

AFP ICON 2024 Full Schedule

SUNDAY, APRIL 7

7:00 AM-5:00 PM

Bookfair

Level 700

7:00 AM-8:30 AM

Coffee (Sponsored by Qgiv)

Level 700

Social Events

7:00 AM-5:30 PM

First Aid/EMT

Level 800

7:00 AM-5:00 PM

ICON Registration

Level 600

7:00 AM-5:30 PM

Nursing Room

Room: 702

8:00 AM-5:30 PM

Executive Coaching – Additional
Registration Required

Room: 710

8:00 AM-5:30 PM

Executive Coaching – Additional
Registration Required

Room: 704

8:00 AM-5:30 PM

Executive Coaching – Additional
Registration Required

Room: 706

8:00 AM-5:30 PM

Executive Coaching – Additional
Registration Required

Room: 606

8:00 AM-5:00 PM

Prayer Room

Room: 810

8:00 AM-8:45 AM

Speed Networking

Level 700

Social Events

9:00 AM-10:15 AM

2022 Stewardship Survey Results:
Sharing Best Practices

Room: 713 A/B

Relationship Building (Sponsored by
Golfstatus)

Strategic

9:00 AM-10:15 AM

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

Room: 801 B

Securing the Gift (Sponsored by Mission
CRM)

Applied

9:00 AM-10:15 AM

Creating Real, Token Free Board Diversity

Room: 715 A/B

Relationship Building (Sponsored by
Golfstatus)

Applied

9:00 AM-10:15 AM

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

Room: 803 A/B

Securing the Gift (Sponsored by Mission
CRM)

Introductory/Foundation

9:00 AM-10:15 AM

Getting Help: Engaging Volunteers to
Grow Your Gift Planning Program

Room: 602 A/B

Volunteer Involvement

Introductory/Foundational

9:00 AM-10:15 AM

How to Communicate Your Cause Using
the 3 Vs of Communication

Room: 801 A

Relationship Building (Sponsored by
Golfstatus)

Introductory/Foundational

9:00 AM-10:15 AM

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

Room: 802 A/B

Healthcare (Sponsored by DonorSearch,
curated by Advancement Resources)

Applied

9:00 AM-10:15 AM

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

Room: 718 A

Current and Prospective Donor Research

Applied

9:00 AM-10:15 AM

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

Room: 717 A/B

Leadership and Management (Sponsored
by Lindauer Global)

Applied

9:00 AM-5:00 PM

Quiet Room

Room: 703

9:00 AM-10:15 AM

Show Me the Money, Securing Lucrative
Sponsorships

Room: 716 A/B

Relationship Building (Sponsored by
Golfstatus)

Strategic

9:00 AM-10:15 AM

Small Shops Big Success in Planned
Giving

Room: 714 A/B

Securing the Gift (Sponsored by Mission
CRM)

Introductory/Foundational

9:00 AM-10:15 AM

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

Room: 701 B

Relationship Building (Sponsored by
Golfstatus)

Applied

9:00 AM-10:15 AM

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

Room: 601 A/B

Ethics, Accountability and
Professionalism

Strategic

9:00 AM-10:15 AM

The Downside of Donor Centric Fundraising

Room: 701 A

Leadership and Management (Sponsored by Lindauer Global)

Applied

9:00 AM-10:15 AM

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

Room: 718 B

Current and Prospective Donor Research

Applied

10:45 AM-12:00 PM

Before Lights, Camera, ACTION!

Room: 718 A

Leadership and Management (Sponsored by Lindauer Global)

Applied

10:45 AM-12:00 PM

Creating a Framework for Compassionate & Ethical Story Telling

Room: 602 A/B

Ethics, Accountability and Professionalism

Introductory/Foundational

10:45 AM-12:00 PM

Empowering Communication Strategies Within the Disability Sector

Room: 715 A/B

Relationship Building (Sponsored by Golfstatus)

Applied

10:45 AM-12:00 PM

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

Room: 717 A/B

Ethics, Accountability and Professionalism

Introductory/Foundational

10:45 AM-12:00 PM

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

Room: 713 A/B

Securing the Gift (Sponsored by Mission CRM)

