214A
LEVEL: Applied

Gateway to Healing: Exploring How Donors Deal With Grief Through Philanthropy

All of our donors will experience grief at some point and this grief can guide philanthropic decisions. As professional fundraisers, we must get creative with how we manage relationships through these tough times. We will examine the various stages involved, how to better collaborate with our peers as we work with grieving donors, and how to support our donors as they leverage philanthropy on their healing journey.

Denise Fernandes
Plan International Canada, Plan Canada, Toronto, ON, Canada

Alexis Gaiptman, CFRE
Montreal Neurological Institute and Hospital (McGill University), Montreal, QC, Canada

Nancy Horvath, CFRE
SickKids Foundation, Toronto, ON, Canada

TRACK: ETHICS, ACCOUNTABILITY AND PROFESSIONALISM
ROOM: 214C
LEVEL: Applied

The Fundraising Profession's Response to Tax Reform

Several different studies have demonstrated the impact (so far) of tax reform on giving. The question remains: How does AFP and the fundraising profession respond in terms of policy and advocacy? Join us for a rousing session led by AFP volunteer leaders about legislative proposals like the universal charitable deduction, how to talk about tax reform with donors and ways to cultivate lawmakers to support our organizations.

Catherine Connolly, MBA, CFRE, AFP Master Trainer
CMConnolly, Elk Grove, CA

Adrienne Longenecker, CFRE
Hill Country Conservancy, Austin, TX

Jeremy Wells, CFRE
The Saint Paul and Minnesota Community Foundations, Saint Paul, MN

4/1 MON

8:00–9:15 AM

TRACK: SECURING THE GIFT
ROOM: 217A
LEVEL: Applied

Amplifying Your Storytelling – Harnessing the Power of Media for Social Good

Emerging media trends create opportunities to combine storytelling with advocacy. Learn from panelists including an online digital news publisher, the president of a top 20 community foundation and the co-founder of a nonprofit media startup. How are they creating a voice for the nonprofit sector, and how can you deploy these ideas in your own community?

Mary Walter-Brown
News Revenue Hub, San Diego, CA

Robert Rivard
Rivard Report, San Antonio, TX

Rebecca "Becca" Brune, MBA, MPA
San Antonio Area Foundation, San Antonio, TX

TRACK: ETHICS, ACCOUNTABILITY AND PROFESSIONALISM
ROOM: 217C
LEVEL: Applied

Thriving as a Fundraiser in Work and Life

Join us for this inspiring session and focus on YOU for a change. You will learn the best coaching "secrets" to mastering your mindset, reducing stress, maximizing your strengths and setting goals in a way that inspires and energizes you to achieve more without feeling overwhelmed and burned out. You will leave with a framework to create your personal "thriving" plan to take control of your life and show your best at work.

Diane Lloyd, CFRE, PCC
Inspired Results Group, Victoria, BC, Canada

TRACK: LEADERSHIP AND MANAGEMENT
ROOM: 301
LEVEL: Strategic

How to Prepare a Crisis Communications Plan to Prevent Major-Donor and Foundation Fallout

Do you have agency issues that keep you up at night? Is there a potential crisis ready to erupt? Are you prepared to address your stakeholders to mitigate risks? Learn what one child welfare provider did to prepare for a newspaper's expose and how the chief advancement officer was prepared to address major donors and foundations to prevent a drop in donations. You'll walk away with information, strategies and talking points to be prepared.

Marisol Barrios, MSPA, APR
Hillsides, Los Angeles, CA

Carrie Espinoza
Hillsides, Los Angeles, CA

TRACK: CURRENT AND PROSPECTIVE DONOR RESEARCH
ROOM: 302
LEVEL: Applied

Do This, Not That: Proven Best Practices for Today's Fundraiser

From the uncertain political climate to new funding models, fundraisers today face many unknowns. Do the fundamentals of fundraising still ring true? Roger Craver and Chuck Longfield have weathered decades of ups and downs by focusing on proven best practices. You'll hear their insights on data-backed practices that produce results.

Chuck Longfield
Blackbaud Institute for Philanthropic Impact, Austin, TX

Roger Craver
The Agitator, Arlington, VA

Session presented by AFP Strategic Partner

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TRACK: VOLUNTEER INVOLVEMENT
ROOM: 303
LEVEL: Introductory/Foundational

Young Professionals and Junior Boards: Beyond the Kids' Table to Meaningful Engagement

Is your organization searching for new ways to leverage the passion, energy, and perspective of millennials and up-and-coming young professionals? A junior board or young professionals/young friends circle could harness that energy to further your mission. As young professionals with experience both as members and staff managers of these groups, we will lead you through the questions to ask before you begin and will share tips for successful, meaningful engagement with your younger supporters.

Sarah Willey, MA, SMS
Great Rivers Environmental Law Center, St. Louis, MO

Corinne Austin
Trailnet, St. Louis, MO

Session sponsored by AFP Impact Partner

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PHILANTHROPY™

TRACK: RELATIONSHIP BUILDING
ROOM: 304
LEVEL: Applied

Practicing Gratitude, Learning From Fred Rogers, and Making Fundraising Easier and More Joyful

Numerous studies have found that people who practice gratitude report fewer symptoms of illness, more optimism and happiness, stronger relationships, and many other benefits. This research applies as much to leading a meaningful life as it does to feeling inspired on the job and effectively engaging donors. Led by The Fred Rogers Company's director of development, this session will explore the ways gratitude serves us a fundraisers, managers, parents, and more.

Alan Friedman, MPM
The Fred Rogers Company, Pittsburgh, PA

Take a Break!

Stop by the AFP Quiet room (room 212A) during the conference to take a few moments to re-charge and unplug.

4/1 MON

8:00–9:15 AM

TRACK: RELATIONSHIP BUILDING
ROOM: Hemisfair C1
LEVEL: Applied

Being Donor-Centered in Changing Times

In a rapidly changing world, fundraising cannot shield itself from change. Making the right choices when resources are limited and competition is fierce is the challenge every development office faces. Backed by new research, Penelope Burk will discuss how donor-centered acknowledgment, communication, and recognition can transform donor relations and fundraising.

Penelope Burk
Cygnus Applied Research, Inc., Chicago, IL

TRACK: LEADERSHIP AND MANAGEMENT
ROOM: Hemisfair C2
LEVEL: Applied

Massive Fundraising: How to Double, Triple, or Quadruple Your Fundraising Income

In this session we'll explore what makes great fundraising organizations truly great. We'll examine new research about the characteristics of effective fundraising leaders, what they choose to focus on and how they think about solving fundraising problems. We'll also look at the focus of their fundraising and how they craft a compelling fundraising case for support based on the "why" of their organization's existence.

Adrian Sargeant, PhD
The Philanthropy Centre, Plymouth, UK

9:15–9:30 AM

AFPEEPS U
ROOM: AFP Marketplace- Learning Lab 1

Keep Your Social Media Stakeholders Close ... But How Close??

When working closely stakeholders and donors, what's the correct balance in social media when it comes to sharing your personal life versus your professional one? Are your family members now "friending" your donors? Does your board chair need to see what you ate at Thanksgiving? Does HIPAA apply? In this session, the presenter will draw on his experience as the lead fundraiser for an independent school that includes services to students with disabilities.

Kirk Laughlin
Academy of Precision Learning, Seattle, WA

9:15–10:00 AM

Coffee & Marketplace Time

(Henry B. Gonzalez Convention Center, Hall 4)

Spend some time in the marketplace visiting and learning from over 150 exhibitors.

See the pullout and page 59 for a complete directory of exhibitors!

9:15–9:45 AM

ROOM: AFP Marketplace – Learning Lab 2

An Intimate Dinner with GoFundMe: The Least Product Tour-y Product Tour Ever

Join Tre from GoFundMe over candlelight for a romantic look at CrowdRise, the dedicated event fundraising platform for nonprofits. We'll laugh, we'll share, we may even fall in love during the least product tour-y product tour ever. We learn about integrated registration and fundraising, social fundraising, text-to-donate and more.

Tre Mascola
CrowdRise by GoFundMe, Detroit, MI

9:30–9:45 AM

AFPEEPS U
ROOM: AFP Marketplace- Learning Lab 1

Fundraising and Social Media During a Tragedy

On Oct. 27, 2018, 11 people were killed in a shooting at a synagogue in Pittsburgh, including two men served by a human service agency. Learn how the agency's reaction and use of social media to promote open communication and transparency built trust with the family, donors, and community, so that you can too, if you ever have to face a tragedy.

Dave Tinker, FAFP, CFRE, AFP Master Trainer
ACHIEVA, Pittsburgh, PA

10:00–10:30 AM

ROOM: AFP Marketplace – Learning Lab 2

Unlock New Revenue Today: Why Your Volunteer and Development Teams Need Collaboration & How to Unite Them

Volunteers are 10x more likely to donate, yet most volunteer and development teams work in silos, leaving behind enormous untapped revenue. This session will provide your nonprofit with practical key takeaways on how leading nonprofits using Giveffect are unlocking new revenue via collaboration of volunteer and development departments

Sara Gage
Giveffect, San Francisco, CA

10:00–11:15 AM

ROOM: AFP Marketplace – Learning Lab 1

How to Become a Speaker at AFP ICON

Ever wanted to share your fundraising insights at the AFP ICON? Do you have something different or thought-provoking to present with your fundraising colleagues from around the world? Get the inside scoop from a representative on the Education Advisory Committee, who will share how to submit an eye-catching proposal and be a presenter at the 2020 AFP ICON in Baltimore, MD.

Barbara Tartaglia-Poure, ACFRE, MLS
The University of Toledo Foundation, Toledo, OH

Alexis Gaiptman, CFRE
Montreal Neurological Institute and Hospital (McGill University), Montreal, QC, Canada

10:15–11:30 AM

TRACK: ETHICS, ACCOUNTABILITY AND PROFESSIONALISM
ROOM: 206
LEVEL: Strategic

Year-In-Review: Spanning the Globe for Recent Court Decisions & Legal Developments in Fundraising & Philanthropy

Eligible for 1.25 ACFRE credits in Leadership

A session about court decisions and legislation, administrative rulings and regulations? At a fundraising conference? It's actually very interesting. Prepare to enjoy this journey around the world to get the low down on important court cases and major legal developments that sometimes create fundraising opportunities for us, but often create headaches. It's actually the one session you don't want to miss.

Ted Sudol, JD
CARTER, Sarasota, FL

TRACK: SECURING THE GIFT
ROOM: 205
LEVEL: Introductory/Foundational

Pathways to the Major Gift Ask - Getting Referrals from Physicians and Professional Advisors

Laura Fredricks, JD, the Expert on the Ask, leads a panel to discuss developing major gifts to support healthcare through referrals from physicians and professional advisors. With collectively well more than 100 years of experience among them, the panel will share their insights into what works. What are the strategies to create successful engagement with clinician partners? How can you collaborate with attorneys, accountants and financial advisors to develop relationships that lead to major gifts?

Laura Fredricks, JD
THE ASK©, New York, NY

Ben Golding, MA
Advancement Resources, Iowa City, IA

Paul Hansen, CFP, ChFC, CAP, CLU
Morgan Stanley, Short Hills, NJ

Robert E. Wahlers, MS, CFRE
AdventHealth Foundation, Winter Park, FL

TRACK: REBELS, RENEGADES, AND PIONEERS
ROOM: Hemisfair C3
LEVEL: Strategic

Managing for the Revolution (aka the Revolution Will Be Project-Managed)

Similar to the 1960s and 1970s, social policies today target women, immigrants, LGBTQ people, and the environment. Progressives are working to defend values and liberties. A new generation of leaders has emerged. We'll discuss fueling the resistance through good management. The revolution may not be televised but probably will be project-managed.

Nancy Racette, CFRE, AFP Master Trainer
DRi (Development Resources, inc.), Arlington, VA

Nancy Withbroe, CFRE
National Women's Law Center, Washington, DC

Tiffany Miller
Communities in Schools (CIS), Arlington, VA

4/1 MON

10:15–11:30 AM

TRACK: SECURING THE GIFT
ROOM: 214A
LEVEL: Applied

The Seven Deadly Sins of Cause Sponsorship

In this session, we'll uncover seven of the most common mistakes made in sponsorship and corporate fundraising that are costing you money. Learn the art of prospecting, valuation, sponsorship proposals, activation and fulfillment. And learn how to avoid the pitfalls that cause your prospects to throw your proposals in the trash.

Chris Baylis
The Sponsorship Collective, Ottawa, ON, Canada

TRACK: TRENDS AND INNOVATION
ROOM: 214C
LEVEL: Strategic

The New Science of Fundraising: Neuroscience, Behavioral Economics, and Fundraising

Eligible for 1.25 ACFRE credits in Management or Leadership

Do you know the principles of behavioral economics and neuroscience but are struggling to apply them? This advanced session will take you deeper into the profound fundraising implications of the work that won two recent Nobel Prizes for research into human behavior. Learn now to apply this profound work to your fundraising through global examples from UNICEF, Amnesty, Greenpeace and others. You'll also have the chance to tackle your own challenges!

Bernard Ross, BA
The Management Centre, London, UK

Thomas Kurmann, lic.phil
Doctors WIthout Borders, New York, NY

Alan Hutson, MPA, CFRE, AFP Master Trainer
The Monument Group, Inc., Richmond, VA

Track sponsored by AFP Impact Partner

salesforce.org

TRACK: ETHICS, ACCOUNTABILITY AND PROFESSIONALISM
ROOM: 217A
LEVEL: Applied

Ethics in the Age of Social Media

Eligible for 1.25 ACFRE credits in Ethics

In the age of social media, personal and professional boundaries get more porous, and it becomes increasingly difficult to identify a clear line in donor relationships. Using real life examples, we will help participants understand ethical challenges they may face in social media, which policies should be in place before anything happens, and how to use a decision-making framework to deal with an ever-changing environment online.

Alice Ferris, CFRE, ACFRE, AFP Master Trainer
GoalBusters Consulting, Flagstaff, AZ

James Anderson, CFRE, AFP Master Trainer
GoalBusters Consulting, Flagstaff, AZ

David Tinker, FAFP, CFRE, AFP Master Trainer
ACHIEVA, Pittsburgh, PA

TRACK: CURRENT AND PROSPECTIVE DONOR RESEARCH
ROOM: 217C
LEVEL: Applied

Social Listening for Deeper Donor Engagement

Nonprofits of all sizes use social media to advocate around specific issues and increase visibility of their work and impact. Too often, however, these powerful channels are used much like billboards rather than tools for actual conversation and education. In this session, you will learn how to leverage social listening strategies to better understand their audience, discover content that their donors care about, and identify online influencers and potential partners.

Josh Hirsch
Susan G. Komen South Florida, West Palm Beach, FL

Julia Campbell
J Campbell Social Marketing, Wenham, MA

Track sponsored by

iwave
Fundraise with Confidence

TRACK: SECURING THE GIFT
ROOM: 301
LEVEL: Applied

Nine Ways to Turbocharge Your Grant-Seeking

You have a great program. You have strong proposals. You want more and better grants. How do you improve your grant-seeking results? In this session, you will learn nine ways to "turbocharge" your foundation and corporate fundraising ranging from how to set targeted goals to building your visibility and networks, to writing a more dynamic and engaging case.

