

AFP ICON 2024 - Full Schedule

April 4

07:00-17:30 | Level 800

First Aid/EMT

09:00-17:30 | Room: 703

Quiet Room

April 5

07:00-17:30 | Room: 702

Nursing Room

07:00-17:30 | Level 800

First Aid/EMT

07:00-17:30 | Level 700

Pre-Conference Deep Dives Registration

08:00-17:30 | Room: 716 A

Fundamentals of Fundraising (Two-Day Pre-Conference Deep Dive)

Pre-Conference Deep Dives (Add'l Registration Required)

The AFP Fundamentals of Fundraising course is an introductory, 2-day course providing a comprehensive overview of fundraising principles at the fundamental level. The course content covers the roles and responsibilities of fundraisers, with emphasis on responsibilities you are likely to encounter at the beginning of your career.

Presented by: Becky Chambless, CFRE, Melissa Webber, CFRE

08:00-17:30 | Room: 717 A

CFRE Refresher (Two-Day Pre-Conference Deep Dive)

Pre-Conference Deep Dives (Add'l Registration Required)

The AFP CFRE Refresher Course uses case studies to provide a refresher of the six fundraising knowledge domains and the core principles and concepts that all experienced fundraising professionals should know. The course is designed as a refresher and not an in-depth review.

Presented by: Cherian Koshy, CFRE, CAP, Dr. Sandra Ehrlich, CFRE

09:00-17:30 | Room: 703

Quiet Room

09:00-17:30 | Room: 810

Prayer Room

April 6

07:00-17:30 | Room: 702

Nursing Room

07:00-17:30 | Level 800

First Aid/EMT

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Pre-Conference Deep Dives Registration

08:00-17:30 | Room: 716 A

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08:00-17:30 | Room: 717 A

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Presented by: Cherian Koshy, CFRE, CAP, Dr. Sandra Ehrlich, CFRE

08:00-17:30 | Room: 715 A

Capital Campaign Fundraising: Ready, Set, Go!

Pre-Conference Deep Dives (Add'l Registration Required)

If there is a capital (comprehensive or capacity) campaign in your future, this workshop is for you! A capital campaign is likely the largest amount your organization has ever tried to raise often 10 times more than you currently raise. Don't leave the success of your campaign up to chance. Join Amy Eisenstein to learn how to prepare for a feasibility study and create a campaign plan to ensure your campaign is a success. You will leave the workshop prepared to

develop the key components of your campaign plan as well as a step- by-step guide for your campaign. To find out if this workshop is right for you, feel free to email her at amy@capitalcampaign toolkit.com.

Presented by: Amy Eisenstein

08:00-17:30 | Room: 803 B

Create the Ultimate, Money-Raising, Donor Engaging Comprehensive Fundraising Plan

Pre-Conference Deep Dives (Addt'l Registration Required)

Did you know that fundraising increases by 148% when there is a written fundraising plan in place? In this hands-on workshop, we will dig deep into the most effective methodologies combined with industry trends to create a comprehensive annual fundraising plan you can put to use right away.

Presented by: T. Clay Buck, CFRE, Veronica Seymour, CFRE

08:00-17:30 | Room: 802 B

Donor Retention: A Self-Assessment Workshop

Pre-Conference Deep Dives (Addt'l Registration Required)

AFP Donor Retention Course Did you know that most nonprofits lose nearly as many donors as they gain each year? This 1-day course will help you stop the churn! It focuses on developing a donor retention plan based on research into what really works. Learn to track overall gains and losses in donors and gifts and use that information to develop better cultivation and retention strategies.

Presented by: Erik Daubert, MBA, ACFRE, Lori Overmyer, MBA, CFRE

08:00-17:30 | Room: 713 A

Engaging Meaningfully with Donors Through a Gift in Will Pipeline

Pre-Conference Deep Dives (Addt'l Registration Required)

Donor engagement is key to fundraising success yet charities fail to meaningfully engage with its most loyal, long-term donors, resulting in dwindling legacy programs. This research and data-driven deep dive will teach how to create love-filled marketing and engagement activities for

every stage of your gift in wills pipeline. (This session is intended for organizations with a current legacy program.)

Presented by: Ligia Pea, CFRE, Jen Love

08:00-17:30 | Room: 801 A

How to Write a Case for Support that Will Inspire Donors to Give

Pre-Conference Deep Dives (Add'l Registration Required)

Your case for support is a hardworking messaging platform for your capital campaign. It must be credible, authentic, compelling and inspiring all at the same time. If you're tasked with writing or reviewing it, where do you begin? Learn how to write (or review) an effective case in this dynamic workshop.

Presented by: Lori Woehrle

08:00-17:30 | Room: 802 A

The Donor Decision Lab: Using Behavioral Science to Engage Supporters

Pre-Conference Deep Dives (Add'l Registration Required)

This interactive class will offer practical insights from behavioral economics, evolutionary psychology and neuroscience to encourage more and higher gifts. You'll discover how Edinburgh Zoo improved income from \$20K to \$1.5M using three simple nudges, and how standing beside a NYC subway sign increased average gift from \$32 to \$37.

Presented by: Bernard Ross, Thomas Kurmann, Alan Hutson

08:00-17:30 | Room: 714 A

The Future of Fundraising Events - Reimagining Events for New Generations of Donors

Pre-Conference Deep Dives (Add'l Registration Required)

Nonprofits have long known that the demise of the traditional gala is coming. As we have watched the Greatest Generation fade away it has become increasingly clear that fresh new ideas are needed to ensure continued live interactions with a support base that is increasingly younger. Now is the time to make the change and craft creative and engaging ways to attract and engage future generations.

Presented by: A.J. Steinberg, CFRE

08:00-17:30 | Room: 803 A

You've Got The Chops: Speaking for Results

Pre-Conference Deep Dives (Addt'l Registration Required)

If one of your goals this year is to increase your visibility as a thought leader, speak on stages about your expertise, or even nail your presentation at work with ease, then it's time for 'Creating Irresistible talks for Everyday Folks'.

Presented by: Kishshana Palmer

08:00-17:30 | Room: 703

Quiet Room

09:00-17:30 | Room: 810

Prayer Room

09:00-12:00 | Westin Harbour Castle - Room: Harbour Ballroom A/B

Chapter Board Workshop (for current chapter board members)

This event takes place at the Westin Harbour Castle, One Harbour Square. Transportation will not be provided from the Convention Centre to the Westin Harbour Castle.

13:00-17:00 | Level 700

Bookfair

13:00-19:00 | Level 600

ICON Registration

13:00-17:00 | Room: 704

Executive Coaching - Additional Registration Required

Make the most of your time at AFP ICON and register for an Executive Coaching session! We have 4 fantastic professional coaches with availability Sunday through Tuesday on-site in Toronto during AFP ICON 2024. To register, log in to your AFP ICON registration profile, click 'Add Items' and add 'Executive Coaching Sessions @ AFP ICON.' We'll send you an email to choose your coach and timeslot. Each 30-minute session is \$50.00. The Executive Coaches:

Kimberly Arrindell, MBA

Olu Burrell

Nancy Racette

Jenny Mitchell, CFRE, CEC, DMA

Presented by: Kimberly Arrindell, MBA, Olu Burrell, Nancy Racette, Jenny Mitchell, CFRE, CEC, DMA

13:30-16:30 | Westin Harbour Castle - Room: Harbour Ballroom A/B

Chapter Presidents' Council Meeting (for current chapter board members)

This event takes place at the Westin Harbour Castle, One Harbour Square. Transportation will not be provided from the Convention Centre to the Westin Harbour Castle.

16:00-17:00 | Room: 718 B

Chamberlain Scholars Meeting

17:15-18:15 | Room: 718 B

Emerging Leaders Affinity Group Meeting (Sponsored by Blackbaud)

Social Events

Network with other professionals who have been in fundraising for ten years or less.

Sponsored by Blackbaud

17:15-18:15 | Room: 601 A

Affinity Group Meeting - Arts & Culture

Social Events

Are you interested in having thoughtful conversations with like-minded fundraising professionals about various fundraising topics? Consider attending our Arts & Culture Affinity Group Meeting!

Led by Rochelle Jerry

17:15-18:15 | Room: 602 A

Affinity Group Meeting - Health

Social Events

Are you interested in having thoughtful conversations with like-minded fundraising professionals about various fundraising topics? Consider attending our Health Affinity Group Meeting!

Led by James F. Tobias

17:15-18:15 | Room: 718 A

Affinity Group Meeting - LGBTQ+

Social Events

Are you interested in having thoughtful conversations with like-minded fundraising professionals about various fundraising topics? Consider attending our LGBTQ+ Affinity Group Meeting!

Led by T. Clay Buck and John Huebler

17:15-18:15 | Room: 604

Affinity Group Meeting - Education

Social Events

Are you interested in having thoughtful conversations with like-minded fundraising professionals about various fundraising topics? Consider attending our Education Affinity Group

Meeting!

Led by Manju Ramachandran

17:15-18:15 | Room: 605

Affinity Group Meeting - Muslim

Social Events

Are you interested in having thoughtful conversations with like-minded fundraising professionals about various fundraising topics? Consider attending our Muslim Affinity Group Meeting!

Led by Moustafa Elsayed

17:15-18:15 | Room: 701 A

Affinity Group Meeting - African American/Black

Social Events

Are you interested in having thoughtful conversations with like-minded fundraising professionals about various fundraising topics? Consider attending our African American/Black Affinity Group Meeting!

Led by James Thomas, Tony Spearman-Leach, Marcus Brewer, Juanita Sheppard

17:15-18:15 | Room: 701 B

Affinity Group Meeting - Working Moms

Social Events

Are you interested in having thoughtful conversations with like-minded fundraising professionals about various fundraising topics? Consider attending our Working Moms Affinity Group Meeting!

Led by Adrienne Taylor

17:15-18:15 | Room: 713 B

Affinity Group Meeting - Disabilities

Social Events

Our group is a safe and friendly space for colleagues living with visible or invisible disabilities, as well as those serving the disability community. We focus on supporting each other through challenges and lived experiences, provide guidance on addressing issues regarding disabilities, and aim to learn from each other. Led by Mark Chilutti

17:15-18:15 | Room: 714 B

Affinity Group Meeting - Latinx

Social Events

Are you interested in having thoughtful conversations with like-minded fundraising professionals about various fundraising topics? Consider attending our Latinx Affinity Group Meeting! Led by Evelyn R. Hernandez

17:15-18:15 | Room: 715 B

Affinity Group Meeting - Faith-Based

Social Events

This group is open to people of all faiths. It is a wonderful opportunity to share the challenges that are specific to faith-based nonprofits and to learn from other organizations. This is a highly supportive group that is able to navigate different institutional beliefs and lean into deep conversations in the faith arena. Some topics we may discuss include: How do we believe this election year will affect faith-based nonprofits? What are some similar challenges that all faith-based nonprofits face? What are some of the predispositions that some donors assume with faith-based nonprofits? Led by Paul Dunne

17:15-18:15 | Room: 602 B

Affinity Group Meeting - Asian Pacific Islander

Social Events

Are you interested in having thoughtful conversations with like-minded fundraising professionals about various fundraising topics? Consider attending our Asian Pacific Islander Affinity Group Meeting! Led by Teresa Cheng, Liyen Chong, Neil McEachern

17:15-18:15 | Room: 601 B

Affinity Group Meeting - Consulting

Social Events

Are you interested in having thoughtful conversations with like-minded fundraising professionals about various fundraising topics? Consider attending our Consulting Affinity Group Meeting! Here are some discussion questions we will be using: What are the greatest challenges you face as a consultant? What is the most difficult aspect of consulting? What are some areas you could use help on? Led by Matthew Reynolds

18:00-19:30 | Level 700

Welcome Reception (Sponsored by Kindsight)

Social Events

April 7

07:00-17:30 | Room: 702

Nursing Room

Please pick up a key to the room from ICON Registration on the 600 Level.

07:00-17:30 | Level 800

First Aid/EMT

07:00-17:00 | Level 700

Bookfair

07:00-17:00 | Level 600

ICON Registration

07:00-08:30 | Level 700

Coffee (Sponsored by Qgiv)

Social Events

08:00-17:00 | Room: 810

Prayer Room

08:00-08:45 | Level 700

Speed Networking

Social Events

All attendees welcome, especially first-time conference attendees!

08:00-17:30 | Room: 704

Executive Coaching Additional Registration Required

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Kimberly Arrindell, MBA

Olu Burrell

Nancy Racette

Jenny Mitchell, CFRE, CEC, DMA

08:00-17:30 | Room: 706

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Olu Burrell
Nancy Racette
Jenny Mitchell, CFRE, CEC, DMA

08:00-17:30 | Room: 710

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Olu Burrell
Nancy Racette
Jenny Mitchell, CFRE, CEC, DMA

08:00-17:30 | Room: 606

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Kimberly Arrindell, MBA
Olu Burrell
Nancy Racette
Jenny Mitchell, CFRE, CEC, DMA

09:00-17:00 | Room: 703

Quiet Room

09:00-10:15 | Room: 718 B

The Status of Canadian Fundraising Report: Current Trends, Examples and Advice to Drive Growth (Presented by Blackbaud)

Applied | Current and Prospective Donor Research

Join Blackbaud to explore how fundraising is trending in Canada. Our annual Status of Canadian Fundraising Report shares insights from 500+ fundraising professionals on income, fundraising performance, digital transformation and more. In this session, we draw from these research findings to understand what's driving nonprofit organization's success, and provide real-world examples, actionable advice and tips on best practices to help your nonprofit organization achieve sustainable growth - even in a challenging economy.

Presented by: Paige Bullington

09:00-10:15 | Room: 714 A/B

Small Shops Big Success in Planned Giving

Introductory/Foundational | Securing the Gift (Sponsored by Mission CRM)

Planned giving is not just for the big organizations with lots of resources. It's for every organization with a compelling mission. You will be able identify planned giving prospects and obtain over 30 different donor conversation starters. Receive practical strategies for securing the planned gift and increase annual gifts too!

Presented by: Alexis India Alm

09:00-10:15 | Room: 701 A

The Downside of Donor Centric Fundraising

Applied | Leadership and Management (Sponsored by Lindauer Global)

Donor centric fundraising states we should center donor interests, motivations, needs and values. In doing so, do we ignore the needs of the communities we serve? What is the downside

of donor centric fundraising? Learn how to identify the problems of the improper application of donor centric fundraising.

Presented by: Angela Barnes, Jack Alotto

09:00-10:15 | Room: 715 A/B

Creating Real, Token Free Board Diversity

Applied | Relationship Building (Sponsored by Golfstatus)

Frustrated that your board isn't diverse like your community? Aware that this lack of diversity is directly impeding your fundraising? This session will tell you exactly what a fundraiser can do to make change happen!

Presented by: Armando Zumaya

09:00-10:15 | Room: 602 A/B

Getting Help: Engaging Volunteers to Grow Your Gift Planning Program

Introductory/Foundationa | Volunteer Involvement

The most effective path to supercharge your gift planning program is help from volunteers! In this session you will learn how to effectively harness the power of volunteer leadership in your gift planning program, as well as, practical strategies to maximize their impact on fundraising success.