Applied

10:45 AM-12:00 PM

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

Room: 801 A

Current and Prospective Donor Research

Applied

10:45 AM-12:00 PM

Hacking Human Wetware - The Art and Science of Neurophilanthropy

Room: 803 A/B

Relationship Building (Sponsored by Golfstatus)

Applied

10:45 AM-12:00 PM

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

Room: 601 A/B

Leadership and Management (Sponsored by Lindauer Global)

Applied

10:45 AM-12:00 PM

Sway the Doubters: Change the Narrative for Professional Fundraising

Room: 718 B

Ethics, Accountability and Professionalism

Strategic

10:45 AM-12:00 PM

Making the Ask: Using Neuroscience in Your Solicitation

Room: 701 A

Securing the Gift (Sponsored by Mission CRM)

Applied

10:45 AM-12:00 PM

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

Room: 801 B

Leadership and Management (Sponsored by Lindauer Global)

Strategic

10:45 AM-12:00 PM

Philanthropy is Black History: The Untold Stories of Black Philanthropists

Room: 716 A/B

Relationship Building (Sponsored by Golfstatus)

Introductory/Foundational

10:45 AM-12:00 PM

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

Room: 701 B

Relationship Building (Sponsored by Golfstatus)

Applied

10:45 AM-12:00 PM

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

Room: 802 A/B

Healthcare (Sponsored by DonorSearch, curated by Advancement Resources)

Applied

11:00 AM-5:00 PM

Exchange Hours - Sunday

AFP Exchange - Level 800

11:15 AM-11:45 AM

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

Learning Lab 1 in The EXCHANGE

Learning Lab (Sponsored by Lindauer Global)

Strategic

10:45 AM-12:00 PM

So, You're Thinking About Leadership?

Room: 714 A/B

Leadership and Management (Sponsored by Lindauer Global)

Applied

11:30 AM-1:30 PM

Lunch in The Exchange (Sponsored by Feathr)

AFP Exchange - Level 800

Social Events

12:00 PM-12:30 PM

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

Learning Lab 2 in The EXCHANGE

Learning Lab (Sponsored by Lindauer Global)

Strategic

12:00 PM-12:20 PM

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

Learning Lab 1 in The EXCHANGE

Learning Lab (Sponsored by Lindauer Global)

12:30 PM-12:50 PM

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

Learning Lab 1 in The EXCHANGE

Learning Lab (Sponsored by Lindauer Global)

1:00 PM-1:20 PM

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

Learning Lab 1 in The EXCHANGE

Learning Lab (Sponsored by Lindauer Global)

1:30 PM-3:00 PM

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

Hall F/G - Level 800

Plenary Sessions

3:00 PM-3:45 PM

Coffee in The Exchange (Sponsored by Qgiv)

AFP Exchange - Level 800

Social Events

3:15 PM-4:30 PM

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

Learning Lab 1 in The EXCHANGE

Learning Lab (Sponsored by Lindauer Global)

Introductory/Foundational

3:15 PM-3:45 PM

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

Learning Lab 2 in The EXCHANGE

Learning Lab (Sponsored by Lindauer Global)

Introductory/Foundational

4:00 PM-5:15 PM

AFP Government Advocacy in Canada Room: 714 A/B

Ethics, Accountability and Professionalism

Strategic

4:00 PM-5:15 PM

Cognitive Impairment in Donors: Best Practices & Considerations

Room: 802 A/B

Healthcare (Sponsored by DonorSearch, curated by Advancement Resources)

Introductory/Foundational

4:00 PM-5:15 PM

Get Q'd In! Advance Your Mission by Engaging LGBTQIA+ Donors

Room: 717 A/B

Relationship Building (Sponsored by Golfstatus)

Applied

4:00 PM-4:30 PM

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

Learning Lab 2 in The EXCHANGE

Applied

Learning Lab (Sponsored by Lindauer Global)

4:00 PM-5:15 PM

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

Room: 801 A

Relationship Building (Sponsored by Golfstatus)

Applied

4:00 PM-5:15 PM

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

Room: 716 A/B

Relationship Building (Sponsored by Golfstatus)

Applied

4:00 PM-5:15 PM

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

Room: 713 A/B

Current and Prospective Donor Research

Applied

4:00 PM-5:15 PM

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

Room: 715 A/B

Current and Prospective Donor Research

Applied

4:00 PM-5:15 PM

Matching the Ask to the Motivation (Presented by Blackbaud)

