2020 Webinars

All Webinars 1:00pm Eastern

**JANUARY 8**
The Intentional Fundraiser
Tammy Zonker

**JANUARY 22**
How to Create a Successful Capital Campaign
Amy Eisenstein, ACFRE

**FEBRUARY 5**
Before You Post That Job—How to Hire RIGHT When You’re Not HR
Kishshana Palmer, CFRE

**FEBRUARY 19**
Fostering a Growth Mindset in Your Team
Alice Ferris, MBA, CFRE, ACFRE

**MARCH 4**
Finding the Untapped Major Gift Potential in Your Donor Base
Gail Perry, MBA, CFRE

**MARCH 18**
Bringing in the Top Ten Gifts for Your Capital Campaign
Andrea Kihlstedt

**APRIL 8**
The Role of Storytelling in Fundraising: How to Increase Generosity through Expanding the Hearts and Minds of Donors and Prospects
Carol Novello

**APRIL 15**
Are You Ready to Take the Leadership Leap?
Diane Lloyd, CFRE, PCC

**APRIL 29**
Don’t Say I Didn’t Warn You—The Pragmatist’s Guide to Successful Special Events
Amy Wolfe, MPPA, CFRE

**MAY 8**
Six-Figure Success: How to Grow Your Small Nonprofit’s Annual Fundraising to $100,000 and Beyond
Sandy Rees

**MAY 21**
The Art of the Legacy Ask
Ligia Peña, CFRE, MInstF, AFP Master Trainer

**JUNE 10**
Robots Make Bad Fundraisers—How Nonprofits Can Maintain Their Heart in the Digital Age
Steven Shattuck

**JULY 8**
everything We Know About Fundraising is (Mostly) Wrong
Steve MacLaughlin

**AUGUST 5**
Is Prospect Research Invasive? The Ethics and Process of Prospect Research and Data Management
T. Clay Buck, CFRE and Ryan Woroniecki

**AUGUST 19**
Donor Stewardship: Easy and Effective Ways to Stay in Touch with Donors All Year Long
Mark Chilutti, CFRE

**SEPTEMBER 2**
Branding and Building Your Online Community
Austin Alderdice and Hannah d’Entremont

**SEPTEMBER 16**
The State of Online Fundraising 2020
Mike Snusz

**SEPTEMBER 30**
The Pearls and Pitfalls of Crowdfunding
Robyn Mendez

**OCTOBER 14**
Celebrating Your Mission in December and Stewarding the Donor in 2021
Tanya Fitzgerald

**OCTOBER 28**
8 Things You Can Do Right Now to Improve Your Year-End Appeal
Holly H. Paulin

**NOVEMBER 4**
Visioneering Your Organization—How to Set a Bold Vision and Strategic Plan that Inspires Donors, Staff, and Leaders
Barbara O’Reilly, CFRE

**NOVEMBER 18**
Tracking It Down: How to Get Volunteers, Board Members, and Colleagues to Actually Tell You the Who/What/When of Conversations with Donors—and What Happens Next
Evan Northup, CFRE

**DECEMBER 2**
Why Impact Measurement and Management is an Important Growth Opportunity for Fundraisers
Dr. Colin Habberton

**DECEMBER 9**
Mobile Fundraising
Wendy Husman and Kate Sienicki Mucci

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