John Hicks, CFRE
DLBHICKS, LLC, Vernon, NJ

TRACK: LEADERSHIP AND MANAGEMENT
ROOM: 304
LEVEL: Introductory/Foundational

Small Shop Survival Guide: How to Build a Thriving Fundraising Program Alone(ish)

Overwhelmed with fundraising ideas, research, and best practices? Not sure how to apply it all in your own small nonprofit? In this session, you'll learn how to focus your energies, build meaningful relationships to help you fundraise, and develop tools to help you thrive, all while balancing the workload and realities of being the only person formally responsible for fundraising in your organization.

Cindy Wagman, CFRE
The Good Partnership Inc., Toronto, ON, Canada

TRACK: RELATIONSHIP BUILDING
ROOM: 303
LEVEL: Applied

The Color of Money

Philanthropy is shifting, and as our communities continue to become more diverse, it's more important than ever to consider the new faces of philanthropy and the nonprofit sector. What is your organization doing to keep up with the changing times? Join Shawn Wills and Lenita Dunlap, as they share unique insights based on their work cultivating diverse donors and boards.

Shawn Wills, CFRE
Texas Women's Foundation, Dallas, TX

Lenita Dunlap, MPA, MA
Heart House Dallas, Dallas, TX

TRACK: ETHICS, ACCOUNTABILITY AND PROFESSIONALISM
ROOM: 302
LEVEL: Strategic

Are You Prepared to Let Your Donors Push You Around?

Eligible for 1.25 ACFRE credits in Ethics or Leadership

Best practice wisdom in fundraising says you should always put the interests of your donor first. But can donor-centrism go too far? Based on new research conducted by Rogare, this session explores potential abuses of the power dynamic in donor-fundraising relationships—namely 'donor dominance', such as mission creep or inappropriate behavior—and how fundraisers can deal with this.

Ian MacQuillin, MInstF(Dip)
Centre for Sustainable Philanthropy, Plymouth, UK

Heather Hill, CFRE, CNM, AFP Master Trainer
Concordia College New York, Bronxville, NY

TRACK: RELATIONSHIP BUILDING
ROOM: Hemisfair C1
LEVEL: Applied

Cultivation Events: A Major Key to Successful Fundraising

Donors don't just drop from the sky, especially major donors. You need to build strong relationships with donors first. So how do you tell your story in a way that builds passionate donors before you ask them to invest in your organization? A successful cultivation event, or a series of events, just might be your answer. In this session, you'll hear success stories and learn how to plan the right event(s) for your organization.

Linda Lysakowski, ACFRE, AFP Master Trainer
Capital Venture, Boulder City, NV

TRACK: SECURING THE GIFT
ROOM: Hemisfair C2
LEVEL: Introductory/Foundational

Face to Face with A Major Gift Donor for the First Time

Face to face–the first time–can be scary for you AND your donor! Whether upgrading a large annual fund donor or beginning with a potential major donor, you know major gifts require a relationship beyond the transactional appeal letter or social engagement. Learn to build trust, comfort, and confidence. Magnify your shared values and interests and cultivate lifelong partnerships.

Marcy Heim CFRE, CSP, PLCC
The Artful Asker, Madison, WI

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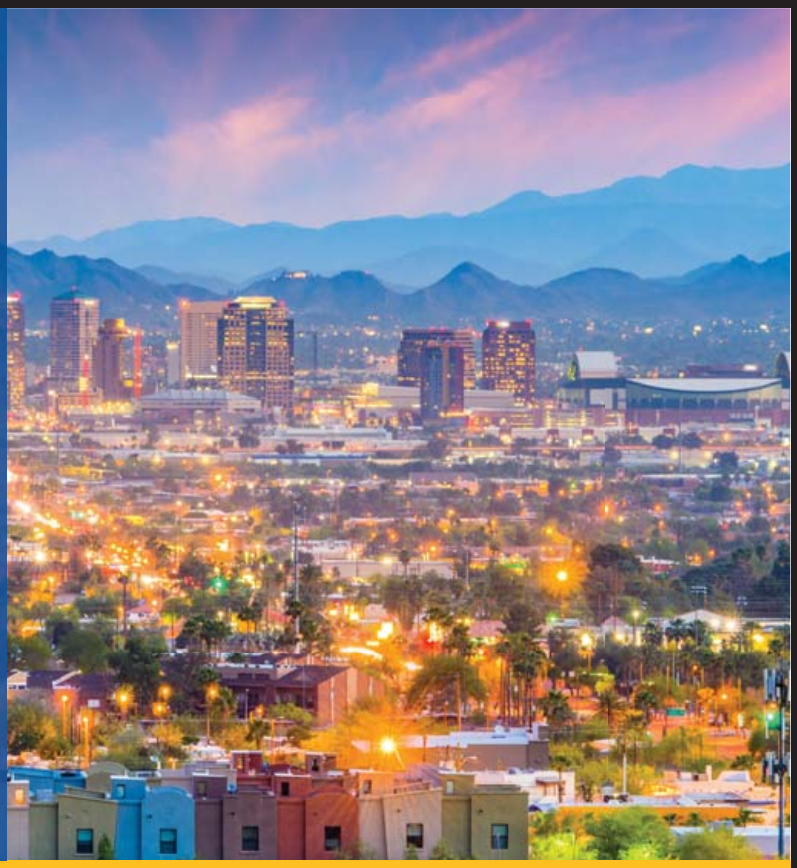

2 EMPOWERING EVENTS IN PHOENIX, ARIZONA THAT YOU WON'T WANT TO MISS

VISIT THE AFPHUB FOR MORE INFORMATION

AFP **IDEA** | **WOMEN'S IMPACT SUMMIT**

OCTOBER 5-6, 2019 • PHOENIX, ARIZONA

BE THERE FOR THE WOMEN'S IMPACT SUMMIT, THE CULMINATION OF AFP'S SECTOR-SHIFTING INITIATIVE EMPOWERING FEMALE FUNDRAISERS.

The AFP IDEA (Inclusion, Diversity, Equity and Access) Women's Impact Initiative has made a deep impact on the fundraising community by spreading awareness about all-important issues affecting women in the nonprofit sector.

The Women's Impact Summit brings those issues to the forefront for 2 powerful days in Phoenix, Arizona, following AFP LEAD 2019.

Join us to tackle difficult yet critical matters impacting our community.

afpidea.org/wiisummit

10:45–11:15 AM

ROOM: AFP Marketplace – Learning Lab 2

Who, When and How Much: Making Confident Major Gift Asks With iWave

Join iWave, owner's of the industry's top-rated donor research tool, as they explore the 3 keys to a more confident major gift ask. They will also debut their new wealth screening Insights tool which uses donor analytics to uncover the hidden gems in your database!

Jill McCarville
iWave, Charlottetown, PE, Canada

11:30–11:45 AM

AFPEEPS U
ROOM: AFP Marketplace - Learning Lab 1

The Social Media Sweet Spot: The Right Story - The Right Format - The Right Channel

It's time to go back to social media basics with @fundraiserchad. We'll focus on finding your organization's social media sweet spot by sharing the right story in the right format on the right channel. Specific examples will be shared on how to turn organizational stories into social media content that donors and community members will like and engage with.

Chad Barger, CNP, CFRE
Productive Fundraising

11:30–12:00 PM

ROOM: AFP Marketplace – Learning Lab 2

Acquiring New Monthly Donors through the Power of Social Media

Every Non-Profit organization is using social media. But are we actually using it to its full potential? This session will give you the tools you need to actually engage viewers and create lifetime advocates for your cause. We will go beyond just branding & awareness, and deep dive into a proven 2 step model examining real life case studies and examples, while relating each to the 7 convincing principles of behavioral economics. Showing how organizations can appeal to the sentiment of a potential donor and convince them to take action. Join Social Blue & Partners as we look at how to use Social Media to acquire new monthly donors.

Leigh Gough
Social Blue, Toronto, ON, Canada

11:30–1:30 PM

Lunch & Marketplace Time

(Henry B. Gonzalez Convention Center, Hall 4)

Visit with exhibitors and grab lunch.

11:45 AM – 12:00 PM

AFPEEPS U
ROOM: AFP Marketplace - Learning Lab 1

How to Schedule a Facebook Live Broadcast for Your Nonprofit Using Belive.tv

Over the past year, daily watch time for Facebook Live broadcasts has more than quadrupled, and today 1 in 5 Facebook videos is a live broadcast. Nonprofits can take advantage of this growing trend by scheduling regular live broadcasts via the free tool BeLive.tv. Julia Campbell will show you how to plan and schedule a successful Facebook Live broadcast for your Facebook page.

Julia Campbell
J Campbell Social Marketing, Wenham, MA

12:15–12:45 PM

AFPEEPS U
ROOM: AFP Marketplace - Learning Lab 1

The Amazing, Peeptastic "AFPeeps Game Show"

Join the AFPeeps during Happy Hour for the amazing, peeptastic AFPeeps Game Show. Compete in real time on your smartphone in this live, interactive contest testing your knowledge of social media and fundraising. Learn, laugh, and win big prizes!

James Anderson, CFRE, AFP Master Trainer
GoalBusters Consulting, Flagstaff, AZ

Josh Hirsch, MS, SMS
Susan G. Komen South Florida, West Palm Beach, FL

4/1MON

12:15–12:45 PM

ROOM: AFP Marketplace – Learning Lab 2

Use Live Fundraising to Raise More and Attract a Younger Demo

A younger generation of fundraisers has taken the market by storm raising money faster than ever before. Hundreds of Millions are being raised via gaming competitions, creative challenges, musical beat downs and more that taps into a multi-billion digital entertainment phenomenon. Learn how to utilize this fast-growing form of fundraising and move your programs into the future.

Michael Wasserman
Tiltify, Los Angeles, CA

1:00–1:30 PM

ROOM: AFP Marketplace - Learning Lab 2

How to Leverage One-to-One Texting to Drive Donor Engagement

Conversations create relationships. Relationships drive action. In this demo session, learn how to turn advocates into donors, one-time donors into sustainers, and supporters into attendees. Participate in an interactive demo, learn new tips to drive engagement and stay to ask our experts how to build successful texting campaigns. Hustle's one-to-one texting platform lets you build relationships to drive engagement.

Tamilla Mirzoyeva
Hustle

1:45–2:15 PM

ROOM: AFP Marketplace – Learning Lab 1

Learn All About AFP360°l Powered By Korn Ferry Advance

Join us for a session with Korn Ferry Advance, our new business partner which offers a 360-solution for professional success. During this session a top Korn Ferry Advance career coach will give you an overview of the cutting edge technology tools, such as a traits assessment and interview prep app designed with artificial intelligence, and one-on-one coaching services to help you with an execution strategy to achieve your career goals.

Valerie Hayes
Korn Ferry Advance, Dallas, TX

1:45–2:15 PM

ROOM: AFP Marketplace – Learning Lab 2

It's Magic! Uplevel Insights with AI and Predictive Analytics

Join us to learn how you can take advantage of AI and predictive analytics to make your fundraising team smarter than ever with Salesforce.org Nonprofit Cloud.

Dustin Pitts
Salesforce.org, Charleston, SC

1:15–2:30 PM

TRACK: LEADERSHIP AND MANAGEMENT
ROOM: 206
LEVEL: Introductory/Foundational

Fundraising from the Whole Community: Diversity As a Powerful Fundraising Strategy

How many times has your senior staff and/or Board raised concerns about the lack of diversity in your leadership, staff, and donors? This workshop will provide strategies for you and your team to go beyond talking about diversity to creating a culture of comprehensive diversity in your nonprofit.

Armando Zumaya
Goodwill Industry, San Francisco, CA

Hannah Berger
Sanford Institute of Philanthropy, Los Angeles, CA

Session presented by AFP Impact Partner

SANFORD INSTITUTE of PHILANTHROPY™

TRACK: SECURING THE GIFT
ROOM: 205
LEVEL: Applied

Considering a Capital Campaign? Six Critical Tools You Need to Lead a Successful Campaign

Considering a campaign? Or maybe you're committed to a campaign, but you're not sure where to begin. If you're responsible for a campaign, this session is for you. Learn how to plan and lead an effective

campaign without relying on a full-service consultant. Leave with the critical tools and resources you need.

Amy Eisenstein, ACFRE
Amy Eisenstein, LLC, Westfield, NJ

TRACK: SECURING THE GIFT
ROOM: 210A
LEVEL: Applied

Getting Involved in the ACFRE Process

Are you interested in applying for the Advanced Certified Fundraising Executive certification? This session will explain the ACFRE process and provide an opportunity for you to ask questions of ACFRE Certification Board members and other ACFRE certificants.

Members of the ACFRE Board
Association of Fundraising Professionals (AFP), Arlington, VA

TRACK: CURRENT AND PROSPECTIVE DONOR RESEARCH
ROOM: 214A
LEVEL: Applied

Prospect Research and Prospect Management: There Is No Silver Bullet!

This session will highlight how to identify major gift prospects using easily obtainable data, and share the latest findings in major giving activity. Learn the six factors that best predict future philanthropy, gain an understanding of how new technology plays into their research, and learn how to identify the best major-giving prospects on their prospect/donor lists.

Abbie von Schlegell, CFRE, FAFP
a. von schlegell & co, Williamstown, MA

Sarah Tedesco, CFRE
DonorSearch, Marriottsville, MD

Track sponsored by

iwave
Fundraise with Confidence

TRACK: LEADERSHIP AND MANAGEMENT
ROOM: 214C
LEVEL: Strategic

Your Money Is Tight Because Your Staff Isn't Right

Eligible for 1.25 ACFRE credits in Management

There is nothing more challenging than not having the right staff in place. One person on a team can tip the scales toward negativity and leave a leader spending valuable time managing staff liabilities instead of focusing on raising money and furthering the mission of the organization. In this session, you'll get practical steps and strategies to address staffing barriers, leaving you with time to raise epic dollars.

Fayruz Benyousef, CFRE, MAHS
Fayruz Benyousef Consulting, Austin, TX

Pam Owens, MAHS
Fayruz Benyousef Consulting, Pflugerville, TX

TRACK: TRENDS AND INNOVATION
ROOM: 217A
LEVEL: Applied

A Critical Look at Fundraising in the United States

Rogare, the Critical Fundraising think tank, has released its third international Critical Fundraising report focused on trends in the profession within the United States. Join this panel, to discuss the findings on current trends in fundraising and their impact on our work. These international reports focus on the biggest opportunities in the sector and offer critical analysis into what fundraisers can do to improve their impact and focus.

Cherian Koshy, CFRE, AFP Master Trainer
Des Moines Performing Arts, Des Moines, IA

Marc Pitman, CFRE, AFP Master Trainer
The Fundraising Coach, LLC, Waterville, ME

Clay Buck, CFRE, AFP Master Trainer
Boys & Girls Clubs of Southern Nevada, Las Vegas, NV

Heather Hill, CFRE, AFP Master Trainer, CNM
Concordia College New York, Bronxville, NY

James Green, CFRE
Mercy Health Foundation, Oklahoma City, OK

Ashley Belanger, CFRE
Rhode Island Urban Debate League, Providence, RI

Taylor Shanklin, MA
Pursuant, Dallas, TX

Track sponsored by AFP Impact Partner

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Take a Break!