Presented by: Carlo Laurore

09:00-10:15 | Room: 717 A/B

Making Sense of Fundraising: What's Working in '24 and More

Applied | Leadership and Management (Sponsored by Lindauer Global)

There are dozens of different industry trend reports - how do we make sense of what's a bright shiny object and what really works? In this session we'll review all the trends, discuss what's working, and workshop a plan you can implement to make the most of fundraising research.

*Eligible for 1.25 ACFRE credits in Leadership or Management

Presented by: Clay Buck

09:00-10:15 | Room: 801 B

Building the House: Applying Project Management Principles to the Grant Proposal Process

Applied | Securing the Gift (Sponsored by Mission CRM)

From the foundation to the interior, building a house requires that certain steps be taken in the correct order. Learn how to "build the house" correctly and apply the principles of project management to submit an intentional, organized, cohesive multi-year, large-dollar, or Federal grant proposal.

Presented by: Danielle Dougherty

09:00-10:15 | Room: 701 B

Strategies for Indigenous Engagement in Fundraising: Lessons Learned and Shared (Sponsored by Veritus Group)

Applied | Relationship Building (Sponsored by Golfstatus)

Learn how to collaborate effectively with Indigenous peoples, communities, and donors by exploring the largest fundraising campaign for First Nations Peoples in Canada. Discover strategies for aligning donor and indigenous objectives through building relationships based on trust, centering Indigenous voices, and mindful messaging to make a positive impact together.

Presented by: Don Gorsalitz, Naomi Racette

09:00-10:15 | Room: 713 A/B

2022 Stewardship Survey Results: Sharing Best Practices

Strategic | Relationship Building (Sponsored by Golfstatus)

After this session you will: Understand the strategies used to ensure the success of donor stewardship programs in the wake of the COVID-19 pandemic. You'll also be aware of the challenges faced by stewardship programs and what hasn't worked. And the most effective strategies and approaches by sector of activity.

Presented by: George Stanois, Teresa Vasilopoulos

09:00-10:15 | Room: 718 A

Learning To Speak About Love in Fundraising: New Research from 2023

Applied | Current and Prospective Donor Research

At the core of the root of philanthropy is the notion of love. Yet, in fundraising we frequently default to the language of money or support. This session will explore how growing love can not only build the wellbeing of our supporters it can also double giving.

Presented by: Jen Shang, Adrian Sargeant

09:00-10:15 | Room: 801 A

How to Communicate Your Cause Using the 3 Vs of Communication

Introductory/Foundational | Relationship Building (Sponsored by Golfstatus)

Communicating your organizations story effectively is vital to meeting fundraising goals. Authentic communication can be challenging in person and in the virtual world. Be confident in your next Ask. Attendees will leave knowing how to communicate their cause using the 3Vs of communication.

Presented by: Kristal Frazier

09:00-10:15 | Room: 803 A/B

Driving Impact: How to Supercharge Your Golf Tournament's Fundraising Power (Presented by Golf Status)

Introductory/Foundational | Securing the Gift (Sponsored by Mission CRM)

Golf's capacity for fundraising is unmatched. To maximize your tournament's fundraising potential, it's crucial to understand how to appeal to golfers' and sponsors' generosity. This session will outline best practices and proven strategies for pricing teams and sponsorships, filling your tournament's field, incorporating contests and games, and other revenue-generating components.

Presented by: Logan Foote

09:00-10:15 | Room: 601 A/B

The Annual Global Review of Legal Developments & Court Decisions Impacting Fundraising and Philanthropy

Strategic | Ethics, Accountability and Professionalism

I know. You're wondering how this unique AFP-ICON annual session on recent global fundraising-related laws, rules, regulations, and court cases can be THE session not to miss. But it is. Changes in the law impact donors capacity to support our causes. You'll leave with new ideas and creative fundraising strategies. *Eligible for 1.25 ACFRE credits in Leadership or Management

Presented by: Ted Sudol

09:00-10:15 | Room: 716 A/B

Show Me the Money, Securing Lucrative Sponsorships

Strategic | Relationship Building (Sponsored by Golfstatus)

This session will help you identify what it takes to secure lucrative sponsorships through relationships and prospecting. Therefore, they can show you the money.

Presented by: William Bryant

09:00-10:15 | Room: 802 A/B

Influencing and Informing Your Organization's Vision for Philanthropy (Presented by Advancement Resources)

Applied | Healthcare (Sponsored by DonorSearch, curated by Advancement Resources)

Have your colleagues ever approached you with a shopping list of funding priorities and a directive to "go get the money"? Too often in healthcare philanthropy, our organizations understand only in part how to apply the power of philanthropy to achieve our goals. In this panel discussion, learn research-based best-practices for redirecting conversations with clinicians, executives, and others; building trust; and securing a seat at the table in hospital or system priority-setting discussions. Use data-driven strategies to help achieve lasting outcomes for your organization's important work.

Presented by: Shashea Adams-Guess, Mark McCampbell, Michael Delzotti

10:45-12:00 | Room: 718 A

Before Lights, Camera, ACTION!

Applied | Leadership and Management (Sponsored by Lindauer Global)

Blockbusters get all the press. But even in Hollywood, theres a lot that happens before the opening curtain. Join us as we look behind the scenes of how philanthropic producers (AKA fundraisers) partner with leadership talent. Together well discuss how cast and crew work together to build a giving culture. *Eligible for 1.25 ACFRE credits in Leadership or Management

Presented by: Benjamin Mohler, Joy C. McKee, Magdalena Barragan, Samantha Booras

10:45-12:00 | Room: 701 A

Making the Ask: Using Neuroscience in Your Solicitation

Applied | Securing the Gift (Sponsored by Mission CRM)

Leave old-school moves management behind and use the latest thinking in neuroscience in your major donor fundraising. Discover 20 science-based tools to engage your prospect while soliciting your next major gift. The session is almost entirely interactive under five broad headings- Passion, Proposal, Preparation, Persuasion, and Persistence.

Presented by: Bernard Ross

10:45-12:00 | Room: 602 A/B

Creating a Framework for Compassionate & Ethical Story Telling

Introductory/Foundational | Ethics, Accountability and Professionalism

History has shown that stories are linked to what it means to be human. Organizations must institute a framework that gives the client a voice while protecting them from the unintended consequence of storytelling. Ethical & Compassionate storytelling should be a tool in each nonprofits tools box.

Presented by: Derria Ford

10:45-12:00 | Room: 714 A/B

So, You're Thinking About Leadership?

Applied | Leadership and Management (Sponsored by Lindauer Global)

Being a fundraiser doesn't prepare you to be a leader. Often though, career advancement only comes from moving into a leadership role. Join an interactive workshop to identify the skills needed to advance, how to prepare for a leadership role, and what to do once you get there.

Presented by: Eli Clarke, Justin Pilon, Afshaan Kohari

10:45-12:00 | Room: 803 A/B

Hacking Human Wetware - The Art and Science of Neurophilanthropy

Applied | Relationship Building (Sponsored by Golfstatus)

wetware (n): the brain, especially respecting computational capabilities and decision-making processes. Eric and Eryn-Faye will leverage their combined 40 years of work, education, and hundreds of millions of dollars raised to help you explore the emerging field of neurophilanthropy, the confluence of neuroscience, psychology, and sociology within fundraising.

Presented by: Eric Frans, Eryn-Faye Mallone, MSc, LLB.

10:45-12:00 | Room: 801 B

The Journey from 2 to 10 Million: Capital Campaigns and Identity

Strategic | Leadership and Management (Sponsored by Lindauer Global)

The Perley Health Foundation undertook in a timespan of 3 years a rebrand, a new vision for the organization and launched a \$10 Million dollar Capital Campaign that dwarfs their typical annual \$2 Million goal. Attend to hear the seven leadership learnings from a leader and executive coach.

Presented by: Jenny Mitchell, Delphine Hasle

10:45-12:00 | Room: 701 B

When the Going Gets Tough, the Generous Get Going: How Market Shifts Affect Charitable Giving

Applied | Relationship Building (Sponsored by Golfstatus)

Fundraisers are challenged in both bull and bear markets. In this session you will learn practical ways to engage donors during economic downturn and upturn, including the psychological and sociological factors that prompt transformational gifts to your organization.

Presented by: Juanita Sheppard, Debra Faulk

10:45-12:00 | Room: 715 A/B

Empowering Communication Strategies Within the Disability Sector

Applied | Relationship Building (Sponsored by Golfstatus)

People with disabilities constitute the nation's largest minority group, and the only group any of us can become a member of at any time. Learn perspective and communication techniques to be the best ally possible, and to enroll and inspire 10% of the world's population into your mission.

Presented by: Kyra Millich

10:45-12:00 | Room: 716 A/B

Philanthropy is Black History: The Untold Stories of Black Philanthropists

Introductory/Foundational | Relationship Building (Sponsored by Golfstatus)

Just as with American history, Black philanthropists have largely been forgotten throughout history. Philanthropy is Black History: The Untold Stories of Black Philanthropists, this enlightening session explores the impact of Black donors, past and present, on society and inspires attendees to embrace a more inclusive approach to philanthropy.

Presented by: Lauren Tudor, CAP, Victoria Mullins, Adrienne McDade Taylor

10:45-12:00 | Room: 717 A/B

From Capitol Hill to Nonprofits: How Understanding Public Policy Makes You a Better Fundraiser

Introductory/Foundational | Ethics, Accountability and Professionalism

What can you do to be prepared to elevate your organization's work and mission with lawmakers? Learn how federal policy affects nonprofits and their donors. This session will give

fundraisers an approachable, easy-to-understand summary of how upcoming policy changes will impact their fundraising.

Presented by: Lisa Chmiola, Sally Schaeffer, Nicole Weingartner

10:45-12:00 | Room: 718 B

Sway the Doubters: Change the Narrative for Professional Fundraising

Strategic | Ethics, Accountability and Professionalism

The Narrative has helped participants engage about our profession with board members, colleagues and yes, that relative at the dinner table. This session will arm you with the tools and information you need to help you better articulate the importance and relevance of your work to the public, the media, your boss, your board, to those pesky relatives who still haven't quite figured it out, and perhaps most importantly, your donors. Initiated by AFP Canada this session reflects learnings from prior trainings and current events.

Presented by: Scott Decksheimer, Nancy Dossous, Sarah Lyon

10:45-12:00 | Room: 601 A/B

Inspire and Influence Others to Act: Get Out of Your Head. Get Into Your Heart

Applied | Leadership and Management (Sponsored by Lindauer Global)

Do you need someone to support your organization? Are you trying to get others excited about following your lead? Do you have an idea that you want others to get behind? In this session, we will teach you a framework to communicate more effectively to influence others, to refine your storytelling and access and leverage your secret weapon - your authentic voice.

Presented by: Tiffany Quivers

10:45-12:00 | Room: 801 A

Fundraising Intelligence: The New Standard in Modern Fundraising (Presented by Kindsight (iWave+ UCInnovation + NOS))

Applied | Current and Prospective Donor Research

Giving is shifting, competition for funds is increasing, and retention is at an all-time low. Now more than ever, it is imperative for organizations to embrace personalization and individualized

approaches to donor engagement. But how do you do this with limited resources and a wide range of diverse responsibilities? Join us to dive into the new standard of modern fundraising; fundraising intelligence and the transformative power of big data, automation, and AI. Learn how to optimize efficiency, overcome resource constraints, and deliver a personalized engagement experience to every donor, thus empowering your organization to thrive in an ever-evolving nonprofit landscape.

Presented by: Craig O'Neill, Cherian Koshy

10:45-12:00 | Room: 713 A/B

From Click to Impact: Enhancing Your Online Donation Journey (Presented by Bloomerang)

Applied | Securing the Gift (Sponsored by Mission CRM)

Imagine if your nonprofit could retain just 10% more recurring givers than the industry average. Not only would this boost your fundraising efforts and help you reach your goals, but achieving this is as simple as focusing on online giving tools and best practices. During this panel discussion, we will explore insights from Bloomerang's Donor Experience Report. This report analyzed the online giving interactions of over 300 nonprofits, where we made \$25 donations to various organizations across the U.S. and carefully monitored the outcomes. We will provide practical advice on enhancing your donation process, optimizing your landing page, crafting impactful receipt emails, perfecting your thank yous, and executing effective follow-up strategies.

Presented by: Ann Fellman Josh Meyer, Alice Ferris, Ligia Pena ,CFRE, M.Sc., AFP Master Trainer, Emily Marsh

10:45-12:00 | Room: 802 A/B

Preparing Before, During, and After for Stellar Engagement (Presented by Advancement Resources)

Applied | Healthcare (Sponsored by DonorSearch, curated by Advancement Resources)

Engagement makes the world turn in healthcare philanthropy but are you fully leveraging the opportunity that intentional, strategic communication and engagement strategy provides? In this session, panelists explore how they prepare for and execute thoughtful communications and follow-up with potential donors in order to ensure that each touch point is maximized for optimal effectiveness in increasing commitment and meeting your hospital's goals.

Presented by: Caleb Dutzer, Marc Kaplan, Michael Delzotti, Janice Chan

11:00-17:00 | AFP Exchange - Level 800

Exchange Hours - Sunday

11:15-11:45 | Learning Lab 1 in The EXCHANGE

The Future of Fundraising Events: Raise More and Stress Less (Learning Lab) (Presented by Bloomerang)

Strategic | Learning Lab

Discover the future of fundraising events. Learn how Bloomerang + Qgiv can elevate your events, boost donations, and ease your event reporting. From dazzling auctions to dynamic peer-to-peer campaigns, we've got the tools you need to raise more and stress less.

Presented by: Katie Gaston

11:30-13:30 | AFP Exchange - Level 800

Lunch in The Exchange (Sponsored by Feathr)

Social Events

12:00-12:20 | Learning Lab 1 in The EXCHANGE

Take a Deep Breath: Navigating the Nuances of AI Prompt Engineering for Breakthrough Innovation (Learning Lab) (Presented by AFPeeps)

Learning Lab

The ability to masterfully craft and refine AI prompts stands as a cornerstone of innovation and progress. Throughout this immersive session, attendees will embark on a journey through the foundational principles of prompt engineering, exploring its pivotal role in shaping AI's responses and behaviors. With a focus on practical application, participants will learn how to harness the power of precise, thoughtfully constructed prompts to unlock AI's full potential, transforming raw AI capabilities into tailored, effective solutions for complex challenges.

Presented by: Josh Hirsch

12:00-12:30 | Learning Lab 2 in The EXCHANGE

Smart Giving: Streamlining Nonprofit CRM with Wealth Data and Relationship Dynamics (Learning Lab) (Presented by Altrata)

Strategic | Learning Lab

In this session, we will explore 'Smart Giving': a strategy that revolutionizes nonprofit fundraising by integrating wealth insights and relationship dynamics into CRM systems. We'll uncover how this approach enables more targeted, efficient, and personalized donor engagement. By the end, you'll understand how to leverage these insights to maximize fundraising efforts and build stronger, more fruitful relationships with potential donors. Let's dive into how you can transform your organization's approach to giving.