Room: 701 A

Securing the Gift (Sponsored by Mission CRM)

Introductory/Foundational

4:00 PM-5:15 PM

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

Room: 718 A

Current and Prospective Donor Research

Strategic

4:00 PM-5:15 PM

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

Room: 602 A/B

Leadership and Management (Sponsored by Lindauer Global)

Strategic

4:00 PM-5:15 PM

Taking Care of Your Workforce:
Innovations in Mental Health Care
Room: 601 A/B

Leadership and Management (Sponsored
by Lindauer Global)

Applied

4:00 PM-5:15 PM

The New AFP Code of Ethics:
Understanding and Using It
Room: 801 B

Ethics, Accountability and
Professionalism

Applied

4:00 PM-5:15 PM

Treat Stewardship as the Year-Long
Celebration of the Gift: And Here's How
To Do It!
Room: 701 B

Relationship Building (Sponsored by
Golfstatus)

Applied

4:00 PM-5:15 PM

Women's Leadership Journeys: Success
in the Face of Organizational Design,
Diversity and Imposed Imposter
Syndrome
Room: 718 B

Leadership and Management (Sponsored
by Lindauer Global)

Applied

6:00 PM-7:30 PM

AFP Canadian Red & White Reception
Westin Harbour Castle - Room: Harbour
Ballroom A/B

6:00 PM-7:00 PM

AFP Emerging Leader Reception
(Sponsored by Fundraising Academy)
Westin Harbour Castle - Room: Harbour
Ballroom C

6:00 PM-7:00 PM

AFP Inclusion, Diversity, Equity, Access
(IDEA) Reception
Westin Harbour Castle - Room: Pier 5
(Level 2)

6:00 PM-7:00 PM

AFP International Reception
Westin Harbour Castle - Room: Pier 2
(Level 2)

6:00 PM-7:00 PM

AFP PAC Reception (U.S. Members Only
by Federal Law)
Westin Harbour Castle - Room: Regatta
(Main Level)

MONDAY, APRIL 8

7:00 AM-7:45 AM

Anonymous Program of Recovery

Room: 703

7:00 AM-6:00 PM

Bookfair

Level 700

7:00 AM-8:30 AM

Coffee (Sponsored by Qgiv)

Level 700

Social Events

7:00 AM-5:30 PM

First Aid/EMT

Level 800

7:00 AM-6:00 PM

ICON Registration

Level 600

7:00 AM-5:30 PM

Nursing Room

Room: 702

8:00 AM-9:15 AM

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

Room: 701 A

Securing the Gift (Sponsored by Mission CRM)

Applied

8:00 AM-9:15 AM

Challenges of Being a Black Male in Fundraising

Room: 716 A/B

Relationship Building (Sponsored by Golfstatus)

Applied

8:00 AM-9:15 AM

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

Room: 717 A/B

Relationship Building (Sponsored by Golfstatus)

Applied

8:00 AM-9:15 AM

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

Room: 801 A

Securing the Gift (Sponsored by Mission CRM)

Introductory/Foundational

8:00 AM-4:30 PM

Executive Coaching – Additional Registration Required

Room: 710

8:00 AM-4:30 PM

Executive Coaching – Additional Registration Required

Room: 706

8:00 AM-12:30 PM

Executive Coaching – Additional Registration Required

Room: 606

8:00 AM-4:30 PM

Executive Coaching – Additional Registration Required

Room: 704

8:00 AM-9:15 AM

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

Room: 714 A/B

Securing the Gift (Sponsored by Mission CRM)

Strategic

8:00 AM-9:15 AM

No Nonsense Must-Haves for Major Giving Success NOW!