Stop by the AFP Quiet room (room 212A) during the conference to take a few moments to re-charge and unplug.

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AFP Foundation for Philanthropy

Fundraising: The Impact Profession

The AFP Foundations for Philanthropy champion philanthropy and volunteerism by developing the nonprofit sector's current and future leaders, welcoming diverse new voices into the charitable world, and rigorously upholding the highest standards of ethics.

ABBY'S STORY

Abby Bullard
Development Manager
Atlanta Contemporary
2018 Chamberlain Scholar

"As a recipient of the 2018 Chamberlain Scholarship, I was able to remove cost as a barrier to full participation in the AFP International Conference on Fundraising. My learnings and insights from this experience have directly impacted my ability to increase membership by 42% and annual attendance by 12% this past fiscal year. With the support of the AFP Foundation for Philanthropy, I can continue to grow within my professional career, broaden my network, and create long-lasting relationships with my community that ensure everyone has access to contemporary arts and culture experiences."

YOUR GIFT AT WORK

Attract and Develop Fundraising Leaders

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Build a Stronger Sector Through a More Diverse Workforce

Renew Public Trust in Charitable Organizations

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1. **Stop by the AFP Hub**
2. **Make your gift and pick up your "#AFPICON MVP" button.**
3. **Hop over to "#AFPICON MVP" photo booth in the Blackbaud booth**
4. **Blackbaud will donate $10 per donor (for the first 700 donors) and it counts toward your chapter's campaign goal!**

1:15–2:30 PM

TRACK: SECURING THE GIFT
ROOM: 217C
LEVEL: Applied

Using Storytelling in Planned Giving: New Findings on Storytelling and Gifts in Wills

Drs. Routley and James will report the latest findings in bequest decision-making from their neuroimaging, experimental, and qualitative research. They'll also review research evidence behind storytelling, including how and when to tell stories in bequest fundraising, and share examples of the most effective stories used in legacy fundraising practice. The session will finish with a discussion of real-world, practical implications about how to use storytelling in your own legacy fundraising practice.

Claire Routley, FinstF(Adv Dip), PhD, MCIM
Legacy Fundraising Ltd, Ashbury, UK

Russell James, JD, PhD
Texas Tech University, Lubbock, TX

TRACK: RELATIONSHIP BUILDING
ROOM: 301
LEVEL: Introductory/Foundational

Don't Be a Drag - Just Be a Queen: How to Rule with LGBTQ Donors

Dallas' fundraising drag queen, Marsha Dimes (yes, you read that right) is making her debut at AFP ICON to help you engage LGBTQ donors. Marsha will be using humor (and some questionable makeup skills) to talk through a challenging topic. Come explore how you can create an inclusive fundraising program. You've never seen anything like this at AFP (and you might not want to ever see it again)!

Mack Campbell, CFRE
After School All Stars, Los Angeles, CA

TRACK: TRENDS AND INNOVATION
ROOM: 302
LEVEL: Applied

Everything We Know About Fundraising Is (Mostly) Wrong

We often hear about concepts like the fundraising pyramid, donor prospecting, or the funnel approach to donor cultivation. But do these concepts match up with reality? Join Steve MacLaughlin, vice president of data and analytics at Blackbaud and bestselling author of Data Driven Nonprofits, as he explores some of the most common myths about fundraising and how nonprofits can adjust to the new normal in giving.

Steve MacLaughlin
Blackbaud, Charleston, SC

Session presented by AFP Strategic Partner

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Track sponsored by AFP Impact Partner

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TRACK: RELATIONSHIP BUILDING
ROOM: 303
LEVEL: Introductory/Foundational

Introverts Unite: Unleashing the Hidden Fundraising Talents of the Most Undervalued People in the Room

The stereotype of a fundraiser is an effervescent, charming, and outgoing individual. But introverts can and do succeed just as well as extroverts. Learn tips, gems, and resources to lean in to your strengths and thrive in a space where you may be undervalued. Join us in 2019 for a more interactive session with new information to help you on the path to success as a fundraiser.

Matthew Siegel, CFRE
San Jose State University, San Jose, CA

Ann-Marie Meacham, CFRE, MPA
Meacham Communications, Inc., Los Gatos, CA

Vinney Arora
The Arora Collective, Belmont, CA

TRACK: LEADERSHIP AND MANAGEMENT
ROOM: 304
LEVEL: Applied

Be a Giant

Not all giants are fairytale creatures with super-human strength. Sometimes, giants walk among us as unstoppable forces at the pinnacle of success. This session will draw on life lessons from modern-day fundraising giants who have transformed our sector. By studying the masters, each participant will uncover their own leadership voice and personal brand and will learn how to use this "extraordinary power" to bring out the magic in others.

Kristina Carlson, CFRE
Carter, Sarasota, FL

4/1MON

1:15–2:30 PM

TRACK: SECURING THE GIFT
ROOM: Hemisfair C1
LEVEL: Applied

The Five-Step Foolproof Method for Any ASK!

I've taken my 27 years work on THE ASK© and refined so that anyone, in any size organization can use my five step foolproof method for any ASK with resounding success. People have much less time these days to hear your pitch and then make a decision. Master how to ASK in any situation. Bring your challenges and leave with the biggest smile, knowing you can make THE ASK!

Laura Fredricks, JD
THE ASK©, New York, NY

TRACK: RELATIONSHIP BUILDING
ROOM: Hemisfair C2
LEVEL: Applied

Inside the Mind of a Major Donor

What is the thought process for a major donor as they consider a significant gift? Would you like to get direct advice from a current major donor? This session will focus on how a major donor views the act of giving and nonprofits in general. Led by a major gift consultant and a donor who has given at significant levels, you will learn how to infuse a genuine donor perspective into your cultivation.

Marilyn Harrington
University of Texas Health Science Center at San Antonio, Austin, TX

Schuyler Lehman
Mission Advancement Professionals, McKinney, TX

2:30-3:00 PM

ROOM: AFP Marketplace - Learning Lab 2

Using Automation to Personalize Donor Experiences and Punch Above Your Weight Class

With modern fundraising tools, gone are the days when only a select few major donors can receive personal attention and focus. Cultivate stronger relationships with your entire donor pool by leveraging the power of Virtuous Automation. Join us to see how even the smallest shops can give mid-level donors major attention.

David Cady
Virtuous Software, Phoenix, AZ

2:30–3:45 PM

ROOM: AFP Marketplace – Learning Lab 1

AFP Content Peeps

Are you an aspiring author? Are you a subject matter expert in the areas of fundraising and philanthropy? Do you have a unique point of view, new research, or innovative techniques? Join members of the Content Advisory Committee for an information and interactive presentation. Learn about the variety of publishing opportunities available through AFP.

3:00–4:15 PM

TRACK: SECURING THE GIFT
ROOM: 206
LEVEL: Introductory/Foundational

Pay No Attention to that Woman Behind the Curtain! Direct Mail in the Land of Oz

Let's take a peek behind the curtain of the Great and Powerful Direct Mail, where the fundraising dreams that you dare to dream really do come true! We'll avoid flying monkeys and poppy fields, and instead focus on the best steps to follow along the Yellow Brick Road to the Emerald City of Direct Response Results. Our journey will give you the brains, heart and courage to improve your direct mail program...ruby slippers optional!

Holly Paulin
Agents of Good, Ottawa, ON, Canada

Take a Break!

Stop by the AFP Quiet room (room 212A) during the conference to take a few moments to re-charge and unplug.

TRACK: RELATIONSHIP BUILDING
ROOM: 205
LEVEL: Introductory/Foundational

Overcoming Physician Objections to Grateful Patient Fundraising

The majority of donors fund their doctor. Thus, as fundraisers, clinicians are our natural partners and indispensable in the fundraising process. The majority of philanthropy comes to hospitals from grateful patient and their families. While any fundraiser can benefit from this session, it's aimed primarily at leaders who are interested in building respectful, long-term working relationships. Practiced effectively and consistently, the tenets in this session will aid in increasing physician satisfaction with the development office.

Michael Delzotti, CFRE, CSPG, FCEP
UK Markey Cancer Foundation, Lexington, KY

Christopher Kasavich, MBA, CFRE,CAP
UT MD Anderson Cancer Center, Houston, TX

TRACK: REBELS, RENEGADES, AND PIONEERS
ROOM: Hemisfair C3
LEVEL: Strategic

From Making Waves to Creating a Tsunami of Change

Today, protest movements around the world are not only making waves, but creating a tsunami for social change. Most need fueling by fundraising and driven by mass social engagement. What are we doing to encourage a new generation of changemakers to pioneer new tools that raise funds for social causes? In this session we will question if fundraising has "gone soft" rather than tackling the root causes of social justice.

Cherian Koshy, CFRE
Des Moines Performing Arts, Des Moines, IA

Roger Craver
The Agitator, Arlington, VA

Patricia Lobaccaro
BrazilFoundation

TRACK: SECURING THE GIFT
ROOM: 214A
LEVEL: Introductory/Foundational

The Robots Are Coming: Artificial Intelligence and the Future of Fundraising

Artificial Intelligence is disrupting various industries and changing the way many organizations function. In this session, we'll provide an introduction to Artificial Intelligence, share what AI means for the future of fundraising and provide some tips and tricks around how your organization can take advantage of this advanced technology.

Dustin Pitts
Salesforce.org, Charleston, SC

Andrea Schiller
Salesforce.org, San Francisco, CA

Session presented by AFP Impact Partner

salesforce.org

TRACK: LEADERSHIP AND MANAGEMENT
ROOM: 214C
LEVEL: Applied

The Five Strategic Planning Tools That Lead to Fundraising Success!

Want to keep sane in the insane day-to-day fundraising world? No matter how small or large your organization is, you need a comprehensive, well-written fundraising plan. Studies show that having a strategic plan sets the vision, answers the "why," and leads to amazing success. Learn to develop a strategic planning process that is practical, productive, and meaningful. Learn also about leadership tools you can utilize to raise more money and effectively serve your organization.

Jennifer Oyer, CFRE
The Salvation Army - Hawaiian and Pacific Islands Division, Honolulu, HI

TRACK: ETHICS, ACCOUNTABILITY AND PROFESSIONALISM
ROOM: 217A
LEVEL: Applied

Flies Round Their Eyes: How Should We Respect Beneficiaries' Dignity While Raising the Most Money?

Fundraisers and program staff often have different ideas about how the people they're trying to help should be portrayed, or "framed" in marketing materials. Some favor stark images (disparagingly called "poverty porn") while others want to show hope and dignity. This session unpacks what the evidence says about positive/negative framing and explores the ethical arguments on both sides to arrive at a new consensus on this tricky question.

Ian MacQuillin, MInstF(Dip)
Centre for Sustainable Philanthropy, Plymouth, UK

4/1 MON

3:00–4:15 PM

TRACK: LEADERSHIP AND MANAGEMENT
ROOM: 217C
LEVEL: Strategic

How Do Great Fundraisers Become Great Managers?

Eligible for 1.25 ACFRE credits in Management

Do fundraisers make good managers? Few organizations offer extensive support for the transition into a management role. For fundraisers in particular, the shift can be challenging—from a front-line role doing your individual best to a behind-the-scenes role orchestrating competitive development professionals to act as cohesive teams. Can you be both a good fundraiser and a good manager? We will provide tips and tools to help individuals and organizations succeed.

Nancy Withbroe, CFRE
National Women's Law Center, Washington, DC

Nancy Racette, CFRE, AFP Master Trainer
DRi (Development Resources, inc.), Arlington, VA

BOOTH 301: JOIN US FOR A LIVE DEMO
Monday at 10am - Exhibit Hall - UNLOCK NEW REVENUE TODAY:
"Why Your Volunteer and Development Teams Need Collaboration & How to Unite Them"

TRACK: TRENDS AND INNOVATION
ROOM: 301
LEVEL: Applied

Better By Design: Practical Advice for Applying Donor-Centric Design Thinking

Design thinking has been a game changer in agencies and start-ups for over a decade. Fundraisers can—and should—apply the same process to their fundraising, but have been slow to adopt it. This session provides an overview of design thinking with real-life examples. We'll delve into what will work when you get back to the office, what won't, and how to spot opportunities for innovation in your organization.

Brock Warner, CFRE
War Child, Toronto, ON, Canada

Nicole Kallmeyer, MS
Blakely Inc., Aurora, ON, Canada

Track sponsored by AFP Impact Partner

salesforce.org

TRACK: RELATIONSHIP BUILDING
ROOM: 302
LEVEL: Applied

Five Must Haves for Your Funder Site Visit

Making an impression on a foundation program officer is the last step to securing your funding. Nonprofit agencies both dread and look forward to hosting a funder. Come learn tips and tricks for how to prep for a site visit and make the most of the sit-down meeting.

Melissa Khamvongsa, MPA
PATH (People Assisting the Homeless), Los Angeles, CA

Tara Pak
PATH, Los Angeles, CA

TRACK: LEADERSHIP AND MANAGEMENT
ROOM: 304
LEVEL: Applied

Me, Myself, and I: Successfully Running a One-Person Development Shop

"I am the only person in the fundraising shop, and I'm expected to write grants, plan events, and steward donors—with few resources. The fundraising operation is haphazard at best. Where do I start?" Sound familiar? In this session, learn tools and techniques to develop a comprehensive 90-day plan to prioritize your work so you can set big goals, hold yourself accountable, and deepen your donor relationships.

Meredith Terrian
Allied Development Consulting, Tampa, FL

TRACK: CURRENT AND PROSPECTIVE DONOR RESEARCH
ROOM: 303
LEVEL: Applied

The Donors of Tomorrow: Effective Ways to Engage Young Donors

Young people are our future (donors), but many nonprofits are simply overlooking them. Though most resources are allocated to big-dollar donors, you should also have a plan to engage millennials and—gasp!—centennials in your mission to ensure the long-term sustainability of your nonprofit. We'll discuss the perils of ignoring younger audiences when it comes to donor cultivation as well as ways to turn these generations into your future donors.

Caroline Fothergill
Mighty Citizen, Austin, TX

Rachel Clemens
Mighty Citizen, Austin, TX

Session sponsored by AFP Impact Partner

SANFORD INSTITUTE of PHILANTHROPY™

Track sponsored by

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TRACK: RELATIONSHIP BUILDING
ROOM: Hemisfair C1
LEVEL: Applied

The Case for Support Playbook: Using Unexpected Stories and Sticky Ideas to Engage Supporters

Throw away the overused cookie cutters so often used to develop cases for support. This engaging and challenging session will show you a new, radical approach to developing a powerful case for support using the playbook format, one that can be adapted to the psychological profile of each individual supporter or donor. During this session, you'll have the chance to hear about how this format has worked for others—and apply it yourself.

Ruby Bayley-Pratt, BA
Britsh Red Cross, London, UK

Bernard Ross, BA
The Management Centre, London, UK

TRACK: SECURING THE GIFT
ROOM: Hemisfair C2
LEVEL: Applied

The Secret Sauce That Turned $100 Per Month into $6.5 Million

SickKids Foundation has a robust monthly donor acquisition program. This session highlights the journey of one monthly donor who went from giving $100 per month to becoming a $6.5 million donor in four years. We will focus on the identification, cultivation and stewardship steps that went into this achievement. This session will inspire old and new fundraisers alike and showcase the impact that one donor can have on so many.

