

# AFP LEAD 2023

Session Schedule · October 19–21

Association of Fundraising Professionals Leadership Conference

■ CANCELLED = Session has been cancelled

## October 19 – Emerging Leaders Day

9:00 AM – 10:00 AM

### Find Your Fire

■ *Franklin Hall 1*

Provides the tools to turn your vision into reality. For current or aspiring politicians, activists, nonprofit professionals, social entrepreneurs, visionaries, and movement makers—kindling more firestarters and keeping their light burning strong.

**Speakers:** Terri Broussard Williams

10:00 AM – 11:00 AM

### Mentoring Vs. Coaching

■ *Franklin Hall 1*

A robust interactive session on the distinction between mentoring and coaching—leveling setting on the value of both services while focusing on how to maximize a coaching relationship to navigate your professional journey and maximize organizational impact.

**Speakers:** Kimberly Arrindell

11:00 AM – 11:45 AM

### Fundraising Ethics

■ *Franklin Hall 1*

Presented by Blackbaud. Clarify ethical standards and situations through facilitation and in-depth peer discussion. Review common ethical standards, how to identify and apply them, and what to do in ethical dilemmas so your organization can continue to openly fundraise and serve for social good.

**Speakers:** Matt Connell

1:30 PM – 2:30 PM

## Seven Rules of Self-Esteem for the Professional

■ *Franklin Hall 1*

An informative and interactive workshop exploring the traits of leaders with high self-esteem and how to manifest them in work, home, and everyday life—covering living consciously, self-acceptance, self-responsibility, living purposely, personal integrity, and courage.

**Speakers:** Ken Miller, CFRE

2:30 PM – 3:30 PM

## Strategy and Change Management

■ *Franklin Hall 1*

Presented by Blackbaud. Designed for current and aspiring nonprofit leaders: learn how to be strategic and prepared to handle change effectively. Explore ways to prepare your organization for expected and unexpected changes, and learn to create, communicate, and refine effective change management processes.

**Speakers:** Rich Waldmann

October 20

10:45 AM – 11:45 AM

## Telling the Truth: How Authentic Leadership and Ethical Storytelling Lead Us Forward

■ *Grand Ballroom Salon I*

Learn the basics of ethical storytelling—strengths-based messaging and informed consent—and how authentic leadership and ethical storytelling work together, because who we are and who our beneficiaries are is as vital to our leadership style as how we work.

**Speakers:** Kate McNeely, CFRE

## Self-Care for Those Who Lead: Healing for Leaders and Setting the Corporate Culture for Intentional Self-Care

■ *Grand Ballroom Salon J*

Leaders often put themselves last, leading to burnout and fatigue. To operate at their peak, leaders must take care of themselves—healing themselves to become change agents at work and spread a culture of self-care and mental well-being.

**Speakers:** Linda McGhee, Psy.D.

## Who Do You Want to Be As A Leader?

■ *Grand Ballroom Salon K*

How might you continue to succeed in volatile and uncertain times? How might you remain steady despite complexity and ambiguity? It begins with a simple decision—who do you want to be as a leader? Explore your purpose and leadership strengths to not only survive, but learn and thrive.

**Speakers:** Tiffany Quivers

## Spider-man Can Walk on Walls, Can You?

■ *Franklin Hall 1*

Caught in a web of dysfunction with colleagues in Finance, Marketing, or Service Delivery? Hone your Spidey Sense to lead not only up and down, but sideways. Survey where problems originate, investigate what research says, and discover practical solutions to get the collaboration you need from siloed colleagues.

**Speakers:** William (Bill) Bartolini, Ph.D., ACFRE · Benjamin Mohler, CFRE, ACFRE

## Women & Nonprofit Leadership

■ *Grand Ballroom Salon L*

Presented by DonorPerfect. Unpack and reframe what a leader looks like. Explore how nonprofit professionals can create spaces where women, including women of color, are not only seen and heard but advocated for and invested in.

**Speakers:** Lauren Sheehan

## Lead Your Nonprofit for Fundraising Success: Strategic Planning Lessons from 1,000 Fundraisers

■ *Franklin Hall 2*

Presented by Bloomerang. Techniques and lessons learned from Bloomerang's Fundraising Climate Report that nonprofit leaders can take back to their organizations to optimize fundraising success.

**Speakers:** Chad Barger, CFRE, ACNP

1:45 PM – 2:45 PM

## How Compassionate Communication & Leadership Can Prevent Burnout & Amplify Success

■ *Grand Ballroom Salon J*

Equips you with mindset and practical strategies to lead and communicate with compassion without burning out—addressing the stress, pressure, and real-world challenges that come with dealing with people inside and outside your organization.

**Speakers:** Laura Jack

## Get Less Done in More Time – Have You Been Sacrificing Effectiveness for Efficiency?

■ *Franklin Hall 1*

Understanding the differences between being effective and efficient—how to pause, evaluate, and lead with better balance—will empower your leadership and enhance your DEI results. Create your next steps, stop putting out fires, and enhance both quality and productivity.

**Speakers:** Marcy Heim · Terrance Hunter

## From IDEA to ABIDE: How to Lead and Live through Courageous Conversations

■ *Grand Ballroom Salon L*

Learn how to have courageous conversations that build trust, set the foundation for change, and lead to the adoption of Access, Belonging, Inclusion, Diversity and Equity as values to uphold in work and in life.

**Speakers:** Olu Burrell, MSOD, PCC

## Strategic Planning Essentials

■ *Grand Ballroom Salon I*

Thoughtful guidance for development professionals using the principles of strategic visioning. Overview Peter Drucker's Five Questions as a foundation for planning, emphasizing a clear and compelling organizational mission, vision, and values.