Presented by: Maxwell Pamphile

12:30-12:50 | Learning Lab 1 in The EXCHANGE

AI n't Data Fun? Using Generative AI in Fundraising Audits (Learning Lab) (Presented by AFPeeps)

Learning Lab

OK well, maybe a database audit isn't the most fun you've ever had, but the advent of Artificial Intelligence could potentially revolutionize the way we look at donor data. If you've ever struggled with queries or canned reports or exports or the staggering way to get a picture of how your fundraising is going, AI Data Analysis might change the way you look at it forever. Imagine being able to say in real language Show me all my lapsed donors from last year and getting a quick, accurate report that you could share with your leadership right away. In this quick dive we'll take a look at using AI for data/results analysis, show you how it can work and take a realistic look at the potential pitfalls and problems inherent in AI Data Analysis.

Presented by: Clay Buck

13:00-13:20 | Learning Lab 1 in The EXCHANGE

The Peeps Productivity Nerds Show 10 Ways AI Saves Them Time Every Week (Learning Lab) (Presented by AFPeeps)

Learning Lab

Join fundraising master trainers and self-proclaimed productivity nerds Alice Ferris and Chad Barger for a quick run down (and demo) of their favorite AI productivity tools to wrap up day one of AFPeeps PeepsU: AI edition.

Presented by: Alice Ferris, Chad Barger

13:30-15:00 | Hall F/G - Level 800

General Session - Opening Keynote with Nikole Hannah-Jones (Sponsored by Microsoft)

Plenary Sessions

Nikole Hannah-Jones is the Pulitzer Prize-winning creator of The 1619 Project and a staff writer at The New York Times Magazine. Both the book version of The 1619 Project and The 1619 Project childrens book, Born on the Water, were instant #1 New York Times bestsellers. Her 1619 Project is now a six-part docuseries on Hulu. Hannah-Jones has spent her career investigating racial inequality and injustice, and her reporting has earned her the MacArthur Fellowship, known as the Genius Grant, a Peabody Award, two George Polk Awards and the National Magazine Award three times. She also serves as the Knight Chair of Race and Journalism at Howard University, where she founded the Center for Journalism & Democracy. Hannah-Jones is also the co-founder of the Ida B. Wells Society for Investigative Reporting, which seeks to increase the number of investigative reporters and editors of color, and in 2022 she opened the 1619 Freedom School, a free, afterschool literacy program in her hometown of Waterloo, Iowa. Hannah-Jones holds a Master of Arts in Mass Communication from the University of North Carolina at Chapel Hill and earned her BA in History and African-American studies from the University of Notre Dame.

Presented by: Nikole Hannah-Jones, Nneka Allen

15:00-15:45 | AFP Exchange - Level 800

Coffee in The Exchange (Sponsored by Qgiv)

Social Events

15:15-16:30 | Learning Lab 1 in The EXCHANGE

How to Become a Certified Fund Raising Executive (Learning Lab)

Introductory/Foundational | Learning Lab

The CFRE Credential: Is it worth it? What are the benefits? Is the CFRE Exam difficult? This interactive session to learn everything you ever wanted to know about the Certified Fund Raising Executive (CFRE) credential. We'll answer your questions plus dive into the eligibility requirements, application tips, and all things related to the CFRE Exam.

Presented by: Eva Aldrich

15:15-15:45 | Learning Lab 2 in The EXCHANGE

Zero to Hero: Starting a planned giving program (Learning Lab) (Presented by Freewill)

Introductory/Foundational | Learning Lab

The historic shift of wealth from older to younger Americans has begun, with Baby Boomers poised to transfer up to \$70 trillion in assets. Learn more about what The Great Wealth Transfer means for your nonprofit and get insights into key generational giving trends that you can use to cultivate more transformational gifts this year. You'll also get a look at how 1,450+ nonprofits are using the FreeWill platform to grow non-cash gifts in support of their missions and how you can too as you look to take advantage of The Great Wealth Transfer.

Presented by: Alyssa More, Lisa Maxwell-Frieden

16:00-17:15 | Room: 716 A/B

Faith, Fundraising, & Death - 3 Traditions, Unlimited Questions

Applied | Relationship Building (Sponsored by Golfstatus)

A trio of Jewish, Muslim and Christian fundraisers explain what you need to know about legacies giving plus customs about death and giving. Bring your questions, there are no dumb ones! A safe space to talk about death, faith and money is a gift we offer to the fundraising community.

Presented by: Ann Rosenfield, Irshad Osman, Lori Guenther Reesor

16:00-17:15 | Room: 718 A

Fundraising Effectiveness Project 2023 Review - Sector Trends and What To Do About Them

Strategic | Current and Prospective Donor Research

This session will report on national donor retention statistics from the AFP's Fundraising Effectiveness Project now in its 18th year of donor retention analysis. Results from more than

27,000 nonprofits can be used as national benchmarks and realist guidelines for improving performance. *Eligible for 1.25 ACFRE credits in Leadership or Management

Presented by: Benjamin Miller, Alice Ferris, Erik Daubert MBA, ACFRE

16:00-17:15 | Room: 801 A

How to Convert Fans To Donors - A Fundraisers Guide to Social Media

Applied | Relationship Building (Sponsored by Golfstatus)

The increase in digital programming and social media use has changed the way nonprofits raise money, build communities, and advocate for their causes. In this session, we'll discuss how to take people from passive fans to passionate supporters and create social media content that actually converts.

Presented by: Josh Hirsch, Julia Campbell

16:00-17:15 | Room: 713 A/B

How to Engage With Latinx Community and Thrive! (Sponsored by Veritus Group)

Applied | Current and Prospective Donor Research

Latinos are projected to maintain the highest labor force participation rates among racial or ethnic groups, and by 2021, the Latino gross domestic product (GDP) will reach \$1.7 trillion (a quarter of the U.S. GDP). Do you know how to engage with them? Join me!

Presented by: Leticia Martinez

16:00-17:15 | Room: 601 A/B

Taking Care of Your Workforce: Innovations in Mental Health Care

Applied | Leadership and Management (Sponsored by Lindauer Global)

A key part of an organizations success is the strong mental health and wellbeing of its workforce. This session will address the state of mental health and its connection with corporate prosperity. We will then examine innovations that can elevate menial health in the workplace.

Presented by: Linda McGhee

16:00-17:15 | Room: 701 B

Treat Stewardship as the Year-Long Celebration of the Gift: And Here's How To Do It!

Applied | Relationship Building (Sponsored by Golfstatus)

After working hard to secure a gift donors deserve more than just a thank you letter! We'll take a journey on how to stay in touch with donors, sharing the impact of their gift through powerful messaging and engaging others, all leading to stronger relationships, happier donors and bigger gifts.

Presented by: Mark Chilutti

16:00-17:15 | Room: 717 A/B

Get Qd In! Advance Your Mission by Engaging LGBTQIA+ Donors

Applied | Relationship Building (Sponsored by Golfstatus)

1 in every 6 Gen Z-ers, 1 in every 10 Millennials identify as LGBTQIA+. As a professional gay fundraiser for LGBTQIA+ nonprofits on opposite coasts, Matt will guide participants through LGBTQIA+ cultural competency, queer donor motivations, and best practices to find, engage, and cultivate these donors in your community.

Presented by: Matthew Easterwood

16:00-17:15 | Room: 801 B

The New AFP Code of Ethics: Understanding and Using It

Applied | Ethics, Accountability and Professionalism

Join us for a hands-on workshop exploring the future of the AFP Code of Ethical Standards and Principles. The new Code will feature a renewed focus on inclusivity and today's fundraising environment. *Eligible for 1.25 ACFRE credits in Leadership or Management

Presented by: Robbe Healey, Andrea McManus, Audrey Kintzi

16:00-17:15 | Room: 718 B

Women's Leadership Journeys: Success in the Face of Organizational Design, Diversity and Imposed Imposter Syndrome

Applied | Leadership and Management (Sponsored by Lindauer Global)

Using a storytelling style, join in the conversation of common leadership challenges as four women reflect on their journeys to executive C-suite roles, attaining success for their organization and their careers. *Eligible for 1.25 ACFRE credits in Leadership or Management

Presented by: Sherry Schaefer, Meghan Rehbein, Mojdeh Cox, Delphine Hasle

16:00-17:15 | Room: 802 A/B

Cognitive Impairment in Donors: Best Practices & Considerations

Introductory/Foundational | Healthcare (Sponsored by DonorSearch, curated by Advancement Resources)

With 1 in 9 people aged 65+ years showing signs of cognitive impairment, encountering a donor with this issue is inevitable. We will teach the top signs of cognitive impairment, best practices to utilize in this situation, and pose questions about incorporating this in your culture, metrics, CRM, and stewardship.

Presented by: Tara Adams, Anthony Pomonis

16:00-17:15 | Room: 715 A/B

Fill Your Prospect Pipeline: Internal and External Methods To Finding Your Next Major Gift Donors

Applied | Current and Prospective Donor Research

Internally, your next individual major gift donor is probably already connected to your organization. Understand how you can mine your database to develop your pipeline of major gift donors. Externally, what happens if there is still a gap? Discover resources out there to identify viable major donors to your organization.

Presented by: Tracey Church, Liz Rejman

16:00-17:15 | Room: 714 A/B

AFP Government Advocacy in Canada

Strategic | Ethics, Accountability and Professionalism

Nearly a quarter of Canadians expect to access charitable services to meet essential needs (Ipsos, Oct 2024). The importance of a thriving, productive charitable sector in our country has never been more important. Members of AFP in Canada play a crucial role to ensure the relationship with the Federal Government is effective and enables fundraising to thrive. Join this session to understand the current landscape, key issues and how you can join AFP to advocate for the charitable sector in Canada.

Presented by: Tanya Rumble, Aaron Sanderson, Lisa Davey

16:00-17:15 | Room: 602 A/B

She Leads: Navigating Leadership in Nonprofit and Beyond (Presented by Donor Perfect)

Strategic | Leadership and Management (Sponsored by Lindauer Global)

Join us for an in-depth exploration of the critical elements of leadership in the nonprofit sector, with a specific focus on empowering women to take on key leadership roles. This session provides a comprehensive framework for women leaders to navigate the complexities of leadership, including understanding key statistics and trends that impact the sector, identifying and articulating core values, building a strong personal brand, setting ambitious yet achievable goals, seeking out valuable mentorship opportunities, and embracing diverse perspectives and approaches to problem-solving. By honing these skills and capabilities, participants will be better equipped to unlock their full potential as leaders and drive meaningful change within their organizations and communities.

Presented by: Lauren Sheehan, Mallory Erickson ,MA

16:00-17:15 | Room: 701 A

Matching the Ask to the Motivation (Presented by Blackbaud)

Introductory/Foundational | Securing the Gift (Sponsored by Mission CRM)

Giving feels good. When a donor's own motivations, values, and needs are met and matched with an opportunity to give, that giving feels even better. In the session, you will meet donor models, and by working through the moves management process you'll learn their motivations and learn how to shape approaches that will resonate with the donor's personal vision and motivations.

Presented by: Matt Connell

16:00-16:30 | Learning Lab 2 in The EXCHANGE

Earn More Customers (Yes, We Said Customers) - (Learning Lab) (Presented by Fundraise Up)

Applied | Learning Lab

Discover how viewing donors through the lens of 'customer experience' can revolutionize your fundraising efforts. In this session, we'll compare e-commerce strategies to donor engagement, applying Fundraise Up's features to enhance satisfaction and retention. Embrace the paradigm shift: donors are discerning consumers who demand excellence. Elevate their journey, exceed expectations, and watch your support network grow.

Presented by: Michael Longenecker

18:00-19:00 | Westin Harbour Castle - Room: Regatta (Main Level)

AFP PAC Reception (U.S. Members Only by Federal Law)

Social Events

Come learn about the workings of the AFP Political Action Committee and how it supports the profession and the work you do every day. By law, only U.S. members can attend. ROOM: Westin - Regatta This event takes place at the Westin Harbour Castle, One Harbour Square. Transportation will not be provided from the Convention Centre to the Westin Harbour Castle.

18:00-19:30 | Westin Harbour Castle - Room: Harbour Ballroom A/B

AFP Canadian Red & White Reception

Social Events

Plan to join us for the Red & White Reception, presented by ViTreo! It's the BEST networking event at the conference. Meet up with friends and meet attendees from across the country. Feel free to wear something red and white! We look forward to seeing you there! / Est-ce-que vous participez la Confrence internationale de IAFP (AFP ICON)? Joignez-vous nous pour la rception Rouge et Blanc le MEILLEUR vnement de rseautage de la confrence. Vous y retrouverez des amis et rencontrerez des collgues de partout au pays. Nhsitez pas porter du rouge et du blanc! Au plaisir de vous y rencontrer! ROOM: Westin - Harbour Ballroom A/B This event takes place at the Westin Harbour Castle, One Harbour Square. Transportation will not be provided from the Convention Centre to the Westin Harbour Castle. Thank you to our generous sponsors! / Merci nos greux commanditaires! Presented by / Prsente par: ViTreo

Event Sponsors / Commanditaires de Lvnement: Blakely, BNP Philanthropic Peformance, donorperfect, KCI, Kindsight/iWave, Sage

Event supporters / Avec le soutien de: BrookGlobal, Gerard Search, Stephen Thomas Ltd

18:00-19:00 | Westin Harbour Castle - Room: Harbour Ballroom C

AFP Emerging Leader Reception (Sponsored by Fundraising Academy)

Social Events

Come network with those newer to the fundraising profession. ROOM: Westin - Harbour Ballroom C Sponsored by: Fundraising Academy This event takes place at the Westin Harbour Castle, One Harbour Square. Transportation will not be provided from the Convention Centre to the Westin Harbour Castle.

18:00-19:00 | Westin Harbour Castle - Room: Pier 2 (Level 2)

AFP International Reception

Social Events

Come network with colleagues from around the globe. ROOM: Westin - Pier 2 This event takes place at the Westin Harbour Castle, One Harbour Square. Transportation will not be provided from the Convention Centre to the Westin Harbour Castle.

18:00-19:00 | Westin Harbour Castle - Room: Pier 5 (Level 2)

AFP Inclusion, Diversity, Equity, Access (IDEA) Reception

Social Events

Come join your colleagues to network and celebrate the uniqueness that we all bring to the fundraising profession. Hosted by: AFP IDEA (Inclusion, Diversity, Equity, and Access) Committee, Led by Kerri-Hill Johnson ROOM: Westin - Pier 5 This event takes place at the Westin Harbour Castle, One Harbour Square. Transportation will not be provided from the Convention Centre to the Westin Harbour Castle.

18:00-19:00 | Westin Harbour Castle - Room: Pier 4

AFP Greater Atlanta Chapter Reception

Social Events

Come join the AFP Greater Atlanta Chapter at the Westin Harbour Castle Toronto to connect and network! Hosted by: The AFP Greater Atlanta Chapter ROOM: Westin - Pier 4 This event takes place at the Westin Harbour Castle, One Harbour Square. Transportation will not be provided from the Convention Centre to the Westin Harbour Castle.