Nancy Horvath, CFRE
SickKids Foundation, Toronto, ON, Canada

Tanya Tucker
SickKids Foundation, Toronto, ON, Canada

3:15–3:45 PM

ROOM: AFP Marketplace – Learning Lab 2

Go Big! Manage and Steward Your Major Donors

Join us to learn how you can understand and efficiently steward your major donors on Salesforce.org Nonprofit Cloud.

Basil Tilmon
Salesforce.org, Washington, DC

4/1MON

4:00–4:30 PM

ROOM: AFP Marketplace – Learning Lab 1

Learn All About AFP360°I Powered By Korn Ferry Advance

Join us for a session with Korn Ferry Advance, our new business partner which offers a 360-solution for professional success. During this session a top Korn Ferry Advance career coach will give you an overview of the cutting edge technology tools, such as a traits assessment and interview prep app designed with artificial intelligence, and one-on-one coaching services to help you with an execution strategy to achieve your career goals.

Valerie Hayes
Korn Ferry Advance, Dallas, TX

4:30–5:30 PM

Marketplace Happy Hour

(Henry B. Gonzalez Convention Center, Hall 4)

Monday 6:00–9:00 PM

Viva Fiesta! at the Briscoe Western Art Museum

Join the AFP San Antonio Chapter and AFP Global, for cool cocktails, fabulous food, exciting entertainment and fun. Live music, signature Texas drinks.Beer and wine included. Boots optional. (Separate tickets required and are available at the conference.)

Walking Directions: From the Convention Center, turn left on Market St. (away from the highway, towards downtown). Cross over S Alamo St. (aka Lasoya). After you pass the river, the Briscoe will be on your left.

See you there!

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AFP® Association of Fundraising Professionals San Antonio Chapter

4/2 TUE

6:00–7:00 AM

Morning Yoga
ROOM: 215

Start your last day at AFP ICON with a relaxing session of breathing techniques, exercise and meditation. Class will be led by Mobile Om. Space is limited. All levels welcome. Advance registration is required.

8:00–9:15 AM

TRACK: SECURING THE GIFT
ROOM: 206
LEVEL: Applied

Major Gift Cultivation and Stewardship at Special Events: It Can Work! A Case Study

This session will show you how fundraising events can advance major gift strategies and serve as key tools for cultivating and stewarding your donors and prospects—really!!!—while increasing their connections with your organization and its mission. Learn from colleagues on both sides of the fence, a development professional and an event planner, about how they work together closely for mutual success!

Michelle Casserly
Hackensack Meridian Health Foundation, Neptune, NJ

Jennifer Smith
Riverview Medical Center Foundation and Bayshore Medical Center Foundation, Neptune, NJ

TRACK: CURRENT AND PROSPECTIVE DONOR RESEARCH
ROOM: 205
LEVEL: Introductory/Foundational

Is Prospect Research Invasive? The Structure and Ethics of Prospect Research

In the wake of data scandals and changing privacy laws overseas, is traditional prospect research still relevant and appropriate for fundraising? Is prospect research donor-centered? What are the ethics surrounding its use? Learn what data is included in prospect research and how assumptions are made about capacity. Then we'll discuss the ethics around the use of publicly available data and how best to implement them into your own practice, regardless of its size.

T. Clay Buck, CFRE
Boys & Girls Clubs of Southern Nevada, Las Vegas, NV

Ryan Woroniecki
DonorSearch, Marriottsville, MD

Track sponsored by

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TRACK: SECURING THE GIFT
ROOM: 214C
LEVEL: Strategic

Is the Idea of Charity Getting In the Way of Change

Charity? Philanthropy? What about justice? What about community? Does the concept of charity create as many problems as it solves? By examining other giving traditions, you will be challenged to consider whether the traditional model of charity is self-defeating.

Ann Rosenfield, CFRE, AFP Master Trainer
Charitably Speaking, Toronto, ON, Canada

4/2 TUE

8:00–9:15 AM

TRACK: CURRENT AND PROSPECTIVE DONOR RESEARCH
ROOM: 214A
LEVEL: Strategic

The Analytics Journey Throughout Your Campaign

A data-driven campaign requires information, from the planning stage to the after-campaign forensics. In this session we'll review analytics throughout a campaign: feasibility, prospecting, forecasting the annual fund, a data-driven gift table, gap analysis, dashboards, and post-campaign analysis.

Marianne Pelletier
Staupell Analytics Group, Ithaca, NY

Track sponsored by

iwave
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TRACK: LEADERSHIP AND MANAGEMENT
ROOM: 217C
LEVEL: Introductory/Foundational

Conquering Impostor Syndrome: Understanding and Demonstrating Your Value

Impostor syndrome occurs when you feel like a fraud—like your successes are undeserved or the result of luck, timing, or other factors. Recently landed a promotion? Started managing a team? Appointed to lead a project? Ironically, the further you grow in your career, the more opportunities there are for impostor syndrome to rear its head. This session will equip you with the skills and tools you need to thrive as a professional fundraiser.

Meredith Terrian
Naval Postgraduate School Foundation, Monterey, CA

TRACK: ETHICS, ACCOUNTABILITY AND PROFESSIONALISM
ROOM: 301
LEVEL: Applied

Through the Looking Glass: Articulating Your Identity as a Professional Fundraiser

Eligible for 1.25 ACFRE credits in Leadership

Fundraisers claim that their work is professional; however, debate continues about the occupation's status. In this interactive session, participants will examine models of professionalism and articulate their identity as professional fundraisers. The facilitators will draw on national research about fundraisers to shape the conversation. Participants will develop a framework for understanding professional identity; review national research about fundraisers and place it within their own experience; and formulate a stance as fundraising professionals.

Sarah Nathan, PhD
Lilly Family School of Philanthropy, Indianapolis, IN

Genevieve Shaker, PhD
Lilly Family School of Philanthropy, Indianapolis, IN

TRACK: TRENDS AND INNOVATION
ROOM: 302
LEVEL: Introductory/Foundational

Digital Envy: Showcasing the Best of Digital Fundraising

That's right, we're firing up 60 slides of the very best digital fundraising examples from nonprofits like yours. This session will inspire and equip you with concrete tactics you can implement in your next digital fundraising campaign. We'll explore great content, unique thinking and delightful design through emails, websites, online advertising, donation pages, videos—and anything else that increases online donations.

Rachel Muir, CFRE
rachelmuir.com, Austin, TX

Rachel Clemens
Mighty Citizen, Austin, TX

Track sponsored by AFP Impact Partner

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TRACK: RELATIONSHIP BUILDING
ROOM: 303
LEVEL: Applied

Forensic Philanthropy: What Killed Your Donor? How to Extend the Life of a Donor Relationship

You have a great mission. You need your donors more than ever. But donors can go away quietly, or not-so-quietly, leaving you scratching your heads, or dressing your wounds. What happened? Could this have ended differently? This session explores how and why donor relationships become strained or broken and how we can proactively avoid these "relationship killers", as well as how to mitigate near-disaster situations when they occur.

Monica Grant, CFRE
San Luis Obispo County YMCA, San Luis Obispo, CA

TRACK: VOLUNTEER INVOLVEMENT
ROOM: 304
LEVEL: Applied

Design Board Meetings that Elicit Governance and Fundraising

When we engage our boards in authentic, strategic governance, they want to raise money to sustain what they've created. Find out how to frame agendas that treat your leaders like governors and invite their ownership of the mission, budget, and goals, as well as their role in funding your work.

Susan Howlett
Consultant, Author, Speaker, Trainer, Seattle, WA

TRACK: TRENDS AND INNOVATION
ROOM: Hemisfair C1
LEVEL: Applied

Embracing Innovation to Engage and Inspire Millennials and Gen Z to Give

More people are being activated than ever before, especially millennials and gen z. In this session we'll share trends in millennial giving and provide recommendations on how you can use technology to reach millennials and gen z where they are and inspire them to give and advocate for your organization.

John Patton
Salesforce.org, Portland, OR

Elaine Stanfield
Salesforce.org, San Francisco, CA

Session presented and track sponsored by AFP Impact Partner

salesforce.org

TRACK: RELATIONSHIP BUILDING
ROOM: Hemisfair C2
LEVEL: Applied

Building Donor Loyalty: Lessons From Research

In this fast moving session, we'll look at what drives loyalty, how loyalty can be measured, and the critical role of satisfaction, commitment, and trust. We'll also look at more recent work on how the nature of satisfaction can shift as relationships deepen. The session will close by examining the role of donor identity and why this will shortly become the hottest new concept in fundraising.

Adrian Sargeant, PhD
The Philanthropy Centre, Plymouth, UK

9:15–10:00 AM

Coffee & Marketplace Time

(Henry B. Gonzalez Convention Center, Hall 4)

Spend some time in the marketplace visiting and learning from over 150 exhibitors.

See the pullout and page 59 for a complete directory of exhibitors!

9:15–9:30 AM

AFPEEPS U
ROOM: AFP Marketplace- Learning Lab 1

Blackbaud Peeps

9:30–9:45 AM

AFPEEPS U
ROOM: AFP Marketplace- Learning Lab 1

Thank, Inform and Engage Your Supporters with Personalized Videos

Using personalized videos, Susan G. Komen Florida and ACHIEVA have elevated their donor stewardship exponentially. Learn how these different nonprofits were able to do it by using personalized videos to capture impact stories.

Josh Hirsch, MS, SMS
Susan G. Komen South Florida, West Palm Beach, FL

Dave Tinker, FAFP, CFRE, AFP Master Trainer
ACHIEVA, Pittsburgh, PA

Take a Break!

Stop by the AFP Quiet room (room 212A) during the conference to take a few moments to re-charge and unplug.

4/2 TUE

10:00–10:30 AM

ROOM: AFP Marketplace – Learning Lab 2

Acquire, Inspire and Convert New Donors

Join us to learn how to up level your fundraising by developing 1:1 donor journeys on Salesforce.org Nonprofit Cloud.

John Patton
Salesforce.org

10:00–11:15 AM

TRACK: CURRENT AND PROSPECTIVE DONOR RESEARCH
ROOM: Marketplace - Learning Lab 1
LEVEL: Applied

How to Use AFP's Donor Giving Data to Improve Your Fundraising Results

AFP's research results reveal details on how fundraising revenues have demonstrated a growth in giving at the same time as donor participation continues to decline. These data provide usable benchmarks and guidelines to all nonprofits for comparative analysis on how to increase their fundraising effectiveness.

Ben Miller
DonorTrends, Springfield, VA

Jim Greenfield, ACFRE, FAHP, FAFP
J.M. Greenfield & Associates, Lacey, WA

Track sponsored by

iwave
Fundraise with Confidence

10:15–11:30 AM

TRACK: CURRENT AND PROSPECTIVE DONOR RESEARCH
ROOM: 206
LEVEL: Applied

How to Use Email and Social Media to Create an Exceptional First-Time Donor Experience

First-time donor cultivation seems to be a huge missed opportunity for nonprofits. But the good news is that we can do something about it. In this session, you will learn specific digital strategies to create a great experience for first-time donors, using email campaigns, social media storytelling, and video. Participants will walk away with their own First-Time Donor Welcome Plan and lots of ideas that they can execute immediately, on a shoestring budget.

Josh Hirsch, MS, SMS
Susan G. Komen South Florida, West Palm Beach, FL

Julia Campbell
J Campbell Social Marketing, Wenham, MA

Track sponsored by

iwave
Fundraise with Confidence

TRACK: REBELS, RENEGADES, AND PIONEERS
Room Hemisfair C3
LEVEL: Strategic

Inclusion in the Age of Diversity, Part II: Beyond Recruitment

At AFP ICON 2018, a candid discussion looking at hiring and retention through an equity and inclusion lens launched a much-needed conversation. This session will continue that dialogue, bringing together three nonprofit leaders to discuss talent management with a focus on diversity, equity, and inclusion. Panelists will share their personal experiences, discussing what happens within their organizations—and after recruitment—to build inclusive, equitable workplaces where all employees can thrive and advance.

Christina Yoon, PhD
Campbell & Company, Vienna, VA

Daphne Logan, SPHR, SHRM-SCP
Ounce of Prevention Fund, Chicago, IL

Rob Henry
Council for Advancement and Support of Education (CASE), Washington, DC

Mary Nemerov
Sierra Club, Oakland, CA

TRACK: LEADERSHIP AND MANAGEMENT
ROOM: 205
LEVEL: Applied

Measuring Fundraising Effectiveness: The Conversations Nonprofits Aren't Having

Under-investing in fundraising can create real risks, but too often that gets overlooked in most conversations about fundraising effectiveness. This session will share a new framework for measuring fundraising effectiveness designed to help boards and staffs have informed conversations about the importance of a well-balanced fundraising strategy.

Andy Davis
BoardSource, Washington, DC

Anne Wallestad
BoardSource, Washington, DC

TRACK: LEADERSHIP AND MANAGEMENT
ROOM: 214A
LEVEL: Applied

Ready, Set, Succeed! Effective Onboarding for Fundraising Professionals

Congratulations! You have a new job, or a new staff person on your development team! Now what? This session will provide guidance for what to do in the first 30 days to set up yourself, or your new team member, for success. We will discuss a quick development audit, assessing your role on the team, setting realistic goals and key markers all within your first month on the job.

Alice Ferris, CFRE, ACFRE, AFP Master Trainer
GoalBusters Consulting, Flagstaff, AZ

James Anderson, CFRE, AFP Master Trainer
GoalBusters Consulting, Flagstaff, AZ

TRACK: VOLUNTEER INVOLVEMENT
ROOM: 214C
LEVEL: Applied

The Perfect Match: Corporate Volunteers Will Make Donors "Walk into Your House"

Learn how and when engaged corporate volunteering programs translate into real donations and attract new donors. They are a key element to donor retention and upgrading donors, and a "contagious virus" that will get other companies to support your cause. In this session, two international presenters will share the advantages of having corporate volunteers "walk into your house", as well as recipes to make your cause become a powerful magnet for donors and companies.

Leticia Becerril-Palacios, FTA
Ayuda y Solidaridad con las Ninas de la Calle, IAP, Mexico City, Mexico

Carlos Madrid, FTA
Junta de Asistencia Privada del Distrito Federal, Mexico City, Mexico

TRACK: TRENDS AND INNOVATION
ROOM: 217A
LEVEL: Applied

Friends with Benefits – Could Conscious Coupling be the New Future of Fundraising?

In 2017, the KGH Foundation announced they would join the Canadian Mental Health Association Kelowna in a multi-million-dollar fundraising campaign to open an integrated youth clinic that would radically shift access to care for youth struggling with mental illness and substance issues. The "marriage" seemed like a match made in heaven. Their "baby," a campaign named "Not Alone," achieved its goal in just seven months.