Room: 718 A

Securing the Gift (Sponsored by Mission CRM)

Strategic

8:00 AM-9:15 AM

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

Room: 602 A/B

Leadership and Management (Sponsored by Lindauer Global)

Strategic

8:00 AM-5:00 PM

Prayer Room

Room: 810

8:00 AM-9:15 AM

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

Room: 718 B

Leadership and Management (Sponsored by Lindauer Global)

Strategic

8:00 AM-9:15 AM

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

Room: 802 A/B

Healthcare (Sponsored by DonorSearch, curated by Advancement Resources)

Applied

8:00 AM-9:15 AM

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

Room: 801 B

Relationship Building (Sponsored by Golfstatus)

Applied

8:00 AM-9:15 AM

Leveraging Logic Models To Elevate Your Grant Writing and Reporting Prowess

Room: 715 A/B

Securing the Gift (Sponsored by Mission CRM)

Applied

8:00 AM-9:15 AM

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

Room: 601 A/B

Ethics, Accountability and Professionalism

Applied

8:00 AM-9:15 AM

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

Room: 803 A/B

Leadership and Management (Sponsored by Lindauer Global)

Introductory/Foundational

9:00 AM-6:15 PM
Exchange Hours - Monday
AFP Exchange - Level 800

9:00 AM-5:30 PM
Quiet Room
Room: 703

9:15 AM-9:45 AM
AFP Membership: What's in it for me?
(Learning Lab) (Presented by AFP Global)
Learning Lab 1 in The EXCHANGE
Learning Lab (Sponsored by Lindauer
Global)
Introductory/Foundational

9:15 AM-10:00 AM
Coffee in The Exchange (Sponsored by
Qgiv)
AFP Exchange - Level 800
Social Events

9:15 AM-9:45 AM
Unlocking the Potential of Your Entire
Donor Pyramid (Learning Lab) (Presented
by EverTrue)
Learning Lab 2 in The EXCHANGE
Learning Lab (Sponsored by Lindauer
Global)

9:45 AM-11:45 AM
Breaking the Silence: Confronting Anti-
Black Racism in AFP
Room: 803 A/B
Introductory/Foundational

10:00 AM-10:30 AM
\$500K Raised, Zero Fees Paid: Free
Online Fundraising in a World of Hidden
Fees (Learning Lab) (Presented by Zeffy)
Learning Lab 2 in The EXCHANGE
Learning Lab (Sponsored by Lindauer
Global)

10:00 AM-10:30 AM
Do More Good With Your Golf Fundraiser
(Learning Lab) (Presented by Golf Status)
Learning Lab 1 in The EXCHANGE
Learning Lab (Sponsored by Lindauer
Global)
Introductory/Foundational

10:15 AM-11:30 AM
De-Mystifying AI: Making sense of
ChatGPT and Fundraising in the Age of AI
Room: 701 A
Leadership and Management (Sponsored
by Lindauer Global)
Strategic

10:15 AM-11:30 AM
Demystifying Wellbeing: Taking the "Woo
Woo" Out of Individual and
Organizational Wellbeing
Room: 601 A/B
Leadership and Management (Sponsored
by Lindauer Global)
Introductory/Foundational

10:15 AM-11:30 AM
Engaging Stakeholders to Champion
Philanthropy (Presented by Advancement
Resources)
Room: 802 A/B
Healthcare (Sponsored by DonorSearch,
curated by Advancement Resources)
Strategic

10:15 AM-11:30 AM

Exploring the Influence, Trends, and Education of the Hispanic and Latinx Community in American Philanthropy
Room: 715 A/B

Leadership and Management (Sponsored by Lindauer Global)

Applied

10:15 AM-11:30 AM

Get to Know Your Donors to Increase Engagement: Legal Aid and Their LGBTQ+ Audience
Room: 717 A/B

Relationship Building (Sponsored by Golfstatus)

Introductory/Foundational

10:15 AM-11:30 AM

Just Do It!: Kickstarting Your Inclusive Fundraising & Communications Practice
Room: 713 A/B

Relationship Building (Sponsored by Golfstatus)

Applied

10:15 AM-11:30 AM

Mastering the Art of Year-Round Donor Engagement: Strategies to Acquire, Retain, and Inspire Donors (Presented by GiveSmart)
Room: 718 A

Leadership and Management (Sponsored by Lindauer Global)

Applied

10:15 AM-11:30 AM

Must Wear Pants: Legacy Events Coming Out of Covid
Room: 714 A/B

Securing the Gift (Sponsored by Mission CRM)

Applied

10:15 AM-11:30 AM

Planning and Budgeting for Fundraising Success
Room: 602 A/B

Leadership and Management (Sponsored by Lindauer Global)

Applied

10:15 AM-11:30 AM

Stewardship: Why We Need to Say "Thank You" So Many Times
Room: 801 B

Relationship Building (Sponsored by Golfstatus)