18:00-19:00 | Westin Harbour Castle - Room: Pier 3

Saint Marys University of Minnesota

Social Events

Please join us for this annual gathering of Saint Marys Philanthropy and Development alumni and prospective students. ROOM: Westin - Pier 3 This event takes place at the Westin Harbour Castle, One Harbour Square. Transportation will not be provided from the Convention Centre to the Westin Harbour Castle.

April 8

07:00-17:30 | Room: 702

Nursing Room

Please pick up a key to the room from ICON Registration on the 600 Level.

07:00-17:30 | Level 800

First Aid/EMT

07:00-18:00 | Level 700

Bookfair

07:00-07:45 | Room: 703

Anonymous Program of Recovery

07:00-18:00 | Level 600

ICON Registration

07:00-08:30 | Level 700

Coffee (Sponsored by Qgiv)

Social Events

08:00-17:00 | Room: 810

Prayer Room

08:00-16:30 | Room: 704

Executive Coaching Additional Registration Required

Make the most of your time at AFP ICON and register for an Executive Coaching session! We have 4 fantastic professional coaches with availability Sunday through Tuesday on-site in Toronto during AFP ICON 2024. To register, log in to your AFP ICON registration profile, click +Add Items and add Executive Coaching Sessions @ AFP ICON. We'll send you an email to choose your coach and timeslot. Each 30-minute session is \$50.00. The Executive Coaches:

Kimberly Arrindell, MBA

Olu Burrell

Nancy Racette

Jenny Mitchell, CFRE, CEC, DMA

08:00-16:30 | Room: 706

Executive Coaching Additional Registration Required

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Toronto during AFP ICON 2024. To register, log in to your AFP ICON registration profile, click +Add Items and add Executive Coaching Sessions @ AFP ICON. We'll send you an email to choose your coach and timeslot. Each 30-minute session is \$50.00. The Executive Coaches:

Kimberly Arrindell, MBA

Olu Burrell

Nancy Racette

Jenny Mitchell, CFRE, CEC, DMA

08:00-16:30 | Room: 710

Executive Coaching Additional Registration Required

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Kimberly Arrindell, MBA

Olu Burrell

Nancy Racette

Jenny Mitchell, CFRE, CEC, DMA

08:00-12:30 | Room: 606

Executive Coaching Additional Registration Required

Make the most of your time at AFP ICON and register for an Executive Coaching session! We have 4 fantastic professional coaches with availability Sunday through Tuesday on-site in Toronto during AFP ICON 2024. To register, log in to your AFP ICON registration profile, click +Add Items and add Executive Coaching Sessions @ AFP ICON. We'll send you an email to choose your coach and timeslot. Each 30-minute session is \$50.00. The Executive Coaches:

Kimberly Arrindell, MBA

Olu Burrell

Nancy Racette

Jenny Mitchell, CFRE, CEC, DMA

08:00-09:15 | Room: 701 A

Capital Campaigns: Top Trends and Best Practices To Help You Plan a Successful Campaign

Applied | Securing the Gift (Sponsored by Mission CRM)

Is there a capital campaign in your future? If so, don't miss this groundbreaking session with campaign expert, Amy Eisenstein, ACFRE, as she shares the latest trends and best practices for planning an effective and efficient capital campaign. You'll leave with practical tools and resources to use right away.

Presented by: Amy Eisenstein

08:00-09:15 | Room: 715 A/B

Leveraging Logic Models To Elevate Your Grant Writing and Reporting Prowess

Applied | Securing the Gift (Sponsored by Mission CRM)

Wrangling program leaders to identify and articulate goals, measure results and uniformly report impact is often a grant writers greatest struggle. Learn how the use of logic models can transform your grant writing activities from chaotic to calm and enhance your organizations culture of philanthropy in the process.

Presented by: Annalise Smith

08:00-09:15 | Room: 601 A/B

Why Difficult Ethical Questions and Dialogue Are Vital for a Robust Organizational Culture

Applied | Ethics, Accountability and Professionalism

In a polarized time and world, do we avoid difficult ethical conversations? Just the opposite, we dive in headlong, immerse ourselves in it, and come out with confident shared ways to move forward. In this session, we will attempt to find out how! *Eligible for 1.25 ACFRE credits in Leadership or Management

Presented by: Ayesha Ganguly

08:00-09:15 | Room: 718 B

Stepping Out To Fit In: How Diverse Consultants Are Reaching Success on Their Own Terms

Strategic | Leadership and Management (Sponsored by Lindauer Global)

Sometimes the best way to change the system is from the outside. From this panel you'll hear from a diverse group of fundraisers who found more alignment, freedom, and success working as consultants. Understand how they incorporated their identities into their work to show up authentically as their whole selves.

Presented by: Cindy Wagman, Emma Lewzey, Rhea Wong, Maria Rio

08:00-09:15 | Room: 717 A/B

Culture Shock: Understanding Death Rituals and Superstitions in a Diverse World

Applied | Relationship Building (Sponsored by Golfstatus)

In today's culturally aware society, having rich legacy conversations with donors requires understanding their customs and superstitions surrounding death and dying. This session will cover some of the main diaspora cultures in North America so you can feel better prepared to engage with donors in a culturally-sensitive way about legacies.

Presented by: Ligia Pena

08:00-09:15 | Room: 716 A/B

Challenges of Being a Black Male in Fundraising

Applied | Relationship Building (Sponsored by Golfstatus)

Join an engaging conversation about being a Black Man in fundraising. This will be a safe space to talk about real situations and outcomes. Are you open-minded and want to learn how to be more aware of situations? Be ready to listen, learn, and share!

Presented by: Marcus Brewer, Stephen Peeler, Christopher Beck, Scott Russell

08:00-09:15 | Room: 718 A

No Nonsense Must-Haves for Major Giving Success NOW!

Strategic | Securing the Gift (Sponsored by Mission CRM)

Whatever sector/size your organization is, this no-nonsense session spells out what you MUST have, DO and/or FIX to inspire MAJOR gifts. Takeaway how to prioritize key steps you CAN take, regardless of obstacles. Address your mindset, DEI priority, board engagement, asking and MORE to grow YOUR major giving success NOW.

Presented by: Marcy Heim, Terrance Hunter, Niki Chopra Richardson

08:00-09:15 | Room: 801 A

Don't Close the Door on Your Donors: Intentional Inclusivity in Fundraising Events (Presented by OneCause)

Introductory/Foundational | Securing the Gift (Sponsored by Mission CRM)

One positive change that arose during the pandemic was the increased access to philanthropy for diverse donors through virtual events and engagement opportunities. But now that we were spending less time at our screens, large and small, how can nonprofits ensure that access is maintained and that their fundraising strategies?

Presented by: Sarah Sebastian, Emily Newberry

08:00-09:15 | Room: 602 A/B

Let's Get Critical: Rethinking Research & Evidence for the Sake of Better Practice

Strategic | Leadership and Management (Sponsored by Lindauer Global)

Research and evidence are a driving force in fundraising's evolution. But what happens when the stuff of best practice is flawed or biased? In this session, you'll gain a simple tool for critically evaluating and applying research so you can use it in service of your own better practice.

*Eligible for 1.25 ACFRE credits in Leadership or Management

Presented by: Simone Labbanca, Nate Levin-Aspenson

08:00-09:15 | Room: 801 B

Transform Your Relationships: How to Turn Volunteers and Donors Into Super Supporters (Presented by Bloomerang)

Applied | Relationship Building (Sponsored by Golfstatus)

Volunteers play a vital role in the success of nonprofits. They generously offer their time and expertise and can even become dedicated donors. Research reveals that volunteers are 80% more likely to make larger donations than non-volunteers. Additionally, those who volunteer and donate have a significantly higher retention rate. This panel discussion will utilize data and live examples to explore the correlation between volunteers and financial donors. If you're

hesitant to ask your volunteers to become donors or vice versa, this session is tailored to address your concerns. Join us and unlock the full potential of your volunteers and donors without leaving any untapped opportunities behind.

Presented by: Lauren Tudor, CAP, Josh Meyer ,CAP, Rachel Muir ,CFRE, Chad Barger, CFRE, ACNP

08:00-09:15 | Room: 802 A/B

Leverage Top Trends for Engaging Your Healthcare Philanthropy Board (Presented by Advancement Resources)

Applied | Healthcare (Sponsored by DonorSearch, curated by Advancement Resources)

Research shows that donors who are involved in a volunteer capacity with nonprofit organizations they care about are likely to give more than twice as much financially than those who are uninvolved. In short, volunteers are our most committed supporters yet do we fully leverage the opportunity afforded by their commitment and expertise? In this dynamic session, explore five strategies for ensuring board members feel appreciated, fully utilized, and deeply engaged.

Presented by: Mark McCampbell, Rachelle Bussell, Michael Delzotti, David Grieco

08:00-09:15 | Room: 803 A/B

Low-Code App Development: A First Step to Creating Your Own AI Powered Tools (Presented by Blackbaud)

Introductory/Foundational | Leadership and Management (Sponsored by Lindauer Global)

What's possible when you empower business users and admins to create software solutions using low-code development tools? Those closest to your operational challenges are armed with AI power and other transformational approaches. With free tools and low-code approaches to application, your team can develop custom solutions to solve operational challenges, automate clumsy processes, drive efficiency, and fuel social impact. Want to take advantage of these capabilities? Come explore examples of how low-code approaches can be used to solve operational challenges and get valuable resources to help organizations of all sizes launch and govern their low-code programs. Whether you're interested in creating your own apps or equipping your team, you'll leave with actionable next steps to embrace this new frontier.

Presented by: John Hazelwood, Heather McLean

08:00-09:15 | Room: 714 A/B

In a Donor Experience, Everything is Love or Lost (Presented by Fundraise Up)

Strategic | Securing the Gift (Sponsored by Mission CRM)

Everything (read: everything) contributes to donor loyalty or to losing them. Every single field, pixel, word, checkbox, payment method, or lack thereof is going to be a negative or positive contributor to the donor experience. Short-term gains are won by improving conversion rates through better digital experiences, while longer-term gains are earned through trust. In this session you'll learn how to see your donor experience from the other side. For donors, nonprofit teams, and beneficiaries of the mission you work so hard on; the impact is real and tangible.

Presented by: Salvatore Salpietro

09:00-17:30 | Room: 703

Quiet Room

09:00-18:15 | AFP Exchange - Level 800

Exchange Hours - Monday

09:15-10:00 | AFP Exchange - Level 800

Coffee in The Exchange (Sponsored by Qgiv)

Social Events

09:15-09:45 | Learning Lab 2 in The EXCHANGE

Unlocking the Potential of Your Entire Donor Pyramid (Leaning Lab) (Presented by EverTrue)

Learning Lab

Ready to revolutionize your donor outreach? EverTrue's suite of donor management and fundraising software is making the really hard job of fundraising so much easier for every fundraiser, so that you can improve the experience of every donor. Learn how you can transform engagement, boost retention, and increase donor pipeline through intentional, personalized outreach at scale.

Presented by: Jen Lesshafft, Kelley Johnson

09:15-09:45 | Learning Lab 1 in The EXCHANGE

AFP Membership: What's in it for me? (Learning Lab) (Presented by AFP Global)

Introductory/Foundational | Learning Lab

Current and prospective AFP members will learn about key benefits of membership including professional development, local events, mentorship and volunteer opportunities, publications, leadership training, and more. Find out how you can maximize the value of your professional involvement while meeting your AFP peers!

Presented by: Nakera Dumas

09:45-11:45 | Room: 803 A/B

Breaking the Silence: Confronting Anti-Black Racism in AFP

Introductory/Foundational

Join this session with the Co-Conspirators, a group of racial justice activists who supported Nneka Allen, Mide Akerewusi, and Mthon Karuk in their pursuit of racial justice. This session will provide an overview of the obstacles, risks, and learnings in the Co-Conspirators quest for accountability from the AFP-GTC chapter. The session will explore the group's calls to action designed to catalyze institutional and systemic change. In February 2023, this group of 16 individuals became co-conspirators through a commitment to their relationship with Nneka Allen and a desire to amplify and share the impact that Nneka, Mide, and Muthoni's experiences of anti-Black racism as board members at AFP-GTC had, and the subsequent failure to address those concerns. The Co-Conspirators united in a shared mission, to demand repair; acknowledgment, restitution and closure by the perpetrators of harm and AFP-GTC. From the beginning of this journey, the mission was clear - to ensure that Nneka, Mide, and Muthoni's experiences with anti-Black racism as members of AFP were illuminated. For too long, the experiences of anti-Black racism in the fundraising sector have been minimized or actively suppressed. In order for the sector to change, the Co-Conspirators pushed these stories to the forefront, to force one of the most powerful voices in the sector to reconcile with its racist history. The focus was on the voices of Black fundraisers, lifting up their stories, to call for a genuine apology and change. During this session, the Co-Conspirators will vulnerably share their personal experiences navigating this transformative movement. Gain insight into what they have learned in this struggle, hear the collective barriers they faced, and the individual challenges encountered while standing against injustice. Join us in unpacking this movement in

the making from the perspective of these change-makers and discover how they are reshaping the narrative for a more equitable and just charitable sector.

Presented by: Nneka Allen, Muthoni Kariuki, Mide Akerewusi, Rickesh Lakhani, Esther Lee

10:00-10:30 | Learning Lab 1 in The EXCHANGE

Do More Good With Your Golf Fundraiser (Learning Lab) (Presented by Golf Status)

Introductory/Foundational | Learning Lab

A golf event can be a hassle but with the right tools, it doesn't have to be! GolfStatus is the leading platform for charity golf tournaments and fundraisers. Hear how it makes organizing and executing a successful golf fundraiser easier than ever, with solutions that save time and raise more money.

Presented by: Logan Foote

10:00-10:30 | Learning Lab 2 in The EXCHANGE

\$500K Raised, Zero Fees Paid: Free Online Fundraising in a World of Hidden Fees (Learning Lab) (Presented by Zeffy)

Learning Lab

Explore the truth behind "free" online fundraising platforms in this eye-opening session with Kitty from Toronto's Parkdale Community Foodbank and Francois from Zeffy. They will share how critical it is to select the right online fundraising tools because every penny counts. Learn how a 100% free online fundraising approach helped Kitty's food bank's mission, and gain insights on maximizing donations. Discover a new fundraising paradigm that promises transparency and zero fees, where charitable pursuits retain their full impact. Join us for a candid talk on making every donated dollar work harder for your cause.

Presented by: Francois De Kerret, Kitty Raman Costa

10:15-11:30 | Room: 713 A/B

Just Do It!: Kickstarting Your Inclusive Fundraising & Communications Practice

Applied | Relationship Building (Sponsored by Golfstatus)

1 in 4 Americans are disabled. 20% of Generation Z are LGBTQ+. The BIPOC-identifying population grows yearly. Inclusion cannot be an aspiration; it has to happen now. Informed by lived experience, Queer fundraiser Ali Kane and Hard-of-Hearing social media expert Katie Norton offer proven practices, prioritizing accessibility, representation, and intersectionality.