Allison Ramchuk, CFRE
KGH Foundation, Kelowna, BC, Canada

Doug Rankmore, MA
KGH Foundation, Kelowna, BC, Canada

Shari Slattery
Canadian Mental Health Association - Kelowna, Kelowna, BC, Canada

Shelagh Turner
Canadian Mental Health Association - Kelowna, Kelowna, BC, Canada

Track sponsored by AFP Impact Partner

salesforce.org

TRACK: RELATIONSHIP BUILDING
ROOM: 217C
LEVEL: Applied

New Trends in Donor Stewardship: Saying "Thank You" All Year Long

As fundraisers, we work so hard to secure gifts and then forget that our donors deserve much more than just thank-you letters! In this interactive session, participants will see real examples of ways to say thanks all year long through cards, pictures, notes, and other cost-effective yet much appreciated ways. After all, have you ever had a donor say, "Will you stop thanking me?"

Mark Chilutti, CFRE
Magee Rehab Hospital Foundation, Philadelphia, PA

4/2 TUE

10:15–11:30 AM

TRACK: ETHICS, ACCOUNTABILITY AND PROFESSIONALISM
ROOM: 301
LEVEL: Introductory/Foundational

Who Can I Run To? Building Your Mentor Network

In today's professional fundraising world, individuals are creating networks of mentors to impact their professional, personal, and social/peer growth. From two growing fundraising professionals, participants will learn how to develop a strong and efficient network of mentors. The dimensions of mentorship, tips on how to acquire a mentor, and current technology and trends in mentorship will be discussed.

Amber Rangel, CNP
University of Houston, Houston, TX

Cherrelle Duncan, MPSA
Duncan Impact Solutions, Houston, TX

Session sponsored by AFP Impact Partner
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TRACK: LEADERSHIP AND MANAGEMENT
ROOM: 304
LEVEL: Strategic

Sustainable Leadership for Mission Impact

Succession planning is something we know we should do but generally avoid until it's too late. Thoughtful sustainability can save your organization money and community goodwill, nurture your donors, and might just help you sleep better at night. Come learn how to create a meaningful plan for your organization or fundraising function. We'll discuss what planning is, what it isn't, and how to start the conversation. What will your legacy be?

Sally Blue
Sally Blue Consulting, Austin, TX

TRACK: RELATIONSHIP BUILDING
ROOM: 303
LEVEL: Applied

Our Best Donors Are Aging: Communicating and Working With Seniors

Learn tips, techniques for successful marketing to seniors and whether your materials are senior-friendly. Bring examples of your materials to critique. Learn how to get seniors to meet you, and choosing the best time and place. Understand how to deal with advisors and relatives. Learn to deal with conditions of aging, documenting sensitive issues and what never to include. And explore how to raise planned gift possibilities with any prospect.

John Jensen, CFP
Sharpe Group, Arlington, VA

TRACK: TRENDS AND INNOVATION
ROOM: Hemisfair C1
LEVEL: Applied

Crowdfunding: How the Rules of Fundraising Have Changed

Crowdfunding has fundamentally changed the relationship between donors and how they support social issues. These newly empowered individuals move quickly and are no longer dependent on the stewardship of nonprofits. This is a game changer for fundraisers. In this not-to-miss session, you'll learn how online fundraising tools and the popularity of social media have changed our industry and how your organization can use these changes to your benefit, attract new supporters, and increase overall fundraising.

Brad Little
Blackbaud, Charleston, SC

Robyn Mendez
Blackbaud, Houston, TX

Session presented by AFP Strategic Partner
blackbaud™ power your passion

Track sponsored by AFP Impact Partner
salesforce.org

TRACK: SECURING THE GIFT
ROOM: 302
LEVEL: Applied

Tax Reform and Impact on Giving

2017's Tax Reform Act imposed new limitations on itemized deductions, but what was the impact on nonprofits? Join Nathan Dietz, Research Scholar at the Do Good Institute, and Jon Biedermann, VP DonorPerfect, for a look at the impact of tax reform and what the future may hold for our sector.

Nathan Dietz, PhD
University of Maryland, School of Public Policy, College Park, MD

Jon Biedermann
DonorPerfect, Fort Washington, PA

Session presented by AFP Impact Partner

donorperfect
fundraising growth platform

TRACK: SECURING THE GIFT
ROOM: Hemisfair C2
LEVEL: Applied

Planned Giving by Phone? How Telephone Outreach Can Significantly Impact Your Planned Giving Program

This session will explore current statistics and trends in planned giving and look at new ways to enhance your organization's planned giving efforts. Discover techniques for identifying planned giving prospects, soliciting potential donors, and closing the gift over the phone. Learn how to make the ask using the mass communication instruments of mail, e-mail and telephone solicitation. This session will also provide strategy on the selection of donors for a planned giving direct marketing campaign.

Anthony Alonso
Catapult Fundraising, Henderson, NV

10:45 AM – 12:00 PM

ROOM: AFP Marketplace – Learning Lab 2

Content Strategy for Donor Engagement: A Mini-Workshop

Content is still king—and queen—but many nonprofit staff lack the fundamentals about how to design a strategy for using content to engage donors. They also don't know how to write and curate compelling and well-structured content to execute those plans. Join us to learn guerilla tactics for defining your audience using personas, developing strategies for delivering content across channels that keeps audiences engaged, and creating original content that is user-friendly, SEO-friendly, and 508-accessible.

Marcus Iannozzi
Message Agency, Philadelphia, PA

11:00 AM – 1:00 PM

Lunch & Marketplace Time

(Henry B. Gonzalez Convention Center, Hall 4)

Visit with exhibitors and grab lunch.

Take a Break!

Stop by the AFP Quiet room (room 212A) during the conference to take a few moments to re-charge and unplug.

4/2 TUE

11:30 – 11:45 AM

AFPEEPS U
ROOM: AFP Marketplace - Learning Lab 1

Using Facebook & Instagram to Boost Your Legacy Program

Think your older donors are not on Facebook and Instagram? Think again. Come learn a few tips and tricks to market your legacy program on these social media platforms.

Ligia Peña, CFRE, MInstF
Greenpeace International, Montreal, QB Canada

11:45 AM – 12:00 PM

AFPEEPS U
ROOM: AFP Marketplace - Learning Lab 1

A Series of Unfortunate Events: Why You Need Social Media Policies

It's a wild world out there.... Every day, conditions change in social media, as does the risk that something will go awry. That's why every organization needs social media policies that will help you prepare for when things may go off course. Using (unfortunate) real world examples, this session will cover important things to include in your policies to prevent and fix challenges in your online community.

Alice Ferris, MBA, CFRE, ACFRE
GoalBusters Consulting, Flagstaff, AZ

Tuesday 1:00–2:30 PM

Closing General Session

Henry B. Gonzalez Convention Center - Hall 3

Soledad O'Brien

Through the power of storytelling, Soledad O'Brien brings a fresh perspective on diverse and contemporary issues to foster change in your own community or organization. As the host and executive producer of the new 13-episode true crime series "Mysteries & Scandals" on OXYGEN, and host of "Matter of Fact with Soledad O'Brien" a weekly political magazine show syndicated across the country on hundreds of TV stations, Soledad has established herself as one of the most recognized names in broadcasting by telling the stories behind the most important issues, people and events of the day. A champion of diversity, she gives voice to the underserved and disenfranchised through her Emmy-winning reporting and acclaimed documentary series, "Black in America" and "Latino in America." While also the contributing editor, reporting in-depth news magazine pieces for "PBS NewsHour" and correspondent for "HBO Real Sports with Bryant Gumbel." A prominent philanthropist, Soledad is the founder of PowHERful, a foundation that mentors and funds college tuition and expenses for young women.

This session will include awards presentations and remarks from AFP leaders.

Funded in part by the J. Richard Wilson Endowment Fund at the AFP Foundation for Philanthropy

IDEA (INCLUSION, DIVERSITY, EQUITY, AND ACCESS) RELATED EVENTS AT THE CONFERENCE

3/30 SAT

Affinity Roundtable Sessions

5:15–6:15 PM
HILTON PALACIO DEL RIO

The below affinity groups will have roundtable sessions in rooms noted:

- African American: *El Mirador West A*
- Arts/Cultural: *La Vista D*
- Faith-Based: *El Mirador West C*
- Health: *La Vista F*
- Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ): *El Mirador East A*
- Young Professionals: *La Vista A*

Affinity Networking at the Welcome Reception

6:00–7:30 PM
HENRY B. GONZALEZ CONVENTION CENTER-GROTTO

Network, discuss, meet new people and have fun at the Affinity Networking during the Welcome Reception. Come meet other attendees with similar interests at the beginning of the conference. Affinity groups are self-identified and include:

African American, Animal Welfare; Arts/Cultural; Asian; Association Foundations; Education; Faith-Based; Food Banks; Francophone; Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ); Health; Hispanic; International Fundraising; Jewish; Public Radio/TV; Rural; South Asian; Special Events; Young Professionals; Small nonprofits; Youth in Philanthropy and Zoos & Aquariums, and other.

AFP Pre-Conference-IDEA (Inclusion, Diversity, Equity, and Access): Moving from Talk to Action

8:00 AM–5:30 PM
CONVENTION CENTER 213B

IDEA (Inclusion, Diversity, Equity, and Access) has been one of the most talked about concepts in the past couple of years, but what does it mean for nonprofits and fundraising? This workshop, developed by the AFP IDEA Committee and leading diversity and inclusion expert, Tanya Odom is rooted in the comprehensive workshop created for mid-to-senior level fundraisers wanting to create an IDEA action plan. Participants will work individually and in groups to build a strategy to help you develop a more equitable and inclusive organization or board and staff, or to diversify your donors. You will leave with new insights and a carefully considered plan for implementing IDEA.

Tanya M. Odom, EdM
Global Diversity and Inclusion and Education Consultant and Executive Coach, New York, NY

3/31 SUN

IDEA Breakout Session: Microaggressions: A Major Hinderance to Effective Fundraising

9:00–10:15 AM
ROOM 301

Diversity, equity, and inclusion are core values throughout all aspects of our work. What are microaggressions and how do they keep development professionals from raising much-needed dollars to drive organizational impact? Join us for an interactive, facilitated WORKshop that will move us from conversation into action.

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THE ALFORD GROUP

Tanya M. Odom, EdM
Global Diversity and Inclusion and Education Consultant and Executive Coach, New York, NY

DURING EXHIBITION HOURS

Diversity Art Showcase - AFP HUB- Booth 322

Stop by the AFP Diversity Art Showcase and enjoy winning art by the students from Say Si`, a leading creative youth development organization in San Antonio where they created art depicting their interpretation of philanthropy. Also featured are local professional artists, and AFP Member art and poetry.

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Diverse Communities Reception

6:00–7:00 PM
HILTON PALACIO DEL RIO, LA VISTA C

Come join your colleagues in a time of networking and celebrating the uniqueness that we all bring to the fundraising profession. Hosted by the AFP IDEA (Inclusion, Diversity, Equity, and Access) Committee.

SUNDAY NIGHT RECEPTIONS

All receptions held at the Hilton Palacio del Rio

ALL TIMES 6:00–7:00 PM UNLESS NOTED.

AFP Advancement Northwest Chapter Reception

ROOM: El Mirador West A

Please join members of Advancement Northwest and Fundraiser's from around the region for a fun celebration of this years International Conference. Enjoy cocktails, appetizers, amazing conversations, and door prizes. Wear a cowboy hat for special prize!

AFP All Texas Chapters Reception

ROOM: La Vista F

Howdy! Join your fellow Texans for a networking reception hosted by Austin, Dallas, Houston, Permian Basin, and San Antonio AFP chapters! We look forward to celebrating AFP and philanthropy with a Texas-sized reception!

AFP Florida Caucus Reception

ROOM: La Vista D

Come join your fellow AFP Florida members as we celebrate in San Antonio, TX.

Sponsored by Qgiv

AFP/PAC Reception

ROOM: El Mirador East B

Help us make a difference—join us for celebration of AFP's leadership role in philanthropy and advocacy in the United States

AFP Washington DC Metro Chapter Reception

ROOM: Salon A

Washington DC Metro Chapter Reception: We'd like to invite AFP DC members and residents of the wider Washington D.C. region to our reception on Sunday, March 31st from 6:00–7:00 pm. The Washington DC Metro Chapter is the largest and one of the most active chapters in the nation and we hope you can come connect with us!

The Canadian Red & White Reception

ROOM: Salon C

Thank you to our generous sponsors* who made this event possible: Blackbaud, Blakely, iwave, Stephen Thomas Ltd, DCG Philanthropic Services Inc., Method Works Consulting Inc. and ViTreo Group

Diverse Communities Reception

ROOM: La Vista C

Come join your colleagues to network and celebrate the uniqueness that we all bring to the fundraising profession. Hosted by the AFP IDEA (Inclusion, Diversity, Equity, and Access) Committee.

DonorPerfect Fundraising Growth Platform Beef & Beer Reception

ROOM: Stetson

Unwind with colleagues and friends at a networking reception with refreshments after a busy first day of AFP. Join us at 6:00pm in room, Stetson.

Happy hour sponsored by donorperfect fundraising growth platform

International Attendee Reception

ROOM: Salon B

Little Green Light

ROOM: El Mirador West C

Kick back and visit with LGL co-founder, Chris Bicknell, and fellow LGL Users and Consultants. Request a ticket online or at our exhibit booth! Visit https://secure.lglforms.com/form_engine/s/02F3O5pwri2a48OGbiSePA

Young Professionals Reception

ROOM: La Vista A

Come network with the next generation of fundraisers.

Sponsored by AFP Impact Partner

SANFORD INSTITUTE of PHILANTHROPY™

EXHIBITOR SESSIONS, DRAWINGS AND GIVEAWAYS IN THE MARKETPLACE

Bay Path University
BOOTH 105
$100 Gift Card

Bentz Whaley Flessner
BOOTH 142
Amazon Gift Card

Engaging your board and volunteers

During exhibit hours

Blackbaud
BOOTH 131
Amazon Gift Card

Interactive Discussion on Blackbaud Peer-to-Peer Fundraising™, powered by JustGiving™ (Sunday, 12:15 PM; Monday, 9:15 AM; Tuesday, 11:45 AM)

Interactive Discussion on Blackbaud Fundraising and Marketing Engagement (Sunday, 12:15 PM; Monday, 11:45 AM & 4:45 PM; Tuesday, 9:00 AM & 11:15 AM)

Interactive Discussion on Data Analytics (Sunday, 3:15 PM; Monday, 12:15 PM; Tuesday, 9:30 AM)

Charity Compliance Solutions, Inc.
BOOTH 545
Three (3) $100 Amazon Gift Cards (1 per day)

CrowdRise by GoFundMe
BOOTH 243
Decent Human Tees, Decent Human Selfies and some of the best stickers at the show!