Applied

10:15 AM-11:30 AM

The Fundraising Profession Taking Over the World
Room: 716 A/B

Ethics, Accountability and Professionalism

Introductory/Foundational

10:15 AM-11:30 AM

The Future of Fundraising is Female: Fundraisers & Donors Explore
Room: 801 A

Relationship Building (Sponsored by Golfstatus)

Strategic

10:15 AM-11:30 AM

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

Room: 701 B

Current and Prospective Donor Research
Applied

12:00 PM-12:20 PM

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

Learning Lab 1 in The EXCHANGE

Learning Lab (Sponsored by Lindauer Global)

Introductory/Foundational

10:15 AM-11:30 AM

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

Room: 718 B

Securing the Gift (Sponsored by Mission CRM)

Applied

12:15 PM-12:45 PM

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

Learning Lab 2 in The EXCHANGE

Learning Lab (Sponsored by Lindauer Global)

Strategic

11:30 AM-12:00 PM

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

Learning Lab 2 in The EXCHANGE

Learning Lab (Sponsored by Lindauer Global)

12:30 PM-12:50 PM

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

Learning Lab 1 in The EXCHANGE

Learning Lab (Sponsored by Lindauer Global)

11:30 AM-11:50 AM

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

Learning Lab 1 in The EXCHANGE

Learning Lab (Sponsored by Lindauer Global)

1:00 PM-1:30 PM

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

Learning Lab 2 in The EXCHANGE

Learning Lab (Sponsored by Lindauer Global)

Introductory/Foundational

11:30 AM-1:30 PM

Lunch in The Exchange (Sponsored by Feathr)

AFP Exchange - Level 800

Social Events

1:00 PM-1:30 PM

Navigating Donor Journeys: Strategies for Engaging Nonprofit Supporters (Learning Lab) (Presented by Microsoft)
Learning Lab 1 in The EXCHANGE

Learning Lab (Sponsored by Lindauer Global)

Applied

1:30 PM-2:45 PM

Digital Marketing & Fundraising in 2024: How To Align Campaign Strategies To Maximize Results (Presented by Feathr)
Room: 803 A/B

Securing the Gift (Sponsored by Mission CRM)

Applied

1:30 PM-2:45 PM

Building Healthy Relationships Inside Your Organization To Best Serve Donors
Room: 701 B

Relationship Building (Sponsored by Golfstatus)

Applied

1:30 PM-2:45 PM

Everything You Need To Know About African American High Wealth Donors
Room: 701 A

Securing the Gift (Sponsored by Mission CRM)

Introductory/Foundational

1:30 PM-2:45 PM

Chasing Money, Power, Respect and the Uncharitable Impact of Inequitable Fundraising
Room: 717 A/B

Ethics, Accountability and Professionalism

Applied

1:30 PM-2:45 PM

From Talk to Walk: Building a Diverse Donor Base Through Authentic Partnerships (Presented by Alford Group)
Room: 716 A/B

Relationship Building (Sponsored by Golfstatus)

Applied

1:30 PM-2:45 PM

Corporate Giving Officers' Top Ten Turn-Offs, Straight From the Donor's Mouth
Room: 718 A

Securing the Gift (Sponsored by Mission CRM)

Applied

1:30 PM-2:45 PM

How to Create a Donor Newsletter That Raises Money
Room: 802 A/B

Securing the Gift (Sponsored by Mission CRM)

Introductory/Foundational

1:30 PM-2:45 PM

Curating THE Volunteer Experience
Room: 602 A/B

Volunteer Involvement

Applied

1:30 PM-2:45 PM

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

Room: 713 A/B

Relationship Building (Sponsored by Golfstatus)

Introductory/Foundational

1:30 PM-2:45 PM

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

Room: 714 A/B

Current and Prospective Donor Research

Applied

1:30 PM-2:45 PM

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

Room: 601 A/B

Ethics, Accountability and Professionalism

Applied

1:30 PM-2:45 PM

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

Room: 715 A/B

Current and Prospective Donor Research

Applied

1:30 PM-2:45 PM

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

Room: 801 A

Relationship Building (Sponsored by Golfstatus)

Applied

1:30 PM-2:45 PM

Using an Equity Lens To Create Gift Acceptance Policies

Room: 718 B

Ethics, Accountability and Professionalism

Strategic

1:30 PM-2:45 PM

Nine Simple Ideas To Increase Your Legacy Gifts

Room: 801 B

Securing the Gift (Sponsored by Mission CRM)