Presented by: Ali Kane, Katie Norton

10:15-11:30 | Room: 715 A/B

CANCELED - Exploring the Influence, Trends, and Education of the Hispanic and Latinx Community in American Philanthropy

Applied | Leadership and Management (Sponsored by Lindauer Global)

Join Anthony for an insightful discussion that delves into the dynamic world of philanthropy within the Hispanic and Latinx community in the United States. This session aims to shed light on the profound impact, evolving trends, and the crucial role that education will play in shaping the philanthropic landscape among this diverse and vibrant demographic for years to come.

Presented by: Anthony Alonso

10:15-11:30 | Room: 701 B

Unlocking the Potential of Donor Advised Funds: Insights From the National Study on DAFs

Applied | Current and Prospective Donor Research

Discover the potential of donor-advised funds (DAFs) in your fundraising strategy. Join us for this interactive session based on the groundbreaking DAF Research Collaborative study. Learn how to engage DAF donors, identify DAF giving strategies, and create customized solicitation plans. Transform your fundraising and better serve your donors' philanthropic goals.

Presented by: Dan Heist, Jeremy Wells

10:15-11:30 | Room: 717 A/B

Get to Know Your Donors to Increase Engagement: Legal Aid and Their LGBTQ+ Audience

Introductory/Foundational | Relationship Building (Sponsored by Golfstatus)

You need to know who your audiences are so that you can engage them. Learn how Legal Aid Society targets new donors to continue an important initiative defending the rights of LGBTQ+

people. We will show you how to target new donors and present content in a brisk fundraising pitch.

Presented by: David Langton, Deborah Brozina

10:15-11:30 | Room: 701 A

De-Mystifying AI: Making sense of ChatGPT and Fundraising in the Age of AI

Strategic | Leadership and Management (Sponsored by Lindauer Global)

What do nonprofit leaders need to know about AI and how it's re-shaping fundraising? What have we learned so far, and what's on the road ahead? Join me for a walkthrough of the big questions facing fundraising leaders after an exciting first year of fundraising with Artificial Intelligence (AI) innovation.

Presented by: George Irish

10:15-11:30 | Room: 716 A/B

The Fundraising Profession Taking Over the World

Introductory/Foundational | Ethics, Accountability and Professionalism

Fundraisers, let's dominate the world! The fundraising profession is present in every continent of the world and in this session you will develop a global perspective of the profession, its ethics and career opportunities, with examples from Egypt, Brazil, Japan and other countries.

Presented by: Joao Paulo Vergueiro, Masataka Uo, Perihan Abou El Ela

10:15-11:30 | Room: 801 A

The Future of Fundraising is Female: Fundraisers & Donors Explore

Strategic | Relationship Building (Sponsored by Golfstatus)

Philanthropy has long been dominated by men filling the role of board chair, advancement leaders, and donors but recent years have seen a shift towards greater representation of women, gender non-binary, and gender non-conforming individuals. This session will explore the role of women in fundraising from both the fundraiser and

Presented by: Kassie Cosgrove, Anna Schlia

10:15-11:30 | Room: 602 A/B

Planning and Budgeting for Fundraising Success

Applied | Leadership and Management (Sponsored by Lindauer Global)

Fundraising goals are often fill-the-gap numbers. The finance team created a budget and worked backwards to determine the fundraising goal. As a profession, we know how well this works! Lets change that process. This session gives development professionals the knowledge and tools they need to build meaningful goals and budgets.

Presented by: Kerri Mollard

10:15-11:30 | Room: 718 A

Mastering the Art of Year-Round Donor Engagement: Strategies to Acquire, Retain, and Inspire Donors (Presented by GiveSmart)

Applied | Leadership and Management (Sponsored by Lindauer Global)

In a landscape marked by dwindling donors, retention, and engagement, it's time for bold steps toward sustainable growth. Join us to learn how to identify donor gaps and opportunities, implement a year-round fundraising approach, and expand your donor base to raise more in 2024 and beyond. Learn how to understand your fundraising outcomes and how they fit into your organizations overall financial puzzle to identify potential fundraising opportunities and donor segments. Walk away with actionable fundraising insights and real-life nonprofit fundraising campaign ideas.

Presented by: Kirsten Primozic, Cara Dickerson

10:15-11:30 | Room: 801 B

Stewardship: Why We Need to Say "Thank You" So Many Times

Applied | Relationship Building (Sponsored by Golfstatus)

Saying thank you to donors should be easy yet many fundraisers are left wondering why they didn't get the next gift, a bigger gift, or any response from their loyal donors. What are we doing wrong? This session will discuss different ideas to meet the donors needs.

Presented by: Pamela Perkins Dwyer

10:15-11:30 | Room: 714 A/B

Must Wear Pants: Legacy Events Coming Out of Covid

Applied | Securing the Gift (Sponsored by Mission CRM)

Virtual events during Covid enabled guests to attend from the comfort of their homes wearing cozy athleisure. We'll share how a legacy event went from a pre-pandemic in-person decline to a virtual upswing, and convinced guests that the renewed in-person event was an exciting new way to engage with the organization.

Presented by: Sarah Cissna

10:15-11:30 | Room: 718 B

Why Direct Mail + Digital Is the Perfect Pairing to Recruit Young Donors (Presented by Sylogist MISSION CRM)

Applied | Securing the Gift (Sponsored by Mission CRM)

The excitement of receiving and reading the mail has shifted from the inbox back to the mailbox and surprisingly, this wave of enthusiasm is led by the Millennial, Gen Z and Gen X cohorts. Join us for an interactive discussion with industry experts who are riding the wave and seizing the opportunity to reimagine a new future for direct response to reach new cohorts by leveraging the latest innovations and insights.

Presented by: Tommy Spann, Michael Johnston, Rapinder Dhinsa, Justin McCord, Tim Tribe

10:15-11:30 | Room: 601 A/B

Demystifying Wellbeing: Taking the "Woo Woo" Out of Individual and Organizational Wellbeing

Introductory/Foundational | Leadership and Management

This interactive session will focus on demystifying "wellbeing" by sharing research and practical examples of how to prioritize individual and organizational wellbeing. The session will illuminate the importance of wellbeing as a foundational element for leadership. The session will also highlight the important connection between wellbeing and inclusion.

Presented by: Tanya Odom

10:15-11:30 | Room: 802 A/B

Engaging Stakeholders to Champion Philanthropy (Presented by Advancement Resources)

Strategic | Healthcare (Sponsored by DonorSearch, curated by Advancement Resources)

Philanthropy is a powerful solution to many challenges and roadblocks in modern healthcare but the case for philanthropy is complex, and many organizational stakeholders don't understand it fully. In this session, panelists will present the case for investing in major gift fundraising and share real-world examples of how that information can be leveraged to recruit faculty, researchers, and others as champions who understand and are committed to the tremendous opportunity in healthcare philanthropy today.

Presented by: Caleb Dutzer, Nick Peyton, Cherie Spence

10:45-11:15 | Learning Lab 2 in The EXCHANGE

Boost Donations with Endurance Events & Giving Tuesday! (Learning Lab) (Presented by GoFundraise)

Learning Lab

Discover new opportunities to raise more through engaging mass participation events (Spartan Race, San Francisco Marathon and more), plus learn new ways of fundraising through Giving Tuesday (interactive experiences, dollar matching appeals). Learn winning strategies to maximize your impact and reach new donors. This session is presented by global fundraising platform GoFundraise.

Presented by: Anthea Cohen, Sunni Herbruck

11:30-13:30 | AFP Exchange - Level 800

Lunch in The Exchange (Sponsored by Feathr)

Social Events

11:30-12:00 | Learning Lab 2 in The EXCHANGE

A New Era: How to Transform the Traditional Phonathon to Reach Today's Donors (Learning Lab) (Presented by Gravyty)

Learning Lab

The phonathon has gone through countless evolutions, from the emergence of alternative channels like email and online giving, to scaled digital giving like GivingTuesday and giving days, to a new focus on the holistic donor experience. The now-standard approach to a hyper-personalized donor experience and the rising costs to hire student callers are shaping the ways advancement teams approach targeted fundraising campaigns like the phonathon. In this session, learn from two leading fundraising experts about how to transform your phonathon to a digital-first approach to reaching and engaging today's donors.

Presented by: Frank Mumford, Megan Sanko

11:30-11:50 | Learning Lab 1 in The EXCHANGE

Leveraging Brand Voice and AI to Raise More Money (Learning Lab) (Presented by AFPeeps)

Learning Lab

Discover how to amplify your fundraising efforts by integrating your organization's unique brand voice with the power of Artificial Intelligence (AI). This session will explore innovative strategies for using AI to enhance your brand's communication, engage donors more effectively, and ultimately raise more money for your cause

Presented by: Cherian Koshy

12:00-12:20 | Learning Lab 1 in The EXCHANGE

AI and Ethics: What We Know and Don't Know (Learning Lab) Presented by AFPeeps

Introductory/Foundational | Learning Lab

AI offers exciting opportunities for charities and nonprofits, from automating administrative tasks to gaining insight from data. However, integrating AI requires navigating complex ethical considerations unique to the fundraising sector. This session will highlight the findings in the recent Rogare report, Artificial Intelligence and Fundraising Ethics: A Research Agenda, with Cherian Koshy, project chair, and Alice Ferris, a member of the project group.

Presented by: Cherian Koshy, CFRE, Alice Ferris

12:15-12:45 | Learning Lab 2 in The EXCHANGE

Creating a Community-Driven Fundraising Strategy - (Learning Lab) (Presented by Classy)

Strategic | Learning Lab

Giving happens where community thrives. The best fundraising comes as a result of deep, informed relationships when beneficiaries, fundraisers, and donors are part of a connected system surrounded by a cause. But in recent years, as the sector has moved to scale fundraising, that declaration of support has become transactional. The way people interact with and participate in community is changing and even peer-to-peer fundraising has become isolated rather than a cultivator of deep sustaining relationships. Join this discussion around how organizations can radically change their perception of community building and build the future of mobilized communities in service of empowered and invigorated fundraising.

Presented by: Michelle Boggs

12:30-12:50 | Learning Lab 1 in The EXCHANGE

Authentic Acknowledgments and Artificial Intelligence (Learning Lab) (Presented by AFPeeps)

Learning Lab

This session aims to equip nonprofit professionals with the knowledge and tools to effectively integrate AI into their donor acknowledgment processes, which can enhance donor relationships and ensure a memorable donor experience. We will together understand how AI can personalize and scale donor acknowledgments and learn practical applications of AI in crafting thank-you messages all while gaining insights into ethical considerations and maintaining authenticity in communications.

Presented by: Lynne Wester

13:00-13:30 | Learning Lab 1 in The EXCHANGE

Navigating Donor Journeys: Strategies for Engaging Nonprofit Supporters (Learning Lab) (Presented by Microsoft)

Applied | Learning Lab

In the dynamic landscape of nonprofit fundraising, understanding and optimizing the donor journey is paramount. In this Learning Lab session, we'll delve into ways that Microsoft solutions can help your fundraising team streamline the journey building process, create meaningful

connections with supporters from acquisition to long-term advocacy, and build stronger connections.

Presented by: Kristin Fleek, Jim Ballou

13:00-13:30 | Learning Lab 2 in The EXCHANGE

**Are You Fit to Fundraise? Transform Your Donation Form for Greater Giving (Learning Lab)
(Presented by Donor Box)**

Introductory/Foundational | Learning Lab

Are you looking to boost your fundraising efforts, bring in more donations, and better support your mission? The solution could be simpler than you think - transforming your online donation form! A well-designed form builds donor trust, improves the donor experience, and makes donating fast and easy, leading to increased gifts. In this interactive session, Donorbox experts will discuss the key elements of a successful donation form through a comprehensive donation form fitness test. You'll leave with several actionable tips and the knowledge to get your form into shape, helping you raise more funds for your cause.

Presented by: Killian Raynor

13:30-14:45 | Room: 802 A/B

How to Create a Donor Newsletter That Raises Money

Introductory/Foundational | Securing the Gift (Sponsored by Mission CRM)

Donor newsletters can play a key role in your annual (and legacy!) fundraising strategies. Join Holly to learn how to plan and execute all the details of a newsletter appeal, how and when to integrate digital with print, what data to track, and get inspired by lots of real-life examples!

Presented by: Holly H. Paulin

13:30-14:45 | Room: 716 A/B

From Talk to Walk: Building a Diverse Donor Base Through Authentic Partnerships (Presented by Alford Group)

Applied | Relationship Building (Sponsored by Golfstatus)

Forget "donor engagement" myths. The time has come to build authentic partnerships with donors of color, whose passion and dedication can transform your organization. This session isn't just about buzzwords - it's about actionable strategies from experts and donors themselves. Learn how to: -Go beyond tokenism: Discover effective ways to identify and connect with diverse donors on their terms and values.

-Break down the barriers: Create an inclusive environment that fosters genuine engagement and is rooted in trust and mutual respect.

-Spark lasting commitment: Hear firsthand from donors on what ignites their passion and fuels their giving. Come join us in creating a movement, not just a moment by discovering how to create a sustainable relationship model that embraces the power of diverse voices in driving meaningful change for your organization's mission and making the world a better place for ALL people.

Presented by: Roger Ali, Tycely Williams, Ambar Syed, Danny Vargas, Jaya Mootoo

13:30-14:45 | Room: 602 A/B

Curating THE Volunteer Experience

Applied | Volunteer Involvement

Looking to upgrade your volunteer program? Come learn & dialogue on how you can elevate the experiences your volunteers have with your organization - while maximizing the nearly \$30 we save due to their gift of time.

Presented by: Adrienne McDade Taylor

13:30-14:45 | Room: 717 A/B

Chasing Money, Power, Respect and the Uncharitable Impact of Inequitable Fundraising

Applied | Ethics, Accountability and Professionalism

Presented by a national award-winning change agent for equitable philanthropy, this session challenges how fund development can contribute to inequity and harmful dominant cultural norms. While providing solutions to: engage a broader donor base, attract diverse talent in the field, and build authentic collaboration and deeper engagement with directly-impacted populations.

Presented by: Akilah Wallace

13:30-14:45 | Room: 713 A/B

How To Implement Strategies for Increasing Engagement and Philanthropy Among Donors of Color

Introductory/Foundational | Relationship Building (Sponsored by Golfstatus)

This presentation will allow participants to assess their organization's diverse constituency landscape and establish a diversity, equity, and inclusion (DEI) action plan to embed into their current fundraising initiatives. The session will introduce DEI strategies that align with their fundraising plans and priorities. Participants will work in small groups to assess their organizations DEI goals, shortfalls, and opportunities; and will leave with the building blocks to create an action plan to improve the donor engagement and giving within their organization.

Presented by: Alyssia Coates, LaDaniel Gatling II

13:30-14:45 | Room: 801 A

Less Attrition, More Funds: Recipes to Improve Stewardship and Philanthropic Culture From Donors and Boards

Applied | Relationship Building (Sponsored by Golfstatus)

Dynamic, Intercultural, and Practical Session, Presented by speakers from Brazil and Mexico. Less Attrition, More Funds Recipes to Improve Stewardship and Philanthropic Culture From Donors and Boards will be the essential message. The importance of the key concepts of leadership, philanthropic culture, and stewardship will also be reviewed to overcome burnout and be successful in the fundraising plan.