Email Gold: The only sequence of emails you'll need to improve your fundraising (Sunday, 11:45 AM; 15-minutes)

CrowdRise Event Registration Tour: Take your event to the next level (Sunday, 12:10 PM; Tuesday, 11:40 AM; 20-minutes)

CrowdRise Peer-to-peer Product Tour: Unlock your community's fundraising potential (Sunday, 3:15 PM; Tuesday, 9:15 AM; 20-minutes)

Social Fundraising explained: What is it anyway? (Monday, 11:45 AM; 15-minutes)

CrowdRise Campaign Customization: Easy, intuitive with beautiful results (Monday, 12:10 PM; 20-minutes)

5 Fundraising features that start making you money tomorrow (Tuesday, 11:10 AM; 15-minutes)

DonorPerfect Fundraising Growth Platform
BOOTH 616
Four (4) 50" TV's, Amazon Echo, iPad Mini & Apple Watch

Give Lively
BOOTH 400
Free Chocolate & Pronoun Buttons

Explore Give Lively's (Seriously) Free Fundraising Platform (Sunday, March 31st All Day)

Optimize your event fundraising with free fundraising tech (Sunday, March 31st at 1:00 PM)

Digital Wallets: So Hot Right Now (Monday, April 1st at 1:00 PM)

Greater Giving
BOOTH 111
100 Frozen Margaritas and $5 gift cards during marketplace happy hour.

"Margarita Ring Toss" to win a copy of our 26 Proven Revenue Enhancers For Your Fundraiser Book and a $50 Amazon Gift Card.

Coolest Cooler (complete with blender attachment!)

A Perfect Match: Employer Matching Gifts and Event Fundraising (Sunday, March 31st at 12:00 PM; 15 minutes)

Finding the Hidden Gold in Your Data (Sunday, March 31st at 3:15 PM; 15 minutes)

Videos Generate Value & More Money (Monday, April 1st at 9:20 AM; 20 minutes)

The Sound of Money (Monday, April 1st at 12:00 PM; 15 minutes)

Spotlight Your Supporters (Monday, April 1st at 3:15 PM; 15-minutes)

Removing the Blocks to Lackluster Fundraising, Event Strategy and Messaging (Tuesday, April 2nd at 9:30 AM; 15 minutes)

Greater Giving Software Demo (Tuesday, April 2nd at 12:00 PM; 15-minutes)

LaGrange College, Master's Degree in Philanthropy & Development
BOOTH 200
$50 Amazon Gift Card

Lavandula Design
BOOTH 159
Stationary and notecards

Making your special event and donor communication stand out in the mail. (Sunday, March 31st at 1:00 PM)

Adding "WOW" to your special event invitations through specialty printing techniques. (Monday, April 1st at 1:00 PM)

Little Green Light
BOOTH 752
Apple Watch Series 3

Nonprofit Leadership Alliance
BOOTH 649
20% off any course on Leaderosity

Qtego Fundraising Services
BOOTH 244
QTEGO Swag, Board Member Gifts, Google Home & More!

Dessert & Demo Series: Donuts and Data (Sunday, 12:30 PM; 30-minutes)

Dessert & Demo Series: Cupcakes and Crawlers (Donation Crawlers) (Monday, 12:30 PM; 30-minutes)

Dessert & Demo Series: Cookies and Check-in Management (Tuesday, 12:00 PM; 30-minutes)

Sports Collectibles Auction
BOOTH 740
Wireless Bluetooth Headphones

Sports Collectibles Auction Giveaway (Sunday, 4:15 PM)

TWCPSA - The Wetherall Company Public Service Advertising
BOOTH 112
PSA Usage Infographic Handout. Sign up to be included in our media survey!

Free media plan consultations with projected value of free placements and costs.

During marketplace hours

AFP® Association of Fundraising Professionals | **ACFRE Credential**

Check here if you:

- ☐ Are committed to demonstrating the highest ethical standards and practice
- ☐ Are committed to lifelong learning
- ☐ Are committed to the highest standards of professionalism
- ☐ Consider fundraising much more than a job or career, but a calling
- ☐ Are dedicated to advancing the culture of philanthropy though mentoring, collaboration and service.

If you checked one or more of these boxes, you should consider applying for the Advanced Certified Fundraising credential. For more information, see the ACFRE website at **acfre.org**

THE AFP MARKETPLACE

As of February 19, 2019

BOOTH 322

The AFP Hub

Questions about your membership, the AFP Foundations, or AFP in general? Visit with Chapter Engagement, Membership, Foundation and Professional Development staff from the U.S. and Canada. Discuss member benefits, educational programs, or make your Foundation donation. Come spin the wheel for a prize! Also visit the Diversity Art Expo and the AFPeeps all in the HUB!

BOOTH 322

AFP Diversity Art Showcase at the AFP HUB

Sponsored by THE ALFORD GROUP

Stop by the AFP Diversity Art Showcase and enjoy winning art by the students from Say Si`, a leading creative youth development organization in San Antonio where they created art depicting their interpretation of philanthropy. Also featured are local professional artists, and AFP Member art and poetry.

Brought to you for 20 years by The Alford Group

BOOTH 542

The Alford Group

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The Alford Group is a full-service national consulting firm specializing in the nonprofit sector. We empower organizations to reimagine what it means to make a difference. We help them aim higher, reach further and dream bigger. We show them their true potential and the path forward to achieve it.

BOOTH 645

AlumniFinder

Jennifer Cole
5220 Summerlin Commons Blvd., Suite 200
Fort Myers, FL 33907
(888) 732-0581
jennifer.cole@alumnifinder.com
www.alumnifinder.com
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AlumniFinder's suite of tools increases fundraising results by enabling you to efficiently maintain the accuracy and completeness of your donor and alumni records, use analytics to identify supporters with the greatest ability and likelihood to donate, and obtain a 360 degree view of your current and prospective supporters.

BOOTH 242

Amri Studio, Inc.

Christina Amri
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Portland, OR 97209
(503) 488-5638
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www.amristudio.com

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BOOTH 240

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Jen Murphy
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(877) 355-7435
jen.murphy@appealmaker.com
www.appealmaker.com

AppealMaker is a web tool built specifically for nonprofits to create direct mail appeals using industry proven packages and techniques. AppealMaker completes all printing and mailing services onsite and offers many built-in features: unlimited personalization, unique gift strings based on donor history, complete postal processing, full-color printing, copywriting sample letters, best practice techniques & more.

BOOTH 640

Arreva

Ryan Erfer
3511 West Commercial Blvd., Suite 404
Fort Lauderdale, FL 33309
(610) 716-7861
ryan.erfer@arreva.com
www.arreva.com

Arreva provides industry-leading fundraising software solutions that help nonprofits spread awareness of their mission, and build strong, lasting relationships with donors. Thousands of organizations trust Arreva as their Online Fundraising and Donor Relationship Management software provider because of their high-quality products, knowledgeable support staff, and overall dedication to customer success.

BOOTH 149

Ashworth Awards

(AFP Conference Collector Lapel Pin Sponsor)

John Breen, Account Executive
41 Richards Ave.
N Attelboro, MA 02760
(800) 325-1917
john@ashworthawards.com
www.ashworthawards.com

Since 1965, Ashworth Awards has been the leader in the design and manufacturing of custom medallions, coins, lapel pins, awards/plaques in the United States. Client's include: The Boston Athletic Association, American Cancer Society, Girls on the Run, Challenged Athletes Foundation, Dana-Farber Cancer Institute, The Leukemia and Lymphoma Society, Rotary International, MS Society and many others.

BOOTH 354

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New Haven, CT 06511
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inquires@bankmobile.com
www.bankmobile.com
www.bankmobile.com/white-label

BankMobile is digital-first, low-cost bank with a mission to narrow the growing gap between low-and middle-income Americans and low-cost financial services. BankMobile partners with non-profit and other types of organizations to deliver financial services to their members while leveraging and enhancing the brand equity and affinity behind our partners' brands.

BOOTH 105

Bay Path University

Sheryl Kosakowski, Interim Executive Director of Graduate Admissions
588 Longmeadow Street
Longmeadow, MA 01106
(413) 565-1332
gradutate@baypath.edu
graduate.baypath.edu

The Graduate School at Bay Path University offers over 30 career oriented online and on-campus graduate programs and certificates, including, MS in Nonprofit Management, MS in Strategic Fundraising, MBA, MS in Communication and Informational Management, MS Leadership & Negotiation. Our programs are designed for working women and men seeking convenience, flexibility and a professional edge.

BOOTH 358

Beacon Design by ChemArt

Donna Aguilera
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Lincoln, RI 02865
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daguilera@chemart.com
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Since 1976 the Beacon Design has been working with non-profit organizations to build unique custom collectible programs that are used as a vehicle to raise funds, thank or incent donors, increase awareness or commemorate an event or anniversary. Each piece is custom made in the USA, capturing your organizations theme & mission.

BOOTH 644

Beauty and Beyond

Debbie Rasmussen, Event Manager
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Las Vegas, NV 89102
(702) 883-0945
beautyandbeyond210@gmail.com
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Beauty and Beyond is based in Las Vegas, and has been in business for 4+ years, successfully selling luxury skincare/anti-aging products and devices at various categories of local and national events – conferences, convention, trade shows and expositions, by treating our booth visitors to a spa like experience.

BOOTH 142

Bentz Whaley Flessner

Mark Marshall, Principal
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bwf@bwf.com
www.bwf.com
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Bentz Whaley Flessner, a leading fundraising consulting firm for over thirty years, provides quality advice for every step of the development process to educational institutions, academic medical centers, healthcare systems, and arts and cultural organizations - nationwide -including specialty counsel on advancement services, annual giving, prospect research, and analytics.

BOOTH 131

Blackbaud

(Presenting Sponsor)

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kristen.belanger@blackbaud.com
www.blackbaud.com

Leading uniquely at the intersection point of technology and social good, Blackbaud provides software, services, expertise, and data intelligence that empowers and connects people to advance the social good movement. We serve the entire social good community, which includes nonprofits, foundations, corporations, education institutions, and the individual change agents who support them.

BOOTH 210

Bloomerang

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Bloomerang helps nonprofit organizations to reach, engage and retain the advocates they depend on to achieve their vision for a better world.

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BOOTH 613

Campbell & Company

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Campbell & Company is a national nonprofit consulting firm that helps organizations create greater impact through fundraising, communications, executive search, and strategic information services. Since 1976, we have partnered with organizations across the sector on their journey to change lives.

BOOTH 145

CARS, Inc.

Todd Holder
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www.careasy.org
business.facebook.com/carsorg

CARS™ is a 501(c)(3) organization providing customer oriented, turn-key vehicle donation program services and marketing solutions for nonprofit organizations located throughout the United States and Canada. Our mission is to provide our nonprofit partners an additional revenue stream by maximizing the proceeds received from processing vehicle donations.

BOOTH 651

Carter

Judy Bennett
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www.carter.global

Carter is a team of philanthropy specialists. Integrity, creativity, experience and expertise are brought to every partner engagement to address the fundraising challenges of local, regional and international philanthropy. Our handpicked teams are specialized for your area and we help organizations of all sizes, ranging from regionally specialized nonprofits to international institutions.

BOOTH 500

Catapult Fundraising, Inc.

(Foundation Partner)
Karen Alonso
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Henderson, NV 89014
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Founded by industry leaders Diane M. Carlson and Anthony R. Alonso, Catapult Fundraising is a full-service firm specializing in capital campaign consulting services and telephone outreach programs including annual fund, capital campaign wrap-up, and planned giving calling.

BOOTH 719

CauseVid

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Fiskdale, MA 01518
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www.causevid.com
facebook.com/causevid

CauseVid helps nonprofits engage and inspire their supporters with video messages that show and tell the story of their cause. Our automated video platform makes it easy to create and send personalized thank you videos, to ask for donations face-to-face, and to collect authentic impact stories from the people who are supported by your cause.

BOOTH 627

CCS Fundraising

Jon Kane
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New York, NY 10022
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info@ccsfundraising.com
ccsfundraising.com

CCS is a strategic fundraising firm that partners with nonprofits for transformational change.

BOOTH 541

CFRE International

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succeed@cfre.org
www.cfre.org
facebook.com/CFREInternational

Commit. Excel. Lead. Be a CFRE. Join the thousands of fundraising professionals worldwide who have become a Certified Fund Raising Executive (CFRE). As the first globally recognized fundraising credential, CFRE indicates leadership, confidence, and ethics. Stop by our booth to learn how becoming a CFRE can benefit your career. www.cfre.org

BOOTH 545

Charity Compliance Solutions, Inc.

Michelle Menzel, President
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www.charitycompliancesolutions.com
facebook.com/charitycompliancesolutions

Charity Compliance Solutions' primary dedication is to provide nonprofit and charitable organizations with professional and comprehensive state registration services. Charity Compliance Solutions will take the burden off your desk so that you can concentrate on making the world a better place.

BOOTH 547

Chronicle of Philanthropy

THE CHRONICLE OF PHILANTHROPY

AFP Association of Fundraising Professionals | Media Partner

Andrew Bowen
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www.philanthropy.com

The Chronicle of Philanthropy is an independent news organization that has been serving influential fundraisers and grant makers for more than 25 years. Voted as the No. 1 must-read publication for nonprofit professionals, our print edition appears 12 times a year, along with a website updated daily.

BOOTH 611

ClearView CRM from SofTrek

Joe Klimek
30 Bryant Woods North
Amherst, NY 14228
(800) 442-9211
info@softrek.com
www.softrek.com
facebook.com/SofTrekCorporation

ClearView CRM fundraising software from SofTrek helps nonprofits deepen constituent relationships, manage fundraising activities and make informed decisions. It offers constituent-relationship management, operational tools; and powerful business intelligence and reporting to support fundraising. SofTrek Corporation has 30 years' experience in the nonprofit arena, with expertise in and deep knowledge of fundraising technology.

BOOTH 635

Community Brands

(Welcome Reception Sponsor)
Erin Shy
9620 Executive Center Dr. N.
Suite 200
Saint Petersburg, FL 33702
(800) 811-0961
connectwithus@communitybrands.com
www.communitybrands.com
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Community Brands is a purpose-driven company that delivers connected technology and engagement solutions for leading associations, nonprofits, and schools to succeed in today's fast-paced world. Our unique approach accelerates innovation and fulfills unmet needs of purpose-driven organizations through interoperable, integrated modern solutions that power social impact and affect positive change.

BOOTH 259

Cornershop Creative

Lesley Molecke
P.O. Box 1058
Olney, MD 20830
(734) 707-8183
hello@cornershopcreative.com
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We're experts in using tools like Salsa, Luminate, EveryAction, and Action Network to implement fundraising campaigns and to build beautiful landing pages, donation forms, and email templates. No matter your campaign needs, our team has the technical experience to make it happen... and the communication skills to make it fun!

BOOTH 256

Corporation for National & Community Service

Beth Binkley, Marketing, Outreach, & Recruitment Manager
250 East Street Southwest, Suite 300
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(202) 606-7572
bbinkley@cns.gov
AmeriCorps.gov/VISTA
facebook.com/AmeriCorpsVISTA

AmeriCorps VISTA (Volunteers in Service to America) members bring passion and perseverance where the need is greatest: to organizations that help eradicate poverty. AmeriCorps VISTA members serve as a catalyst for change, living and working alongside community members to meet our nation's most pressing challenges and advance local solutions.

BOOTH 144

Cougar Mountain Software

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CougarMtn.com
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Cougar Mountain Software is the developer of DENALI FUND, a complete accounting solution specifically designed for nonprofits.

BOOTH 535

Crescendo Interactive, Inc.

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sharon@cresmail.com
CrescendoInteractive.com
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Serving the planned giving industry for 30+ years, Crescendo Interactive provides all the tools and services to market major and planned gifts. Our fully integrated marketing system features custom and mobile websites, enewsletters for donors and advisors, marketing literature, bequest campaigns, social networking, analytics, proposal software, training and more. Visit CrescendoInteractive.com for more information.