Applied

1:45 PM-2:15 PM

Canadian Knowledge Hub for Giving and Volunteering (Learning Lab)

Learning Lab 1 in The EXCHANGE

Learning Lab (Sponsored by Lindauer Global)

Strategic

1:45 PM-2:15 PM

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

Learning Lab 2 in The EXCHANGE

Learning Lab (Sponsored by Lindauer Global)

2:30 PM-3:00 PM

Activating Board Engagement (Learning Lab) (Presented by CCS Fundraising) Learning Lab 2 in The EXCHANGE

Learning Lab (Sponsored by Lindauer Global)

Applied

2:30 PM-3:00 PM

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

Learning Lab 1 in The EXCHANGE

Learning Lab (Sponsored by Lindauer Global)

Introductory/Foundational

3:15 PM-3:45 PM

Outcomes Based Grants Reporting Made Simple: Utilizing Salesforce's Nonprofit Cloud to Manage Impact Reporting (Learning Lab) (Presented by RSM US) Learning Lab 1 in The EXCHANGE

Learning Lab (Sponsored by Lindauer Global)

3:15 PM-3:45 PM

Unlocking Giving Potential: Navigating Market Sizes and Archetypes for Successful Fundraising in North America (Learning Lab) (Presented by Altrata) Learning Lab 2 in The EXCHANGE

Learning Lab (Sponsored by Lindauer Global)

Strategic

3:45 PM-5:00 PM

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

Room: 801 A

Current and Prospective Donor Research

Applied

3:45 PM-5:00 PM

Be Bold Better: What It Takes To Create Transformational Gifts

Room: 714 A/B

Securing the Gift (Sponsored by Mission CRM)

Applied

3:45 PM-5:00 PM

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

Room: 713 A/B

Securing the Gift (Sponsored by Mission CRM)

Applied

3:45 PM-5:00 PM

Corporate Partnership: Handling the Hard Questions

Room: 701 B

Relationship Building (Sponsored by Golfstatus)

Applied

3:45 PM-5:00 PM

Cultivating Abundance - Big Gifts for Small Shops

Room: 802 A/B

Securing the Gift (Sponsored by Mission CRM)

Introductory/Foundational

3:45 PM-5:00 PM

Engaging Diverse Donors and Cultivating an Inclusive Donor Base

Room: 801 B

Relationship Building (Sponsored by Golfstatus)

Applied

3:45 PM-5:00 PM

Moving Toward Equitable Futures: A CCF Panel

Room: 718 B

Relationship Building (Sponsored by Golfstatus)

Applied

3:45 PM-5:00 PM

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

Room: 601 A/B

Leadership and Management (Sponsored by Lindauer Global)

Applied

3:45 PM-5:00 PM

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

Room: 602 A/B

Current and Prospective Donor Research

Strategic

3:45 PM-5:00 PM

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

Room: 718 A

Securing the Gift (Sponsored by Mission CRM)

Applied

3:45 PM-5:00 PM

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

Room: 715 A/B

Relationship Building (Sponsored by Golfstatus)

Applied

3:45 PM-5:00 PM

How To Engage Your Board in Fundraising
Room: 716 A/B

Leadership and Management (Sponsored by Lindauer Global)

Strategic

3:45 PM-5:00 PM

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

Room: 717 A/B

Relationship Building (Sponsored by Golfstatus)

Introductory/Foundation

3:45 PM-5:00 PM

Manage and Measure Your Impact as a Strategic Asset

Room: 803 A/B

Leadership and Management (Sponsored by Lindauer Global)

Applied

3:45 PM-5:00 PM

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

Room: 701 A

Ethics, Accountability and Professionalism

Applied

4:00 PM-4:30 PM

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

Learning Lab 2 in The EXCHANGE

Learning Lab (Sponsored by Lindauer
Global)

Strategic

4:30 PM-5:00 PM

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

Learning Lab 1 in The EXCHANGE

Learning Lab (Sponsored by Lindauer
Global)