Presented by: Carlos Madrid, Ana Flavia Godoi, Flavia Lang

13:30-14:45 | Room: 715 A/B

Realigning Fundraising for the "Dollars Up, Donors Down" Era

Applied | Current and Prospective Donor Research

The Pareto Principle (80/20 rule) is still referenced for fundraising planning, if only to assert that it no longer holds. Using Fundraising Effectiveness Project data participants will explore a new principle based on current gift distributions (fewer smaller gifts, more larger ones) while also experimenting with other new planning tools. *Eligible for 1.25 ACFRE credits in Leadership or Management

Presented by: Genevieve Shaker, Erik Daubert MBA, ACFRE, Jonathan Durnford

13:30-14:45 | Room: 701 B

Building Healthy Relationships Inside Your Organization To Best Serve Donors

Applied | Relationship Building (Sponsored by Golfstatus)

When it comes to relationship management, fundraisers often focus on prospects and donors. Equally as important is building relationships with colleagues inside your organization to best serve your donors. In this session, we'll explore how best to manage relationships with supervisors, program staff, and board members to maximize mission impact.

Presented by: Lisa Chmiola, Maliha Hasan

13:30-14:45 | Room: 718 A

Corporate Giving Officers Top Ten Turn-Offs, Straight From the Donors Mouth

Applied | Securing the Gift (Sponsored by Mission CRM)

Corporate giving officers are inundated by nonprofits asking for money. But do nonprofits really know what these corporations are looking for, and what turns them off? In this session, Michelle Cramer will facilitate a candid conversation with two corporate giving officers, one being her daughter, and they're holding nothing back.

Presented by: Michelle Cramer, Katie Cramer, Karen Blickley

13:30-14:45 | Room: 801 B

Nine Simple Ideas To Increase Your Legacy Gifts

Applied | Securing the Gift (Sponsored by Mission CRM)

Finding your best legacy prospects can be challenging and time consuming. In this session, you'll learn about simple solutions that you can implement that will have you spending less time searching and more time converting legacy prospects into legacy donors.

Presented by: Ryan Garnett, Marie-Helene Boubane

13:30-14:45 | Room: 718 B

Using an Equity Lens To Create Gift Acceptance Policies

Strategic | Ethics, Accountability and Professionalism

Gift acceptance policies are one of the foundational documents that help guide donor relationships. It is time to rethink gift acceptance policies and practices to examine how they can be an agent of change, and a tool for educating donors on your organizations values which include equity, reconciliation, and diversity. *Eligible for 1.25 ACFRE credits in Leadership or Management

Presented by: Tanya Rumble, Ellen Doty, Bill Mintram

13:30-14:45 | Room: 701 A

Everything You Need To Know About African American High Wealth Donors

Introductory/Foundational | Securing the Gift (Sponsored by Mission CRM)

Are you effectively engaging African American high wealth donors? The data available on major gift donors of color is limited as compared to other demographic groups, and especially for African Americans. But these donors are highly philanthropic and give more of their household income per capita - don't miss out!

Presented by: Tiffany Legington Graham

13:30-14:45 | Room: 601 A/B

Learn About the Advanced Credential in Fundraising: It's Time to Get Involved in ACFRE

Applied | Ethics, Accountability and Professionalism

The Advanced Certified Fundraising Executive (ACFRE) credential recognizes individuals who have demonstrated: Join us for a lively and informative session to learn all about the ACFRE process. Members of the ACFRE Board will explain the process and ACFRE's will answer your questions..

Presented by: William Bartolini, Timothy Logan, Audrey Kintzi

13:30-14:45 | Room: 714 A/B

Predictions and Personalization: Leveraging AI to Supercharge Your Nonprofit through Precision Philanthropy (Presented by DonorSearch)

Applied | Current and Prospective Donor Research

Explore the transformative power of AI in philanthropy with 'Predictions and Personalization.' This presentation unveils how nonprofits can harness artificial intelligence to personalize donor engagement, optimize fundraising strategies, and predict giving trends. Learn to leverage precision philanthropy through a practical blend of Predictive and Generative AI for amplified impact.

Presented by: Nathan Chappell, Scott Rosenkrans

13:30-14:45 | Room: 803 A/B

Digital Marketing & Fundraising in 2024: How To Align Campaign Strategies To Maximize Results (Presented by Feathr)

Applied | Securing the Gift (Sponsored by Mission CRM)

In a world where digital interaction is paramount, nonprofits face the constant challenge of standing out and making a meaningful impact. In this session, we'll explore which trends in digital technology genuinely matter for nonprofits and how these can be leveraged to maximize impact. We'll delve into: How to create digital fundraising campaigns that resonate with today's easily distracted donors, ensuring your message cuts through the noise. Practical tips on boosting your nonprofit's digital and social media advertising, email marketing, and search marketing strategies to enhance donor engagement and acquisition in 2024. Real-life examples from growing nonprofits that have successfully implemented an omnichannel strategy to elevate their digital fundraising outcomes. Join us to sharpen your digital fundraising strategy and enhance your nonprofit's digital presence. Whether your goal is to attract new supporters, strengthen bonds with current ones, or boost your online impact, this session is your key to success in 2024.

Presented by: Aidan Augustin

13:45-14:15 | Learning Lab 2 in The EXCHANGE

Integrating Your Blackbaud Data With Microsoft's Power Ecosystem (Learning Lab) (Presented by Heller Consulting)

Learning Lab

Discover how you can effectively leverage your Blackbaud data with Microsoft's Power Platform, Power BI, and Dynamics 365 Customer Insights. This session will guide you through enhancing Raiser's Edge data usage with practical demonstrations of advanced segmentation in Customer Insights. You'll see a short demonstration on how you could segment.

Presented by: Mike Kirkpatrick, Catherine Moore

13:45-14:15 | Learning Lab 1 in The EXCHANGE

Canadian Knowledge Hub for Giving and Volunteering (Learning Lab)

Strategic | Learning Lab

The data shows that trends in donor behaviour, volunteerism and the social purpose sector are rapidly changing. To adapt to these changes, it is paramount that practitioners and supporters of the sector embrace data-driven engagement. Data-driven insights lead to better decisions that drive effective volunteer involvement, fundraising, and better outcomes from essential programs, services and fund development strategies that meet evolving community needs. In this session, we introduce a formidable tool to harness the power of data-driven insights - the Canadian Knowledge Hub for Giving and Volunteering.

Presented by: Shaminda Perera, Shaminda Perera

14:30-15:00 | Learning Lab 1 in The EXCHANGE

**Gifts That Grow: AI-Enhanced Strategies for Expanding Major Contributions (Learning Lab)
(Presented by Donor Search)**

Introductory/Foundational | Learning Lab

"Gifts that Grow: AI-Enhanced Strategies for Expanding Major Contributions" is a dynamic session for forward-thinking philanthropists, fundraisers, and nonprofit leaders seeking to elevate their major gift efforts. In this engaging session, participants will delve into the cutting-edge intersection of artificial intelligence and philanthropy, discovering how AI can predict potential major contributions and enhance the personalization and effectiveness of fundraising campaigns.

Presented by: Jason Mauer, Cathy Allwine

14:30-15:00 | Learning Lab 2 in The EXCHANGE

Activating Board Engagement (Learning Lab) (Presented by CCS Fundraising)

Applied | Learning Lab

Have you ever found yourself asking how to engage your Board in a more meaningful way? This session tackles exactly that question by sharing how intensive efforts to better engage Trustees, took root with unique nonprofit Boards across various sectors to generate more meaningful and active engagement of Board.

Presented by: Kris Kuhns

15:15-15:45 | Learning Lab 2 in The EXCHANGE

Unlocking Giving Potential: Navigating Market Sizes and Archetypes for Successful Fundraising in North America (Learning Lab) (Presented by Altrata)

Strategic | Learning Lab

This session will navigate the intricacies of North America's diverse market and donor profiles, offering strategic insights for effective fundraising for the wealthy. Explore the trends prevalent among the ultra-wealthy and learn how to leverage regional preferences. Join us to optimize your impact and ensure your organization thrives in the dynamic world of charitable giving.

Presented by: Matt Thompson

15:15-15:45 | Learning Lab 1 in The EXCHANGE

Outcomes Based Grants Reporting Made Simple: Utilizing Salesforce's Nonprofit Cloud to Manage Impact Reporting (Learning Lab) (Presented by RSM US)

Learning Lab

Does your grants team struggle to get accurate and accessible grants reporting in a timely fashion? Do your stewardship and marketing teams struggle with impact reporting for donors? This session will demonstrate how you can set up outcomes management in Salesforce's new Nonprofit Cloud to then feed easily accessible reports and dashboards for grants and stewardship staff. We'll use the real life example of Catholic Social Service in Edmonton, Alberta, Canada to demonstrate how an outcomes based organization is creating more accurate and timely reporting.

Presented by: Jamie Van Nostrand, Durdana Tazrian

15:45-17:00 | Room: 801 A

AI for Fundraising: Your Quick-Start Guide (Presented by Microsoft)

Applied | Current and Prospective Donor Research

AI seems to be everywhere, but how is it relevant to your development team? In this session, we'll walk through a "day-in-the-life" of a fundraiser to explore how AI can help you: Identify high-value prospects who are most likely to donate to your organization based on their past giving history and other factors. Personalize donor communications by analyzing donor data and providing insights into their preferences and interests.

Presented by: Alex Kasavin, Christina Macchiarola

15:45-17:00 | Room: 601 A/B

From Young Pro To Emerging Leader: How To Maximize AFP To Build Your Career!

Applied | Leadership and Management (Sponsored by Lindauer Global)

What we are hearing: Emerging Leaders are jack-of-all-trades, masters of none. With a projected 10-year growth in the fundraising profession of 14%, emerging leaders need to strategically maximize their growth potential. Hear how four young, diverse professionals catapulted their careers by maximizing their professional experience to become leaders.

Presented by: Allison Plattsmier CFRE, CNP, Dzenan Berberovic MA, Jarrod Williams

15:45-17:00 | Room: 801 B

Engaging Diverse Donors and Cultivating an Inclusive Donor Base

Applied | Relationship Building (Sponsored by Golfstatus)

Are you looking to develop a more inclusive donor program? Join to learn about the strategies and insights gained from high-profile inclusive fundraising campaigns that launched the Smithsonian National Museum of African American History and Culture and the Obama 2008 presidential campaign.

Presented by: April Harley, Brandon Neal, Anna Barber

15:45-17:00 | Room: 802 A/B

Cultivating Abundance - Big Gifts for Small Shops

Introductory/Foundational | Securing the Gift (Sponsored by Mission CRM)

Can small nonprofits raise major gifts? You bet! Let's break down the taboos surrounding money and explore cultivating a mindset of abundance. You'll leave with the confidence you need and the practical steps of how to identify, qualify, cultivate, solicit, and steward major gifts.

Presented by: Elisabeth Noble

15:45-17:00 | Room: 701 B

Corporate Partnership: Handling the Hard Questions

Applied | Relationship Building (Sponsored by Golfstatus)

Exclusivity, removing company logos and saying no to employee volunteerism are just a few challenging conversations that charities have with their corporate partners regularly. Learn the mindset and approach you need to tackle these conversations and using real-world examples, we will define a clear approach to respond.

Presented by: Heather Nelson

15:45-17:00 | Room: 718 A

How Capital Campaigns Are Changing and What You Can Learn From National Organizations Experience

Applied | Securing the Gift (Sponsored by Mission CRM)

Leaders from three large, national organizations (ACLU, Planned Parenthood Federation of America, and UNICEF USA) will describe how their national capital campaigns have differed from other campaigns, and what innovative lessons and new approaches can be applied to all capital campaigns to make them more successful.

Presented by: Jethro Miller, Mark Wier, Rene Cutting

15:45-17:00 | Room: 701 A

With a Great Story Comes Great Responsibility: A Case Study of Ethical and Trauma-Informed Storytelling

Applied | Ethics, Accountability and Professionalism

Join this session to learn about creating space, safety and equity in storytelling with vulnerable populations. Using the YWCA Reginas capital campaign as a case study, we'll discuss telling truthful and accurate stories while ensuring the dignity of all involved. *Eligible for 1.25 ACFRE credits in Leadership or Management

Presented by: Leah Eustace ACFRE, Chelsey Lemke, Jessica Gordon

15:45-17:00 | Room: 602 A/B

Not Just CRM Data Anymore! Mega-trends for Non-technical Fundraising Leadership

Strategic | Current and Prospective Donor Research

Why does Amazon message "forgot to complete your checkout" but most non-profits do not? How can we better use our websites (and mobile apps) to build new donor relationships? These are two of the many questions we tackle in this session designed for non-technical fundraising leaders.

Presented by: Philip King, Salvatore Salpietro, Lina Mohamed

15:45-17:00 | Room: 718 B

Moving Toward Equitable Futures: A CCF Panel

Applied | Relationship Building (Sponsored by Golfstatus)

In this panel discussion, Rachel DSouza will facilitate a spirited and informative discussion with members of the CCF Global Council to explore learnings from and experiences in the movement, and how including CCFs core principles in your organizations fundraising strategy can lead to larger contributions and more committed donors/funders.

Presented by: Rachel D'Souza-Siebert, Rickesh Lakhani, Abigail Oduol, Leah Rapley

15:45-17:00 | Room: 716 A/B

How To Engage Your Board in Fundraising

Strategic | Leadership and Management (Sponsored by Lindauer Global)

Get your answers here! This session is for Senior Leaders (EDs, DoDs, Board): Ask your most important questions about how to engage your board in the fundraising process either through special projects or capital campaigns. Pick the minds of some of the most successful and knowledgeable leaders in

Presented by: Roger Ali, MBA, CFRE, Elizabeth Knuppel, Penelope Cagney

15:45-17:00 | Room: 803 A/B

Manage and Measure Your Impact as a Strategic Asset

Applied | Leadership and Management (Sponsored by Lindauer Global)

Do you want to leverage your environmental and social impact to mobilize resources more effectively? Are you looking to measure and communicate your current impact better? In this session, we will help you create impact management plans that engage your stakeholders, meaningfully measure outcomes, and strengthen your fundraising strategies.

Presented by: Sarah Nielsen, Colin Habberton

15:45-17:00 | Room: 717 A/B

Raising Money Where You Don't Live: Funding in Secondary Markets

Introductory/Foundational | Relationship Building (Sponsored by Golfstatus)

Sometimes our organizations are so good at what they do, they decide to grow. And our network has too, also. In our time together, we'll be breaking down that stigma that were an outsider in the community, orienting funders in a new area, and how to steward relationships over time.

Presented by: Steven Mandeville

15:45-17:00 | Room: 714 A/B

Be Bold Better: What It Takes To Create Transformational Gifts

Applied | Securing the Gift (Sponsored by Mission CRM)

This highly interactive session will deepen participants understanding of what transformational giving is and how they and Board partners can develop the skills and actionable tools to create

transformational gifts through concepts like BIG VISION, Signature Language, Bold Listening, the Science of Rituals, and leave invigorated to Be Bold Better!