BOOTH 243

CrowdRise by GoFundMe

Gary Wohlfeill
130 5th Ave.
Royal Oak, MI 48067
(248) 291-5419
gwohlfeill@gofundme.com
www.crowdrise.com

CrowdRise by GoFundMe, is the leading online and social fundraising platform for nonprofits.Used by tens of thousands of charities, hundreds of socially minded companies and many of the finest endurance events in the world, CrowdRise brings leading innovations in social fundraising, enterprise features, and amazing services to organizations committed to changing the world.

BOOTH 616

DonorPerfect Fundraising Growth Platform

Sandra Blackwell, Event Coordinator
601 Office Center Drive, Suite 200
Fort Washington, PA 19034
(215) 648-4411
sblackwell@softerware.com
www.donorperfect.com

DonorPerfect is a fundraising growth platform that enables nonprofits to raise more money and cultivate donor relationships by effectively automating administrative tasks and organizing constituent data. On average, clients increase their annual revenue by over 10% in their first year of using DonorPerfect. That's double the national average!

BOOTH 540

DonorSearch

William Tedesco
11245 Dovedale Court
Marriottsville, MD 21104
(410) 670-7880
info@donorsearch.net
www.donorsearch.net
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Using sophisticated modeling and advanced analytics, DonorSearch provides development staff with prospect research services that help them identify, qualify, and build relationships with 30% more potential major gift donors.

BOOTH 700

Double the Donation

Adam Weinger, President
17 Executive Park Drive Northeast, Suite 235
Atlanta, GA 30329
(404) 913-0589
Adam@doublethedonation.com
doublethedonation.com

Double the Donation is the leading provider of software for nonprofits to help you raise more money from employee matching gift programs. Our 360MatchPro platform will help you automatically identify more match eligible donations, drive those matches to completion, and provide actionable insights. Your organization will generate incremental revenue with Double the Donation!

BOOTH 248

Eleo Online Donor Management Software

Cindy Gittleman
30 Jefferson Plaza
Princeton, NJ 08540
(844) 676-3536
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Engaging Networks is a flexible and innovative software platform trusted by hundreds of leading nonprofits around the world. We provide online fundraising, advocacy, email marketing and automation, Peer-to-Peer fundraising, eCommerce, membership and event tools, backed by exceptional tech support. Find out more at www.engagingnetworks.net.

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Rich Tolsma Productions is a full-service video and multimedia production company experienced in developing and producing programs for businesses, educational institutions,

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BOOTH 712

S3 One Goal

Lance Swigert, President
2504 Towering Oaks
Bryan, TX 77802
(979) 219-4902
lance@s3onegoal.com
www.s3onegoal.com

S3 One Goal is a new and innovative web application developed by fundraising and auction professionals. Our cloud based software gives staff and volunteers the ease and convenience to access their event database and reports anywhere. S3's one goal is to provide a smooth process from planning to check-out for your next event.

BOOTH 143

Saint Mary's University of Minnesota

Cheryl Pray
700 Terrace Heights
Winona, MN 55987
(612) 728-5137
cpray@smumn.edu
SMUMN.EDU

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BOOTH 523

Salesforce.org

(Trends & Innovation Track Sponsor)
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Salesforce.org gets our technology in the hands of nonprofits and educators so they can connect with others and do more good. As a social enterprise, the more missions our technology supports, the more we invest back into technology and communities, creating an endless circle of good. We're here to help; visit us at Salesforce.org.

BOOTH 740

Sanford Institute of Philanthropy

(AFP YP/Collegiate Reception Sponsor)
Katie Devlin
11355 North Torrey Pines Rd.
La Jolla, CA 92037
(858) 642-8367
kdevlin@nu.edu
www.sanfordinstituteofphilanthropy.org

The Sanford Institute of Philanthropy combines business principles with fundraising best practices into a comprehensive curriculum that teaches current and aspiring nonprofit leaders how to increase charitable giving.

BOOTH 141

SHARPE newkirk

Barlow Mann
855 Ridge Lake Drive, Suite 300
Memphis, TN 38120
(901) 680-5300
info@sharpenet.com
www.sharpenet.com

The SHARPE newkirk provides consulting, donor communication offerings, including print and digital communications, and training to charities and nonprofits throughout the United States.The people at SHARPE newkirk care deeply about America's nonprofit organizations and their involvement with the social good of our country. Our mission says it all: Serving Those Who Serve Society.

BOOTH 156

Sinclair, Townes & Company

Calder Sinclair
521 Village Trace, Building 10
Atlanta, GA 30067
(770) 988-8111
csinclair@sinclairtownes.com
nonprofitfundraisingconsulting.com

Sinclair, Townes & Company, founded in 1980, is an Atlanta-based fund raising consulting firm that provides non-profit institutions and organizations with comprehensive counsel for capital campaigns, endowment campaigns, planned giving programs, major giving programs, annual funds, and more. "Raising More Money for Non-Profits for 35 Years: Proven. Trusted. Success."

BOOTH 207

Social Blue

Tim Roemer
457 Richmond Street West
Toronto, ON M5V 1X9 Canada
(647) 417-0298
t.roemer@socialblue.com
www.socialblue.com/en
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Social Blue is a lead generation agency that exclusively focuses on Facebook, Instagram and Messenger. We create landing pages, write copy, shoot visuals and buy media. Whatever your campaign needs. However, you don't pay for all of that. You only pay a fixed price per donor lead.

BOOTH 355

Softgiving, Inc.

Matt Pfaltzgraf
3423 Piedmont Road Northeast
Atlanta, GA 30305
(515) 314-5950
matt@softgiving.com
www.softgiving.com
facebook.com/softgiving

Softgiving solutions enable nonprofits to expand their donor base while increasing retention and engagement through donation solutions that better fit their supporters lifestyle. A passive donation is made to a donors favorite nonprofit effortlessly through their preferred Softgiving solution. Charitable giving is made simple, easy and secure with Softgiving, Inc.

BOOTH 401

Stelter Company

Nathan Stelter
10435 New York Avenue
Des Moines, IA 50322
(515) 252-7278
nathan@stelter.com
stelter.com
facebook.com/TheStelterCompany

In business since 1962, The Stelter Company is the strategic partner more than 1,500 leading nonprofits nationwide depend on most to provide expertise on cultivating valuable, long-term donor relationships through a unique combination of industry insight, customer focus and creative services.

BOOTH 753

Stewardship

Betty Acker, Marketing Manager
201 West High Street
Mount Vernon, OH 43050
(740) 501-2909
backer@stewardshiptechnology.com
stewardshiptechnology.com

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BOOTH 704

TapKat Solutions LLC

Annie Volk, Customer Development Director
6525 Gunpark Drive, Suite 370-188
Boulder, CO 80301
(720) 442-8141
Annie@TapKat.org
www.TapKat.org

TapKat offers a unique online drawing contest campaign that's new and exciting for donors - people make donations to support your organization and you give them a chance to win a really fun prize. It's a great way to raise additional funding that compliments your existing campaigns and donor events.

BOOTH 134

Tiltify

Michael Wasserman
9009 Keith Ave., Unit #5
West Hollywood, CA 90069
(310) 614-4669
michael@tiltify.com
tiltify.com

Tiltify is the fundraising platform for the digital generation, providing live, interactive telethon-style technology that engages donors to invest in the cause. Tiltify harnesses the power of both traditional fundraising and modern digital live engagement with platforms like Twitch and YouTube, enabling any organization to dramatically expand audience reach.

BOOTH 706

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jessicawarner@tsys.com
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BOOTH 741

Valdry Center for Philanthropy at Southern University

Alfred Harrell
618 Harding Boulevard
Baton Rouge, LA 70807
(225) 771-3911
alfred_harrell@sus.edu
vcp.sus.edu

MISSION: The Valdry Center for Philanthropy (VCP) at Southern University seeks to educate the socially conscious student, volunteer, and practitioner in the emerging field of philanthropic studies, through exploring the economic, historical, and philosophical rationales for voluntary action in the local, national and international arenas.

BOOTH 257

Virtuous Software

Gabe Cooper, CEO
1 North 1st Street, Suite 600
Phoenix, AZ 85004
(866) 329-4009
gabec@virtouscrm.com
www.virtuoussoftware.com

Virtuous is the nonprofit CRM that simplifies donor management.

BOOTH 258

VOICELOGIC

Steve Lindo, Vice President
334 Munster Avenue
Toronto, ON M8Z 3C5 Canada
(800) 973-1870
stevelindo@voicelogic.com
www.voicelogic.com

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BOOTH 201

W&E Baum

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Freehold, NY 07728
(732) 866-1881
heshy@webaum.com
www.webaum.com

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BOOTH 206

WealthEngine

Linda Garrison
4340 East West Highway, Suite 900
Bethesda, MD 20814
(240) 722-4370
lgarrison@wealthengine.com
www.wealthengine.com
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BOOTH 130

Windfall Data

Daniel Stevens, VP of Business Development
430 Pacific Avenue
San Francisco, CA 94133
(919) 475-0905
dan@windfalldata.com
www.windfalldata.com

BOOTH 124

Winspire

Kevin Spykerman
23091 Mill Creek Drive
Laguna Hills, CA 93653
(949) 544-8545
kspykerman@winspireme.com
winspireme.com

Winspire provides unique, no-risk travel Experiences that save time, increase revenue and identify donors within charity auctions and raffles. We provide access to over 200 travel packages and we develop customized packages upon request. Winspire Event Consultants share best practices and strategies and our full service travel agency takes care of every winning bidder detail.

BOOTH 603

Zulu Nyala Game Lodge

Karl Luzum
6520 138th Avenue
Holland, MI 49423
(616) 836-9267
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January 16, 2019
How to Raise Major Gifts in Only 30 Minutes a Day
Presenter: Amy Eisenstein, ACFRE

February 13, 2019
Happy Donors – Finding and Keeping the Best Donors
Presenter: Wayne Olson

February 27, 2019
Launching a Gift in Wills Program
Presenter: Ligia Peña, CFRE

March 13, 2019
21st Century Grant Applications
Presenter: Diane Gedeon-Martin

March 20, 2019
Market Smarter, Not Harder
Presenter: Ceci Dadisman

March 27, 2019
Who's Your Donor? Creating Donor Personas
Presenter: Gail Straus

April 10, 2019
Top 5 Ways to Improve Your Monthly Donor Retention
Presenter: Erica Waasdorp

April 17, 2019
How to Have a Successful Capital Campaign in Today's Hyper Busy World
Presenter: Andrea Kihlstedt

April 24, 2019
Building Strong Development Teams
Presenter: Myra Mathis

May 8, 2019
Financial Literacy: What Every Fundraising Professional Needs to Know
Presenter: Amy Wolfe, MPPA, CFRE

May 22, 2019
Digital Envy: Showcasing the Best of Digital Fundraising
Presenter: Rachel Clemens

June 12, 2019
Giving Shifts: How Networks are Catalyzing Change
Presenter: LaTanya Flix

June 26, 2019
The Next Generation of Giving
Presenter: Ashley Thompson

July 10, 2019
The Art and Science of Effective Gift Acknowledgments
Presenter: Steven Shattuck

July 24, 2019
The Future of Philanthropy and Why Diversity Matters
Presenter: Brenda Asare

August 14, 2019
Simple Secrets to Successful Nonprofit Events
Presenter: A.J. Steinberg

August 28, 2019
Why You Need a Case for Support and How to Build One
Presenter: Leah Eustace, CFRE, ACFRE

September 4, 2019
The ABCs of DAFs (What Nonprofits Need to Know About Donor Advised Funds)
Presenter: Keith Curtis

September 18, 2019
How to Avoid the End of Year Giving Trap
Presenter: Steve MacLaughlin

September 25, 2019
Speak! What to Say (and Not to Say) and How to Say It
Presenter: Beth Wolfer

October 16, 2019
Getting the Board Onboard: What's the Issue? Who Can Address It and How?
Presenter: Robbe Healey MBA, NHA, ACFRE

October 30, 2019
The State of Online Fundraising 2019
Presenter: Mike Snusz

November 13, 2019
How to Achieve Your Goals While Creating ROI for Your Sponsor
Presenter: Mai Bruneau

November 20, 2019
Multi-Channel Storytelling to Amp Up Your Fundraising and Other Campaigns
Presenter: Alizah Epstein

December 4, 2019
Show and Tell – The Magic of Stewardship in Growing Donor Relationships and Increasing Fundraising Support
Presenter: Beth Ann Locke

December 11, 2019
Small World, Big Money
Presenters: Ligia Peña, CFRE, Penelope Cagney MA, CFRE and Simone Joyaux ACFRE, Adv. Dip.

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EXHIBITOR DIRECTORY

As of Feb 19, 2018

BOOTH	EXHIBITOR	PRODUCT CATEGORY
542	The Alford Group	Fundraising Counsel
645	AlumniFinder	Donor Research/Prospect Identification
242	Amri Studio, Inc.	Donor Recognition/Special Gifts
240	AppealMaker	Direct Marketing Services
322	Association of Fundraising Professionals	Education/Training
640	Arreva	Online Fundraising Services
149	Ashworth Awards	Donor Recognition/Special Gifts
354	BankMobile	Financial Services
105	Bay Path University	Education/Training
358	Beacon Design by ChemArt	Donor Recognition/Special Gifts
644	Beauty and Beyond	Other Skincare/Anti-aging
142	Bentz Whaley Flessner	Fundraising Counsel
131	Blackbaud	Computer Software/Hardware
210	Bloomerang	Computer Software/Hardware
613	Campbell & Company	Fundraising Programs
145	CARS, Inc.	Fundraising Programs
651	Carter	Fundraising Counsel
500	Catapult Fundraising, Inc.	Fundraising Programs
719	CauseVid	Video Production
627	CCS Fundraising	Fundraising Counsel
541	CFRE International	Other Credential
545	Charity Compliance Solutions, Inc.	Other State Charity Registration Management
547	Chronicle of Philanthropy	Publishers/Resource Materials
611	ClearView CRM from SofTrek	Computer Software/Hardware
635	Community Brands	Online Fundraising Services
259	Cornershop Creative	Online Engagement
256	Corporation for National & Community Service	Recruiter
144	Cougar Mountain Software	Other Fund Accounting
535	Crescendo Interactive, Inc.	Planned Giving
243	CrowdRise by GoFundMe	Online Fundraising Services
616	DonorPerfect Fundraising Growth Platform	Computer Software/Hardware
540	DonorSearch	Donor Research/Prospect Identification
700	Double the Donation	Other Matching Gifts
248	Eleo Online Donor Management Software	Computer Software/Hardware
715	Engaging Networks	Computer Software/Hardware
709	EveryAction	Computer Software/Hardware
100	Far Horizons	Fundraising Programs
641	The FOR Project	Fundraising Programs
647	Foundation Center by Candid	Donor Research/Prospect Identification
305	FrontStream	Online Fundraising Services
300	Fund Raising School at The Indiana University Lilly Family School of Philanthropy	Education/Training
723	Fundraise Up	Online Fundraising Services
601	Funraise	Online Fundraising Services