Introductory/Foundational

5:15 PM-6:15 PM

Exchange Happy Hour
AFP Exchange - Level 800

Social Events

TUESDAY, APRIL 9

7:00 AM-3:00 PM

Bookfair

Level 700

7:00 AM-8:00 AM

Coffee (Sponsored by Qgiv)

Level 700

Social Events

7:00 AM-5:30 PM

First Aid/EMT

Level 800

7:00 AM-3:00 PM

ICON Registration

Level 600

7:00 AM-5:30 PM

Nursing Room

Room: 702

8:00 AM-9:15 AM

AI in Fundraising: Enhancing Efficiency and Impact While Ensuring Accountability

Room: 801 A

Ethics, Accountability and Professionalism
Applied

8:00 AM-9:15 AM

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

Room: 716 A/B

Leadership and Management (Sponsored by Lindauer Global)
Applied

8:00 AM-9:15 AM

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

Room: 601 A/B

Current and Prospective Donor Research
Applied

8:00 AM-9:15 AM

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

Room: 714 A/B

Leadership and Management (Sponsored by Lindauer Global)
Strategic

8:00 AM-12:30 PM

Executive Coaching – Additional Registration Required

Room: 710

8:00 AM-12:30 PM

Executive Coaching – Additional Registration Required

Room: 704

8:00 AM-12:30 PM

Executive Coaching – Additional Registration Required

Room: 706

8:00 AM-9:15 AM

Fundraising Is Funny

Room: 701 A

Ethics, Accountability and Professionalism
Introductory/Foundational

8:00 AM-9:15 AM

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

Room: 602 A/B

Volunteer Involvement

Applied

8:00 AM-9:15 AM

Measuring Major Gifts Success: The Top 10 Metrics That Matter

Room: 701 B

Securing the Gift (Sponsored by Mission CRM)

Strategic

8:00 AM-9:15 AM

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

Room: 801 B

Current and Prospective Donor Research

Strategic

8:00 AM-1:00 PM

Prayer Room

Room: 810

8:00 AM-9:15 AM

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

Room: 803 A/B

Leadership and Management (Sponsored by Lindauer Global)

Introductory/Foundational

8:00 AM-9:15 AM

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

Room: 717 A/B

Securing the Gift (Sponsored by Mission CRM)

Introductory/Foundational

8:00 AM-9:15 AM

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

Room: 718 B

Relationship Building (Sponsored by Golfstatus)

Applied

8:00 AM-9:15 AM

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

Room: 802 A/B

Securing the Gift (Sponsored by Mission CRM)

Strategic

8:00 AM-9:15 AM

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

Room: 715 A/B

Leadership and Management (Sponsored by Lindauer Global)

Introductory/Foundational

8:00 AM-9:15 AM

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

Room: 718 A

Securing the Gift (Sponsored by Mission CRM)

Applied

8:00 AM-9:15 AM

Write and Wrong: Developing Million Dollar-plus Proposals

Room: 713 A/B

Securing the Gift (Sponsored by Mission CRM)

Introductory/Foundational

9:00 AM-1:00 PM

Exchange Hours - Tuesday
AFP Exchange - Level 800

9:00 AM-1:00 PM

Quiet Room
Room: 703

9:15 AM-9:45 AM

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

Learning Lab 2 in The EXCHANGE

Learning Lab (Sponsored by Lindauer Global)

Introductory/Foundational

9:15 AM-10:00 AM

Coffee in The Exchange (Sponsored by Qgiv)

AFP Exchange - Level 800

Social Events

9:15 AM-9:45 AM

Fundraising Reimagined: 5 Innovative Tools to Skyrocket Donor Acquisition (Learning Lab) (Presented by Bloomerang) Learning Lab 1 in The EXCHANGE

Learning Lab (Sponsored by Lindauer Global)

Strategic

10:00 AM-10:30 AM

Moving Up or Moving Out: A Donor-Centric Approach to Portfolio Management and Handoffs - (Learning Lab) (Presented by Gravyty) Learning Lab 2 in The EXCHANGE

Learning Lab (Sponsored by Lindauer Global)

10:00 AM-10:30 AM

Navigating Donor Journeys: Strategies for Engaging Nonprofit Supporters (Learning Lab) (Presented by Microsoft) Learning Lab 1 in The EXCHANGE

Learning Lab (Sponsored by Lindauer Global)