Presented by: Susan Holt, Christy Passmore

15:45-17:00 | Room: 713 A/B

Building the Future Mid-Level and Major Donors (Presented by Blackbaud)

Applied | Securing the Gift (Sponsored by Mission CRM)

Nonprofits are overwhelmed with the level of fundraising they need to do to keep up or even break even. Incoming funds are concentrated on major donors while the middle and small donors are disappearing. The average new donor retention rate is 45%, so it is difficult to know what strategy to employ. We want to focus on one problem: How to attract and keep younger donors and build the future of loyal mid and major gift donors. Giving in the workplace has transformed in this century. In today's landscape, it's become a tactic for employee engagement and retention and even marketing or brand image strategies. For nonprofits, workplace giving has the potential to attract younger donors with means (the average age of employees in corporate America is 38, and the average yearly donation is \$1,250). Workplace giving has a corporation's communication and marketing power behind it because they are using this type of programming to enhance its brand image and keep employees. It also has the element of donor engagement because a key element of workplace giving is the act of volunteering. It encourages collaboration among employees and gives nonprofits an opportunity for donors to really get to know you. Workplace giving also has the amplifying power of a company match for both donations and volunteer actions; and, in many cases, another boost from corporate foundation grants. A majority of workplace giving is inspired by local actions which encourages a closer connection between a donor and the nonprofit. Estimates of giving through the workplace in 2023 were \$5B. But much of what companies have set aside for charitable gifts is left on the table. It's estimated that between \$3 and \$7 billion have gone un-donated.

Presented by: Matt Nash, Calli Hartman, MBA

15:45-17:00 | Room: 715 A/B

Post Give Day Tips to Amplify Donor Loyalty (Presented by Fundraising Academy)

Applied | Relationship Building (Sponsored by Golfstatus)

Give Day Campaigns provide an opportunity to demonstrate donor loyalty and identify new supporters. Does your organization have measures in place to nurture new relationships or will your new prospects be lost in your database until next year? Your organization's response to

these questions are vital for long-term sustainability. This session will explore qualitative and quantitative measures to sustain and upgrade annual donors to major gift donors.

Presented by: Hannah Berger, LaShonda Williams ,CFRE, MPA

16:00-16:30 | Learning Lab 2 in The EXCHANGE

Smarter Fundraising: Leveraging Technology to Raise More Money More Efficiently (Learning Lab) (Presented by Huron Consulting Group)

Applied | Learning Lab

Join Emily Eakin, a seasoned industry professional and expert in nonprofit technology, for an enlightening session on leveraging new technology. Explore how Salesforce Data Cloud, Nonprofit Cloud, and AI are reshaping nonprofit fundraising. Discuss real-world use cases and discover how to effectively integrate technology into every stage of the fundraising process, from donor identification to stewardship and retention. With interactive discussions, this session will empower you to harness the full potential of cutting-edge technology and drive positive change for your organization. Don't miss out on this opportunity to elevate your fundraising strategy and raise more money more effectively. Let's demystify tech together and uncover how it can revolutionize your fundraising efforts!

Presented by: Emily Eakin, Charmaine Lyon

16:30-17:00 | Learning Lab 1 in The EXCHANGE

Charting Success: Navigating the Dynamics of Fundraising With the Fundraising Effectiveness Project (Learning Lab)

Introductory/Foundational | Learning Lab

Step into the strategic realm of the Fundraising Effectiveness Project (FEP) and explore its transformative influence on fundraising methodologies within nonprofit organizations. This session highlights FEP's critical role in refining fundraising practices by offering advanced tools for measuring and boosting annual growth in contributions. A joint initiative between the AFP Foundation for Philanthropy and GivingTuesday, FEP employs a comprehensive approach through its annual Fundraising Effectiveness Survey and the innovative Fundraising Fitness Test. Gain insights into how FEP's detailed analysis of data from a myriad of nonprofits and a multitude of donors informs organizations, steering them towards data-driven, growth-focused decisions. Engage with us to comprehend the imperative of weaving FEP's nuanced analyses and strategic recommendations into the fabric of your everyday fundraising activities. Attendees will also receive a print copy of the 2023 Q4 Report.

Presented by: Tim Sarrantonio

17:15-18:15 | AFP Exchange - Level 800

Exchange Happy Hour

Social Events

April 9

07:00-17:30 | Room: 702

Nursing Room

Please pick up a key to the room from ICON Registration on the 600 Level.

07:00-17:30 | Level 800

First Aid/EMT

07:00-15:00 | Level 700

Bookfair

07:00-15:00 | Level 600

ICON Registration

07:00-08:00 | Level 700

Coffee (Sponsored by Qgiv)

Social Events

08:00-13:00 | Room: 810

Prayer Room

08:00-12:30 | Room: 704

Executive Coaching Additional Registration Required

Make the most of your time at AFP ICON and register for an Executive Coaching session! We have 4 fantastic professional coaches with availability Sunday through Tuesday on-site in Toronto during AFP ICON 2024. To register, log in to your AFP ICON registration profile, click +Add Items and add Executive Coaching Sessions @ AFP ICON. We'll send you an email to choose your coach and timeslot. Each 30-minute session is \$50.00. The Executive Coaches:

Kimberly Arrindell, MBA

Olu Burrell

Nancy Racette

Jenny Mitchell, CFRE, CEC, DMA

08:00-12:30 | Room: 706

Executive Coaching Additional Registration Required

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Kimberly Arrindell, MBA

Olu Burrell

Nancy Racette

Jenny Mitchell, CFRE, CEC, DMA

08:00-12:30 | Room: 710

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Kimberly Arrindell, MBA

Olu Burrell

Nancy Racette

Jenny Mitchell, CFRE, CEC, DMA

08:00-09:15 | Room: 715 A/B

CANCELED - Unleashing Leadership Potential: Coaching for Nonprofit Success and Building Inclusive Teams

Introductory/Foundational | Leadership and Management (Sponsored by Lindauer Global)

Unleash your leadership potential and build strong, diverse, and inclusive teams in your nonprofit organization. This interactive workshop using John Maxwell's leadership principles teaches effective communication, team-building strategies, and how to create a culture of success. Gain valuable insights and actionable steps to enhance your leadership skills.

Presented by: Dale Richardson

08:00-09:15 | Room: 801 A

AI in Fundraising: Enhancing Efficiency and Impact While Ensuring Accountability

Applied | Ethics, Accountability and Professionalism

In this interactive session we'll explore how to ethically incorporate AI into your fundraising workflow while ensuring accountability. Learn about potential risks and challenges associated with AI integration in fundraising and best practices to manage them. Join us to discover how AI can help enhance your fundraising productivity.

Presented by: Keith Greer

08:00-09:15 | Room: 718 B

Thinking Big Around Legacy Giving for Growth & Long-term Connection

Applied | Relationship Building (Sponsored by Golfstatus)

Legacy marketing is about a values connection and understanding donor needs/motivations. This session will provide new insights into how to make these valuable connections, what is

working to inspire people to take action and how you can harness the power of legacy to grow your programs and deepen relationships.

Presented by: Kimberley Blease, Niambi Martin-John, Rachel Hunnybun

08:00-09:15 | Room: 701 A

Fundraising Is Funny

Introductory/Foundational | Ethics, Accountability and Professionalism

Share laughs as we unpack the ridiculous situations happening in sector. Sometimes we just have to laugh at ourselves in order to learn. The root of each of these stories is a serious ethical question, a system or structure or person that allowed it to happen. Because fundraising is funny.

Presented by: Lynne Wester, Clay Buck

08:00-09:15 | Room: 601 A/B

Data-Driven Do-Gooders: Unleash Your Nonprofit's Superpowers With Data

Applied | Current and Prospective Donor Research

Achieve fundraising success with data-driven decision making! Join Maggie Dubyk and Meena Das for expert insights on using data to set and measure achievable goals, understand donor behavior, and more. Get real-life examples of how nonprofits have used data to succeed and level up your nonprofit game!

Presented by: Maggie Dubyk, Meena Das

08:00-09:15 | Room: 701 B

Measuring Major Gifts Success: The Top 10 Metrics That Matter

Strategic | Securing the Gift (Sponsored by Mission CRM)

Are you struggling to determine what metrics are best for your major gifts program? Is everyone on the same page about which benchmarks you're using and why? Attend this fast-paced session for a rousing, interactive discussion (and debate!) about effective metrics application and how to measure success at your organization.

Presented by: Martha H Schumacher ACFRE, Julie Upham

08:00-09:15 | Room: 716 A/B

Continuing the Conversation on Being an Equitable, Inclusive, Diverse Leader

Applied | Leadership and Management (Sponsored by Lindauer Global)

To take on the biggest problems, all need to lead in an inclusive, diverse and equitable manner. This session will focus on the leadership skills you need for personal and professional success. These diverse leaders on the panel live their lives with IDEA everyday. Learn how you can as well!

Presented by: Michael Baker, Majoy Camberos, Don Baker, Sana Mahboob

08:00-09:15 | Room: 714 A/B

Development and Communications Teams Working Together: How To Get Along and Get On With It

Strategic | Leadership and Management (Sponsored by Lindauer Global)

This session courageously explores this age-old friction, including research results on what Fundraising and Communications teams face in trying to working together collaboratively. We present common tensions and creative solutions on how teams can build stronger collaborative processes and relationships -- without sacrificing each of their important missions.

Presented by: Misty McLaughlin, Alice Hendricks

08:00-09:15 | Room: 718 A

What Not to Say to Your Donors, Eh? (And What to Say Instead)

Applied | Securing the Gift (Sponsored by Mission CRM)

Why give you money? Why you and not someone else? One thing: words. Without knowing it a reader thinks... "Wow, they really get me. Sign me up for some of that!" Come strike a memorable chord in a noisy world. Your donors long for it. Your bottom line demands it.

Presented by: Rachel Muir, Julie Cooper, Sarah Masterson

08:00-09:15 | Room: 713 A/B

Write and Wrong: Developing Million Dollar-plus Proposals

Introductory/Foundational | Securing the Gift (Sponsored by Mission CRM)

Proposal structure, wording and imagery could motivate some donors to give to your organization, and cause others to take their generosity elsewhere. We will discuss inspiring with emotion and justifying with logic, including the steps to take and the ones to avoid when your goal is securing a significant gift.

Presented by: Ruane Remy

08:00-09:15 | Room: 602 A/B

Learning From the Present To Prepare for the Future of Volunteer Engagement

Applied | Volunteer Involvement

The modern volunteer is changing. Are you ready to change with them? Join us to explore the past, present and future of volunteer engagement in an interactive session packed with tips for meaningful community engagement and tools to advocate for successful volunteer participation.

Presented by: Sammy Feilchenfeld, Kasandra James

08:00-09:15 | Room: 717 A/B

The Keys to Donation Form Conversion: Design and Optimization (Presented by Blackbaud)

Introductory/Foundational | Securing the Gift (Sponsored by Mission CRM)

In this session, you'll learn how to design a donation form that converts visits into donations. We'll cover the 6 hallmarks of a high-converting nonprofit donation form and how you can modify your donation forms accordingly. We'll also define optimization and discuss strategies for making and testing small changes to your forms to best meet the needs of your donors. Finally, we'll share a case study where design and optimization had a real impact on conversions.

Presented by: Lacey Kruger, Chris DeFalco

08:00-09:15 | Room: 802 A/B

Turn Data Into Dollars: How Insights and Technology Together Can Deliver Major Giving Wins for Fundraisers (Presented by Bonterra)

Strategic | Securing the Gift (Sponsored by Mission CRM)

When it comes to major giving, you need a way to do more with less and we have a solution. Bonterra and Altrata will take you through best practices for leveraging data and technology to make a bigger impact. Improve campaign engagement. Never miss an opportunity. Make the most of every conversation.

Presented by: Garrett Swaim, Eric White ,MBA

08:00-09:15 | Room: 801 B

Not ANOTHER AI session!? The Unexpected Applications of AI (Presented by Fundraise Up)

Strategic | Current and Prospective Donor Research

Explore AI-driven strategies to enhance nonprofit campaigns and donor engagement without sacrificing the personal touch. Learn from real-world examples how AI can amplify fundraising efforts and nurture long-term donor relationships. Gain actionable insights into integrating AI into your development strategy, boosting your team's efficiency, and focusing on impactful work. This session is for both AI skeptics and enthusiasts, aiming to demystify AI's role in aligning with organizational values and missions, moving past the hype to unlock AI's potential in nonprofit fundraising.

Presented by: Charles Lehosit, Charly Jarret

08:00-09:15 | Room: 803 A/B

The Cockpit, Congress, and Charities: Stories from a Nonprofit CEO (Presented by CharityEngine)

Introductory/Foundational | Leadership and Management (Sponsored by Lindauer Global)

From flying Navy jets to lobbying for the beer industry to serving as the CEO (and savior) of Help Heal Veterans, Captain Joe McClain has overcome challenges in many forms. In this presentation, he will share inspiring stories from the military, political, and nonprofit sectors. Through his personal anecdotes and practical insights, nonprofit executives will learn how to apply leadership principles, turn obstacles into opportunities, and foster a culture of resilience in their organizations. Join CharityEngines Director of Client Success, Alexis Langley, CAE, as she chats with Joe about his unique career and lessons he's learned.

Presented by: Alexis Langley, Joseph McClain

09:00-13:00 | Room: 703

Quiet Room

09:00-13:00 | AFP Exchange - Level 800

Exchange Hours - Tuesday

09:15-10:00 | AFP Exchange - Level 800

Coffee in The Exchange (Sponsored by Qgiv)

Social Events

09:15-09:45 | Learning Lab 2 in The EXCHANGE

AI and Innovations in Prospecting and Marketing with Sylogist MISSION CRM + Microsoft Cloud for Nonprofit (Learning Lab)

Introductory/Foundational | Learning Lab

See the latest AI tools and innovations from Microsoft and MISSION CRM to make fundraising and communications easier and more effective. We'll explore how fundraisers can use this cutting-edge tech to segment, analyze, target and execute effective campaigns to attract new donors and unearth potential opportunities.

Presented by: Tommy Spann, CJ Brooks

09:15-09:45 | Learning Lab 1 in The EXCHANGE

Fundraising Reimagined: 5 Innovative Tools to Skyrocket Donor Acquisition (Learning Lab) (Presented by Bloomerang)

Strategic | Learning Lab

Discover the power of 5 cutting-edge tools that are transforming the landscape of donor acquisition and fundraising. Learn how to use AI and new payment methods to target the right donors and boost your donation conversion. Leverage peer-to-peer and integrated volunteer management to grow your network and nurture your biggest supporters. Join us to elevate your 2024 fundraising game with the latest innovations

Presented by: Katie Gaston

10:00-10:30 | Learning Lab 2 in The EXCHANGE

Moving Up or Moving Out: A Donor-Centric Approach to Portfolio Management and Handoffs - (Learning Lab) (Presented by Gravyty)

Learning Lab

In a recent survey of over 160 fundraising leaders, internal handoff and portfolio procedures was one of the top five challenges teams currently face. Not establishing clear internal processes for portfolio management lead to major misses for growing key donor relationships. In this session, two seasoned fundraising experts cover the state of portfolio management and lay out best practices for internal handoffs, relationship continuity and white-glove donor engagement.