BOOTH	EXHIBITOR	PRODUCT CATEGORY
356	Gabriel Group	Direct Marketing Services
643	Get Involved Company	Online Fundraising Services
523	Getaway2Give	Fundraising Programs
646	Give by Cell	Fundraising Programs
302	GiveGame	Online Fundraising Services
400	Give Lively	Online Fundraising Services
301	Giveffect	Computer Software/Hardware
253	GiveGab	Online Fundraising Services
634	Grant Professionals Association	Education/Training
111	Greater Giving	Online Fundraising Services
140	Handbid	Online Fundraising Services
158	Harbor Compliance	Other Service & Software
737	Harness	Fundraising Programs
757	Highland Advancement Solutions, LLC	Education/Training
701	Hummingbird Digital Media	Fundraising Programs
722	Hustle, Inc.	Direct Marketing Services
101	IAA	Fundraising Programs
710	INB Medical	Other Wellness And Skincare
605	iWave	Donor Research/Prospect Identification
357	Johnson, Grossnickle and Associates	Fundraising Counsel
200	LaGrange College, Master's Degree in Philanthropy & Development	Education/Training
204	Lane Services, LLC	Computer Software/Hardware
159	Lavandula Design	Special Events
752	Little Green Light	Online Fundraising Services
730	The Magnet Guys	Other Magnets
638	Main Event	Special Events
108	Marketing Communication Resource, Inc.	Direct Marketing Services
759	MD Designs, Inc.	Donor Recognition/Special Gifts
107	MGI Fundraising Consulting, Inc.	Fundraising Counsel
146	Mindwize	Direct Marketing Services
132	Mission Advancement	Fundraising Counsel
623	Mitch-Stuart, Inc.	Special Events
205	MNY Innovations	
636	myRollCall	Online Fundraising Services
237	Neon One	Computer Software/Hardware
750	The Nonprofit Quarterly	Publishers/Resource Materials
649	Nonprofit Leadership Alliance	Education/Training
755	Omatic Software	Computer Software/Hardware
349	OneCause	Online Fundraising Services
702	Palmer Non-Profit Communications	Fundraising Programs
252	PaymentSpring	Online Fundraising Services
629	Pentera, Inc.	Planned Giving
353	PG Calc	Planned Giving
254	PNC Institutional Asset Management	Financial Services

BOOTH	EXHIBITOR	PRODUCT CATEGORY
352	ProList	Direct Marketing Services
304	Qgiv	Online Fundraising Services
244	Qtego Fundraising Services	Special Events
631	ResultsPlus from Metafile	Other Fundraising Software
128	Rich Tolsma Productions	Video Production
712	S3 One Goal	Online Fundraising Services
143	Saint Mary's University of Minnesota	Education/Training
523	Salesforce.org	Fundraising Programs
740	Sanford Institute of Philanthropy	Education/Training
141	SHARPE newkirk	Planned Giving
156	Sinclair, Townes & Company	Fundraising Counsel
207	Social Blue	Other Lead Generation
355	Softgiving, Inc.	Fundraising Programs
401	Stelter Company	Planned Giving
753	Stewardship	Online Fundraising Services
704	TapKat Solutions LLC	Online Fundraising Services
134	Tiltify	Online Fundraising Services
706	TSYS	
112	TWCPSA - The Wetherall Company Public Service Advertising	Other PSA Advertising
836	The Valdry Center for Philanthropy at Southern University	Education/Training
257	Virtuous Software	Computer Software/Hardware
258	VOICELOGIC	Telemarketing
201	W&E Baum	Donor Recognition/Special Gifts
206	WealthEngine	Donor Research/Prospect Identification
130	Windfall Data	Computer Software/Hardware
124	Winspire	Special Events
603	Zulu Nyala Game Lodge	Fundraising Programs

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NOTES

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CONTINUING EDUCATION POINTS TRACKER

CFRE International has developed this form as a way for you to quickly track (and keep in your files!) the continuing education sessions you have attended. Simply check the boxes next to the sessions you attended. At the end of the conference, add up the total number of hours. Keep this sheet and you will be ready to complete your application form.

All of the session slots listed are eligible for continuing education points on your CFRE application for initial certification and/or recertification. Sessions not listed here are not eligible for points.

Activity Organizer: AFP
Title of Activity: 2019 AFP International Conference
Names of Presenter(s): Various
Dates and Location: - March 31 – April 2, 2019 San Antonio, TX

Sunday, March 31, 2019
Session 1: 9:00 AM – 10:15 AM (1.25 pts)

- ☐ Effective Cultivation Techniques: The Ties that Bind
- ☐ How to Dial Down the Overwhelm
- ☐ Use the New 2019 Corporate Social Responsibility Trends to Win More Sponsorships
- ☐ The Brain TRUST: Working Productively With Your President/ Executive Director and Board
- ☐ Why Your Donor Doesn't Want to Meet, and What You Can Do About It
- ☐ Rebels, Renegades, and Pioneers: You Didn't Say That!? - Challenging Fundraising Discussions
- ☐ Hello Mr. Zuckerburg…Can We Have a Relationship?
- ☐ Growing Your Giving Day
- ☐ The Next Generation of Giving
- ☐ Microaggressions: A Major Hinderance to Effective Fundraising
- ☐ Ask for Anything – Artfully!
- ☐ Social Styles in Fundraising for the Emerging Fundraiser
- ☐ Strategies to Successfully Undergo a Digital Transformation

Sunday, March 31, 2019
Session 2: 10:45 AM – 12:00 PM (0.0 pts)

- ☐ Working with a Former Corporate CEO: A Candid Conversation
- ☐ Stewarding Donors with Dementia
- ☐ The Disney Difference: Newer, Greater, Better Ways of Wowing Donors and Exceeding Goals
- ☐ Tips & Tricks to Make Your Small Shop Bigger Faster
- ☐ Was the Fear Warranted? A Glimpse Into the Early Effects of the Tax Policy Changes
- ☐ Storytelling in the Real World
- ☐ The Fundraiser's Guide to Mid Level Donors
- ☐ Stupid Nonprofit Ads: What Great Fundraisers Can Learn from the Best of the Worst
- ☐ What Donors Are Saying About Bequests Motivation and Potential
- ☐ Career Moves For Young Professionals
- ☐ Rebels, Renegades and Pioneers: Getting Value from Your Top Talent – Does Money Equal Worth
- ☐ How to Create Your Organization's Donor Retention System

Courses Marked NFR (Non Fundraising Related) may be counted towards the 10 point maximum of NFR Courses on the initial CFRE application and the 5 point maximum on the re-certification application.

Find more CFRE approved continuing education opportunities on My Education Finder: http://www.cfre.org/continuing-education/my-education-finder/

Sunday, March 31, 2019

Session 3: 4:00 PM – 5:15 PM (1.25 pts)

- ☐ Better Feedback Makes Better Managers
- ☐ Islam & Philanthropy
- ☐ The Blueprint for Fundraising Career Success
- ☐ Donors Are Data: Creating a Donor-Centered Fundraising Operation (Even If You're Data-Phobic)
- ☐ Negotiation Techniques to Make the Right Ask, the Right Way
- ☐ Capital Campaign Games: How will You Face the Challenges?
- ☐ Storytelling for Board Members: The Key to Unleash New Energy and Commitment
- ☐ In the Age of Wonder Woman, Why Do Men Still Rule the C-Suite?
- ☐ The Annual Campaign: Doing It Well and Then Doing It Even Better Next Year
- ☐ The Power of Strategy Maps to Transform Fundraising (on a single sheet of paper)
- ☐ Rebels, Renegades, and Pioneers: Let's Talk about the Elephant in the Room: Mental Health and the Non-profit Sector
- ☐ Ethics: It's Fun, and It's for Everybody
- ☐ Your Donor Base and Diversity

Monday April 1, 2019

Session 1: 8:00 AM – 9:15 AM (1.25 pts)

- ☐ Young Professionals and Junior Boards: Beyond the Kids' Table to Meaningful Engagement
- ☐ Thriving as a Fundraiser in Work and Life
- ☐ Practicing Gratitude, Learning From Fred Rogers, and Making Fundraising Easier and More Joyful
- ☐ How to Prepare a Crisis Communications Plan to Prevent Major-Donor and Foundation Fallout
- ☐ Amplifying Your Storytelling…Harnessing the Power of Media for Social Good
- ☐ Being Donor-Centered in Changing Times
- ☐ Do This, Not That: Proven Best Practices for Today's Fundraiser
- ☐ Gateway to Healing: Exploring How Donors Deal With Grief Through Philanthropy
- ☐ Massive Fundraising: How to Double, Triple or Quadruple Your Fundraising Income
- ☐ Rebels, Renegades and Pioneers: Migration at the Borders: Managing the Crisis
- ☐ The Fundraising Profession's Response to Tax Reform

Monday April 1, 2019

Session 2: 10:15 AM – 11:30 AM (1.25 pts)

- ☐ Cultivation Events: A Major Key to Successful Fundraising
- ☐ Nine Ways to Turbocharge Your Grant-Seeking
- ☐ The Seven Deadly Sins of Cause Sponsorship
- ☐ Social Listening for Deeper Donor Engagement
- ☐ Small Shop Survival Guide: How to Build a Thriving Fundraising Program Alone(ish)
- ☐ Are You Prepared to Let Your Donors Push You Around?
- ☐ The New Science of Fundraising: Neuroscience, Behavioral Economics, and Fundraising
- ☐ The Color of Money
- ☐ Ethics in the Age of Social Media
- ☐ Year-In-Review: Spanning the Globe for Recent Court Decisions & Legal Developments in Fundraising & Philanthropy
- ☐ Rebels, Renegades, and Pioneers: Managing for the Revolution (aka the Revolution Will Be Project-Managed)
- ☐ Face to Face with a Major Gift Donor for the First Time
- ☐ Pathways to the Major Gift Ask – Getting Referrals from Physicians and Professional Advisors

Courses Marked NFR (Non Fundraising Related) may be counted towards the 10 point maximum of NFR Courses on the initial CFRE application and the 5 point maximum on the re-certification application.

Find more CFRE approved continuing education opportunities on My Education Finder: http://www.cfre.org/continuing-education/my-education-finder/

Monday, April 1, 2019

Session 3: 1:15 PM – 2:30 PM (1.25 pts)

- ☐ Using Storytelling in Planned Giving – New Findings on Storytelling and Gifts in Wills
- ☐ Your Money is Tight Because Your Staff Isn't Right
- ☐ The Five-Step Foolproof Method for Any ASK!
- ☐ Prospect Research and Prospect Management: There Is No Silver Bullet!
- ☐ Don't be a Drag - Just be a Queen: How to Rule with LGBTQ Donors
- ☐ Inside the Mind of a Major Donor
- ☐ Introverts Unite: Unleashing the Hidden Fundraising Talents of the Most Undervalued People in the Room
- ☐ A Critical Look at Fundraising in the United States
- ☐ Be a Giant
- ☐ Getting Involved in the ACFRE Process
- ☐ Considering a Capital Campaign? Six Critical Tools You Need to Lead a Successful Campaign
- ☐ Everything We Know About Fundraising Is (Mostly) Wrong
- ☐ Fundraising from the Whole Community: Diversity as a Powerful Fundraising Strategy

Monday, April 1, 2019

Session 4: 3:00 PM – 4:15 PM (1.25 pts)

- ☐ How Do Great Fundraisers Become Great Managers?
- ☐ The Donors of Tomorrow: Effective Ways to Engage Young Donors
- ☐ Me, Myself, and I: Successfully Running a One-Person Development Shop
- ☐ Flies Round Their Eyes: How Should We Respect Beneficiaries' Dignity While Raising the Most Money?
- ☐ Better By Design: Practical Advice for Applying Donor-Centric Design Thinking
- ☐ Five Must Haves for Your Funder Site Visit
- ☐ The Case for Support Playbook: Using Unexpected Stories and Sticky Ideas to Engage Supporters
- ☐ The Five Strategic Planning Tools That Lead to Fundraising Success!
- ☐ Pay No Attention to that Woman Behind the Curtain! DirectMail in The Land of Oz
- ☐ The Secret Sauce That Turned $100 Per Month into $6.5 Million
- ☐ Rebels, Renegades, and Pioneers: From Making Waves to Creating A Tsunami of Change
- ☐ Overcoming Physician Objections to Grateful Patient Fundraising
- ☐ The Robots Are Coming: Artificial Intelligence and the Future of Fundraising

Tuesday, April 2, 2019

Session 1: 8:00 AM – 9:15 AM (1.25pts)

- ☐ Conquering Impostor Syndrome: Understanding and Demonstrating Your Value
- ☐ Major-Gift Cultivation and Stewardship at Special Events: It Can Work! A Case Study
- ☐ Through the Looking Glass: Articulating Your Identity as a Professional Fundraiser
- ☐ Forensic Philanthropy: What Killed Your Donor? How to Extend the Life of a Donor Relationship
- ☐ Digital Envy: Showcasing the Best of Digital Fundraising
- ☐ The Analytics Journey Throughout Your Campaign
- ☐ Is the Idea of Charity Getting in the Way of Change?
- ☐ Design Board Meetings that Elicit Governance and Fundraising
- ☐ Is Prospect Research Creepy? The Structure and Ethics of Prospect Research
- ☐ Building Donor Loyalty: Lessons from Research
- ☐ Embracing Innovation to Engage and Inspire Millennials and Gen Z to Give

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Tuesday, April 2, 2019

Session 2: 10:15 AM – 11:30 AM (1.25 pts)

- ☐ New Trends in Donor Stewardship: Saying "Thank You" All Year Long
- ☐ How to Use Email and Social Media to Create an Exceptional First-Time Donor Experience
- ☐ Sustainable Leadership for Mission Impact
- ☐ Our Best Donors Are Aging: Communicating to and Working With Seniors
- ☐ Inclusion in the Age of Diversity, Part II: Beyond Recruitment
- ☐ Friends with Benefits – Could Conscious Coupling be the New Future of Fundraising?
- ☐ Ready, Set, Succeed: Effective Onboarding for Fundraising Professionals
- ☐ Planned Giving by Phone? How Telephone Outreach Can Significantly Impact Your Planned Giving Program
- ☐ The Perfect Match: Corporate Volunteers will Make Donors "Walk into Your House"
- ☐ Who Can I Run To? Building Your Mentor Network
- ☐ Measuring Fundraising Effectiveness: The Conversations Nonprofits Aren't Having
- ☐ Crowdfunding: How the Rules of Fundraising Have Changed
- ☐ Tax Reform and the Impact on Giving
- ☐ "How to Use AFP's Donor Giving Data to Improve Your Fundraising Results"

Total Points Sunday, Session 1:_____

Total Points Sunday, Session 2:_____

Total Points Sunday, Session 3:_____

Total Points Monday, Session 1:_____

Total Points Monday, Session 2:_____

Total Points Monday, Session 3:_____

Total Points Monday, Session 4:_____

Total Points Tuesday, Session 1:_____

Total Points Tuesday, Session 2:_____

Total number of points attained:_____

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Dedan Brozino
Chief Development Officer
Rose Bowl Legacy Foundation

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MONDAY, APRIL 1 • 10:45 AM
LEARNING LAB #2 IN THE EXHIBIT HALL

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