Applied

10:15 AM-11:30 AM

Becoming a Changemaker: How Fundraisers Are Positioned for Advancing Equity

Room: 718 B

Leadership and Management (Sponsored by Lindauer Global)

Applied

10:15 AM-11:30 AM

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

Room: 713 A/B

Leadership and Management (Sponsored by Lindauer Global)

Applied

10:15 AM-11:30 AM
 Brand Your Capital Campaign for
 Success
 Room: 717 A/B

Leadership and Management (Sponsored
 by Lindauer Global)
 Strategic

10:15 AM-11:30 AM
 Empowering Change: Engaging Black
 Communities and Donors in Fundraising
 Room: 801 B

Relationship Building (Sponsored by
 Golfstatus)
 Strategic

10:15 AM-11:30 AM
 Building a Sustainable Fundraising Plan:
 A Research-backed Guide to Healthy
 Fundraising (Presented by Qgiv)
 Room: 602 A/B

Leadership and Management (Sponsored
 by Lindauer Global)
 Strategic

10:15 AM-11:30 AM
 Engaging Meaningfully With Donors
 Through a Gift in Will Pipeline
 Room: 701 B

Securing the Gift (Sponsored by Mission
 CRM)
 Applied

10:15 AM-11:30 AM
 Create a Fired-Up High Performing Board
 Room: 701 A

Volunteer Involvement
 Applied

10:15 AM-11:30 AM
 Hidden Gold: How Monthly Giving Will
 Build Donor Loyalty and Improve Donor
 Retention
 Room: 714 A/B

Securing the Gift (Sponsored by Mission
 CRM)
 Applied

10:15 AM-11:30 AM
 Dare To Lead: Becoming a Volunteer
 Leader for AFP
 Room: 716 A/B

Volunteer Involvement
 Strategic

10:15 AM-11:30 AM
 How We're Transforming Our AFP
 Chapter Through a Commitment to IDEA
 Room: 601 A/B

Leadership and Management (Sponsored
 by Lindauer Global)
 Applied

10:15 AM-11:30 AM
 Emerging Trends in Fundraising Research
 (Sponsored by AFP Foundation for
 Philanthropy)
 Room: 718 A

Current and Prospective Donor Research
 Applied

10:15 AM-11:30 AM
 Interactive Listening Workshop: AI for
 Fundraisers (Presented by Microsoft)
 Room: 603

Relationship Building (Sponsored by
 Golfstatus)
 Introductory/Foundational

10:15 AM-11:30 AM

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

Room: 715 A/B

Ethics, Accountability and Professionalism

Strategic

10:15 AM-11:30 AM

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

Room: 802 A/B

Volunteer Involvement

Applied

10:15 AM-11:30 AM

Using the Power of Connections and Influence in Global Corporate Fundraising

Room: 801 A

Relationship Building (Sponsored by Golfstatus)

Applied

10:15 AM-11:30 AM

You Can Be More Than Remotely Successful Fundraising Remotely

Room: 803 A/B

Relationship Building (Sponsored by Golfstatus)

Introductory/Foundational

10:45 AM-11:15 AM

Navigating Donor Expectations In a Smartphone World (Learning Lab) (Presented by Fundraise Up) Learning Lab 1 in The EXCHANGE

Applied

Learning Lab (Sponsored by Lindauer Global)

10:45 AM-11:15 AM

Unlocking Impact: Exploring the Power of Impact Frameworks for Nonprofits (Learning Lab) (Presented by UpMetrics) Learning Lab 2 in The EXCHANGE

Learning Lab (Sponsored by Lindauer Global)

Introductory/Foundational

11:00 AM-1:00 PM

Lunch in The Exchange (Sponsored by Feathr)

AFP Exchange - Level 800

Social Events

11:30 AM-12:00 PM

Tech for Impact: A Look at 2024 Nonprofit Trends (Learning Lab) (Presented by Sage) Learning Lab 2 in The EXCHANGE

Applied

Learning Lab (Sponsored by Lindauer Global)

11:45 AM-12:15 PM

AFPeeps Game Show: AI Edition (Learning Lab) (Presented by AFPeeps) Learning Lab 1 in The EXCHANGE

Learning Lab (Sponsored by Lindauer Global)

1:00 PM-2:30 PM

General Session - Closing Keynote with Phyllis Webstad

Hall F/G - Level 800

Plenary Sessions