Presented by: Frank Mumford, Megan Sanko, MA

10:00-10:30 | Learning Lab 1 in The EXCHANGE

Navigating Donor Journeys: Strategies for Engaging Nonprofit Supporters (Learning Lab) (Presented by Microsoft)

Applied | Learning Lab

In the dynamic landscape of nonprofit fundraising, understanding and optimizing the donor journey is paramount. In this Learning Lab session, we'll delve into ways that Microsoft solutions can help your fundraising team streamline the journey building process, create meaningful connections with supporters from acquisition to long-term advocacy, and build stronger connections.

Presented by: Kristin Fleek, Jim Ballou

10:15-11:30 | Room: 716 A/B

Dare To Lead: Becoming a Volunteer Leader for AFP

Strategic | Volunteer Involvement

Becoming an AFP volunteer leader is an important and decisive step in your fundraising career. And it is much more than just your time, your energy, and your ideas. Join us as we share our leadership journey and (hopefully) inspire you on yours.

Presented by: Vincent Duckworth

10:15-11:30 | Room: 713 A/B

Big Donors Love Big Ideas: Vision & Innovation Leading to Major Gifts

Applied | Leadership and Management (Sponsored by Lindauer Global)

Since big donors love big ideas, nonprofits need to cast vision and innovate to devise the major opportunities that captivate major gift donors. An easy-to-use framework for identifying a compelling vision, a six-step innovation process, and a paper clip will strengthen your ability to craft big ideas for big donors.

Presented by: Bill Stanczykiewicz

10:15-11:30 | Room: 701 A

Create a Fired-Up High Performing Board

Applied | Volunteer Involvement

Lets create a board thats fired-up, enthusiastic and ready to work. Discover how to change your boards culture, build an internal culture of philanthropy, and create new involvement and commitment. You'll learn 10 ways to Liven Up Your Board Meetings, and the Tough Questions to discuss with your board.

Presented by: Gail Perry MBA, CFRE

10:15-11:30 | Room: 714 A/B

Hidden Gold: How Monthly Giving Will Build Donor Loyalty and Improve Donor Retention

Applied | Securing the Gift (Sponsored by Mission CRM)

Join Harvey McKinnon, author of three books on monthly giving and one of North America's leading experts on the subject, and Jas Jhooty, who led one of the largest monthly giving programs in Canada and learn how to create lifelong donors through recurring giving

Presented by: Jas Jhooty, Harvey McKinnon

10:15-11:30 | Room: 801 B

Empowering Change: Engaging Black Communities and Donors in Fundraising

Strategic | Relationship Building (Sponsored by Golfstatus)

In today's dynamic philanthropic landscape, the importance of engaging and empowering Black, Indigenous and people of color (BIPOC) communities and donors cannot be overstated. Many nonprofit organizations have faced challenges in actively engaging Black donors in the United States for various reasons historical context, lack of diverse representation, limited awareness and outreach, and cultural sensitivity, to name a few. Habitat has recognized these challenges and is actively working to address them. In this session, you will gain insight into housing disparities affecting Black communities, discover innovative philanthropic strategies, and leverage cultural competency to amplify Black voices. Join us as we delve into the important and timely topic of engaging Black donors in fundraising at HFHI, which can empower Black donors as agents of change and create a more equitable future for all.

Presented by: Jodie Ruediger, Danielle Lloyd

10:15-11:30 | Room: 718 B

Becoming a Changemaker: How Fundraisers Are Positioned for Advancing Equity

Applied | Leadership and Management (Sponsored by Lindauer Global)

Fundraisers are changemakers. We identify issues, make connections, generate support, and solve problems. These attributes make fundraisers well-positioned for leadership roles helping advance inclusion, diversity, equity, and access in our organizations at any level. This session will share personal stories, identify skills and provide resources for your IDEA success.

Presented by: Jonathan Meagher-Zayas, Chrissey Nguyen Klockner, Terrel White, Helen (Hyo-Kyung) Choi

10:15-11:30 | Room: 715 A/B

Trust, Impact, and Communications To Overcome Donor Skepticism and Increase Fundraising Results

Strategic | Ethics, Accountability and Professionalism

This session will help participants demonstrate trustworthiness and program results and provide accountable communications to support fundraising efforts by presenting seven steps to assure ethics are meaningful, eight disciplines to ensure programs achieve good results, and a communications strategy that highlights responsibility and accountability, thereby increasing funding and program impact. *Eligible for 1.25 ACFRE credits in Leadership or Management

Presented by: Ken Phillips, Ann Wang

10:15-11:30 | Room: 701 B

CANCELED - Engaging Meaningfully With Donors Through a Gift in Will Pipeline

Applied | Securing the Gift (Sponsored by Mission CRM)

Donor engagement is key to fundraising success yet charities fail to meaningfully engage with its most loyal, long-term donors, resulting in dwindling legacy programs. This research and data-driven deep dive will teach how to create love-filled marketing and engagement activities for every stage of your gift in wills pipeline.

Presented by: Ligia Pena, Jen Love

10:15-11:30 | Room: 718 A

Emerging Trends in Fundraising Research (Sponsored by AFP Foundation for Philanthropy)

Applied | Current and Prospective Donor Research

Join the AFP Foundation for Philanthropy for an engaging panel discussion with fundraising scholars from around the country. Learn about their cutting edge research - both recently published and in process - and consider how it can be applied to improve your fundraising.

Presented by: Lori Overmyer, Lois Buntz, Angela Seaworth, Ruth Hansen

10:15-11:30 | Room: 717 A/B

Brand Your Capital Campaign for Success

Strategic | Leadership and Management (Sponsored by Lindauer Global)

Boost your next capital or comprehensive campaign by strategically branding that initiative. In this session, you will learn why branding a campaign is important, how it can enhance your organization's visibility and reputation, and what the four key milestones of campaign branding are and how to reach them.

Presented by: Lori Woehrle

10:15-11:30 | Room: 601 A/B

How We're Transforming Our AFP Chapter Through a Commitment to IDEA

Applied | Leadership and Management (Sponsored by Lindauer Global)

AFP Silicon Valley Board Members will share how they're transforming CA Chapters with the innovative IDEA Fellowship for diverse fundraisers. Learn about launching the program with provided tools and templates after a group discussion and interactive brainstorm about your Chapters commitment to IDEA.

Presented by: Manju Ramachandran, Julia Zarcone

10:15-11:30 | Room: 602 A/B

Building a Sustainable Fundraising Plan: A Research-backed Guide to Healthy Fundraising (Presented by Qgiv)

Strategic | Leadership and Management (Sponsored by Lindauer Global)

With rising costs, the Great Resignation, and donor numbers declining, nonprofit leaders face increased pressure to keep their teams motivated to raise more money with even fewer resources. What can be done to address these challenges? Qgiv's Sustainable Giving Report sought to answer that question! Join us to learn how you promote wellness and job satisfaction within your organization and ultimately improve staff retention, donor relations, and revenue.

Presented by: Melaina Chromy, Mallory Erickson, MA, Emily Bell, MPIA, MSW, Cherian Koshy, CFRE

10:15-11:30 | Room: 801 A

Using the Power of Connections and Influence in Global Corporate Fundraising

Applied | Relationship Building (Sponsored by Golfstatus)

Social initiatives are increasing within corporations due to the ESG agenda. Learn how to define the best strategies of relationship building and maintenance to connect your cause with businesses and make your nonprofit part of the impact companies want to generate. Corporate fundraising is waiting for you!

Presented by: Salomo Lima

10:15-11:30 | Room: 803 A/B

You Can Be More Than Remotely Successful Fundraising Remotely

Introductory/Foundational | Relationship Building (Sponsored by Golfstatus)

While meeting a prospect face-to-face is the preferred method, raising money while video-conferencing is becoming increasingly common. In this session, we will provide strategies for fundraisers stewarding donors and cultivating gifts without a single in-person meeting. Topics will include: -Carl, you're on mute!

-Developing relationships through a screen

-Creating a remote Culture of Philanthropy

-Making the ask meaningful -Keep the momentum going! With our experience fundraising together collaboratively at a fully remote non-profit organization and now each at separate remote organizations, we will share best practices for successfully working remotely, while emphasizing the importance of developing deep connections with colleagues.

Presented by: Yael Rosen, Jody Braunig

10:15-11:30 | Room: 603

Interactive Listening Workshop: AI for Fundraisers (Presented by Microsoft)

Introductory/Foundational | Relationship Building (Sponsored by Golfstatus)

Interested in AI for your nonprofit, but not sure where to start? Join our interactive workshop where you'll discuss best practices for AI with your fellow fundraising practitioners and connect with technology providers who making a global impact in the AI space. In this hands-on session, you'll also have the chance to share your thoughts on AI with teams that are building the technology, and leave with valuable connections and ideas you can implement in 2024.

Presented by: Alex Kasavin, Christina Macchiarola

10:15-11:30 | Room: 802 A/B

Unlocking Donor Potential: Transforming Volunteers into Cause Champions through Relationship-Driven Fundraising (Presented by Fundraising Academy)

Applied | Volunteer Involvement

Volunteers are essential in every organization. They know your cause and support your organization throughout the year. They are your greatest advocates and possess linkage, ability, and interest in filling resource gaps. The question now is: Does your organization have a strategic plan to elevate volunteer commitment into meaningful financial contributions? Volunteers represent untapped potential as major gift prospects. If your major gift prospect pool currently overlooks this hidden treasure within your volunteer base, this session is for you. Join us to explore converting loyal volunteers into enthusiastic donors, unlocking a new dimension of support for your cause.

Presented by: Hannah Berger, LaShonda Williams ,CFRE, MPA

10:45-11:15 | Learning Lab 2 in The EXCHANGE

Unlocking Impact: Exploring the Power of Impact Frameworks for Nonprofits (Learning Lab) (Presented by UpMetrics)

Introductory/Foundational | Learning Lab

Unlock your nonprofit's impact potential with our transformative session on crafting impact frameworks. Discover why impact frameworks are essential for operationalizing your impact, including measuring progress, driving continuous improvement, and showcasing outcomes to attract support from funders and donors. In essence, an Impact Framework is more than a tool; it's a blueprint for driving meaningful change, maximizing effectiveness, and instilling confidence in stakeholders. Learn to articulate your mission and objectives with clarity, and select the right metrics to measure progress towards goals. This session equips you with the skills and insights needed to measure, communicate, and amplify your nonprofit's impact.

Presented by: Kiva Thompson

10:45-11:15 | Learning Lab 1 in The EXCHANGE

Navigating Donor Expectations In a Smartphone World (Learning Lab) (Presented by Fundraise Up)

Applied | Learning Lab

Showcasing Fundraise Up's robust mobile-centric features and user interface, designed to meet and exceed the expectations of modern donors. We'll highlight functionalities that ensure your nonprofit is equipped to provide a seamless and intuitive giving experience on any mobile device. Expect to learn about: - Mobile-optimized donation forms that increase conversion rates - One-click donations via Apple Pay, Google Pay, and other mobile wallets - Personalized mobile outreach strategies to engage new donor demographics - Real-time analytics and how they can inform your mobile fundraising strategy.

We will also discuss emerging demographics that are more likely to contribute when approached with mobile-friendly giving options. By understanding these groups and their preferences, your organization can tap into new sources of support and foster lasting donor relationships.

Presented by: Salvatore Salpietro

11:00-13:00 | AFP Exchange - Level 800

Lunch in The Exchange (Sponsored by Feathr)

Social Events

11:30-12:00 | Learning Lab 2 in The EXCHANGE

Tech for Impact: A Look at 2024 Nonprofit Trends (Learning Lab) (Presented by Sage)

Applied | Learning Lab

As Managing Director for Sage in North America, Mark Hickman empowers U.S. and Canadian businesses by simplifying workflows to break down barriers and achieve growth. With more than 20 years of experience at the executive management and leadership-levels, where he consistently grew revenues at leading organizations, Mark brings a wealth of knowledge essential to successfully navigate the channel, partner, and SMB landscapes in North America. As a leader, Mark looks to empower colleagues, partners, and customers to seek out solutions through creativity and innovation.

Presented by: Mark Hickman

11:45-12:15 | Learning Lab 1 in The EXCHANGE

AFPeeps Game Show: AI Edition (Learning Lab) (Presented by AFPeeps)

Learning Lab

This is more than just a workshop; it's an adventure into the realm of artificial intelligence, packed with learning, laughter, and the spirit of competition. Prepare to challenge your mind, unleash your creativity, and deepen your understanding of artificial intelligence in the most entertaining way possible. Whether you're an AI enthusiast, a professional looking to sharpen your skills, or simply curious about the world of technology, this game show-style workshop promises to be an unforgettable experience.

Presented by: Josh Hirsch

13:00-14:30 | Hall F/G - Level 800

General Session - Closing Keynote with Phyllis Webstad

Plenary Sessions

As founder of Orange Shirt Day and ambassador for the Orange Shirt Society, Phyllis Webstad facilitates dialogue around the Indian Residential School system and creates space for healing. Orange Shirt Day, recognized annually on September 30, is a day for people to reflect, educate themselves and commit to Truth and Reconciliation. When Phyllis was just six years old, she was forced to attend St. Joseph's Mission Residential School near Williams Lake, British Columbia. Her grandma gifted her an orange shirt to wear on her first day of school, but upon arrival, her shirt was forcibly removed. No matter how much Phyllis cried or protested, her special new shirt was never returned. That cruel action resulted in Phyllis feeling unimportant and as if she did not matter. The colour orange became a symbol of the effects of Indian Residential Schools and a physical symbol for Every Child Matters. The Orange Shirt Society was created as a legacy to Phyllis Orange Shirt Day. The society works to further the message of Indian Residential School survivors. The non-profit organization is located in Williams Lake, British Columbia, and the board of directors consists of both Indigenous and non-Indigenous members. Phyllis works full-time with the society. Over Phyllis' career she has acquired diplomas in both Business Administration from Nicola Valley Institute of Technology and Accounting from Thompson Rivers University (TRU). She received the TRU Distinguished Alumni Award in 2017 for her unprecedented impact on local, provincial, national and international communities through the sharing of her orange shirt story. A published author, Phyllis has three books that share her story in her own words Orange Shirt Story; Phyllis Orange Shirt; and Beyond the Orange Shirt Story. Due to Phyllis' work, a simple orange shirt has become a conversation starter for all aspects of Indian Residential Schools across the country and beyond its borders. Phyllis is Northern Secwepemc (Shuswap) from the Stswecemc Xgattem First Nation (Canoe Creek Indian Band), and she currently resides in Williams Lake, British Columbia with her husband. Finding comfort in the outdoors, Phyllis can often be found in nature or going for walks outside as it allows her to feel grounded and connected to the land.

Presented by: Phyllis Webstad