**Speakers:** Kerri Mollard

## Using Change Management Principles to Successfully Plan, Evaluate, and Transition to a New CRM Software

■ *Grand Ballroom Salon K*

Presented by DonorView. The principles of Change Management can help make your CRM transition flow more smoothly and lead to successful outcomes—managing the many options, costs, and internal challenges.

**Speakers:** Kimberly Perron

## Jump In! Leading a New Advancement Team from Shore, through Storms, and Out to Sea

■ *Franklin Hall 2*

National Geographic's Advancement Team grew from 35 to 65 members, \$1M+ donors tripled, and annual fundraising grew by over 300%. Learn through interactive Q&A; how Lisa built and navigated her team through effective team-building, collaboration, and coordination.

**Speakers:** Lisa Herzog · Lara Tilley-Bouez

**3:00 PM – 4:00 PM**

## Becoming Catalysts for Change: Increasing IDEA Skills for Fundraisers

■ *Franklin Hall 1*

Change is the only constant in the nonprofit sector. Strengthen your change management skills to see the change you want in yourself, your organization, and your communities—from two young professional fundraisers who have made change happen.

**Speakers:** Chrissey Nguyen Klockner · Jonathan Meagher-Zayas

## Active Listeners Make Better Leaders...and Managers

■ *Grand Ballroom Salon K*

Improve your active listening skills with your constituents, colleagues, staff, donors, and board members. Takeaways include essential discovery questions and an exploration of the seven key active listening elements.

**Speakers:** Martha H. Schumacher, CFRE, ACFRE, MInstF

## Creating Powerful Employee Engagement Journeys: How to Build and Retain Your Best Team

■ *Grand Ballroom Salon I*

Based on the private sector's Customer Experience Map, an Employee Engagement Journey validates what is working, identifies new opportunities, and builds a strong organizational culture where all contributions are valued—engaging all departments in fulfilling the mission.

**Speakers:** Alan Hutson

## Forgiveness and Empathy in the Nonprofit Sector

■ *Grand Ballroom Salon L*

Workplace conflict can decrease productivity and increase stress, dissatisfaction, and turnover. This session discusses forgiveness as a useful tool in mitigating conflict and reviews strategies to build an organizational culture based on empathy and forgiveness.

**Speakers:** Theresa Fleck, MA, CFRE, CAE

## Inclusive Leadership: How to Create Belonging in Your Organization

■ *Grand Ballroom Salon J*

A framework and tools to build a practice of inclusive leadership that encourages all stakeholders' contributions. The sense of belonging is a collective exploration—it's important to have a structure that invites ALL voices to be heard, contribute, and be responsible for the outcome.

**Speakers:** Anh Vo

## Telling Your Nonprofit's Financial Story

■ *Franklin Hall 2*

Nonprofit leaders must understand how resources turn into impact and clearly communicate that financial story. Through compelling financial storytelling, inspire a culture that empowers strategic financial decisions aligned with DEI values and goals—breaking the nonprofit starvation cycle.

**Speakers:** Anthony Petchel · Deborah Steinkopf

# October 21

9:00 AM – 10:00 AM

## Restoring the Lost Art of Empathy: The Key to Ethical and IDEA Cultures

■ *Grand Ballroom Salon L*

Apply practical tactics to strengthen your ability to connect and maximize yourself, your team, and your mission. Forbes and CEOWorld cite empathy as the #1 leadership skill to lead an organization and cultivate an ethical and inclusive culture.

**Speakers:** Matthew Gellin, CFRE

## Let's Get Fired Up!: Planning an Annual or Strategic Planning Retreat Your Teams Will Love

■ *Grand Ballroom Salon K*

Introduces participants to the keys for building and implementing a successful annual or strategic planning retreat that leaves teams feeling motivated and inspired. Walk away with a practical toolkit for planning a retreat that sets the stage for success.

**Speakers:** Kimberly Dumpson, JD, CFRE

## Creating a Culture of Innovation: Developing an Entrepreneurial Mindset in Your Organization

■ *Franklin Hall 1*

Actionable strategies for fostering a culture of innovation that prioritizes diversity, equity, and inclusion—cultivating an entrepreneurial mindset in your team and overcoming barriers to innovation. Leave with practical insights you can apply immediately.

**Speakers:** Ronika Moody · Yolanda Nelson

## The Participation Effect: Three Steps to Increasing Employee Participation

■ *Grand Ballroom Salon I*

We don't need to constantly create new programming—we need to build the desire to participate. Learn how to get more people involved and engaged by teaching them to overcome 'possibility blindness,' a blindness to opportunities based on the inability to see them as opportunities.

**Speakers:** Mark Fisher

## Reflections in the Mirror – Followers' Thoughts on Leaders, and What We Can Learn from Them

■ *Liberty Ballroom*

A fun and engaging look at what followers said—both good and bad—about their leaders and managers. Learn how to take this feedback and craft a more inclusive, supportive, and winning leadership style.

**Speakers:** Mark Chilutti

## Igniting Nonprofit Efficiency through the Power of the EOS Traction Model

■ *Grand Ballroom Salon J*

Presented by OneCause. The EOS Traction Model is a powerful tool to create high-performing teams and organizational alignment—serving as a catalyst for transformational change within organizations of any shape and size.

**Speakers:** Emily Newberry

10:15 AM – 11:15 AM

## Make it Rain for You! Salary Negotiation Tactics

■ *Grand Ballroom Salon L*

You're smashing fundraising goals, but your salary is stunted. Learn concrete strategies for salary negotiation and career growth to bring home tens of thousands more in your annual salary—climbing the career ladder with confidence.

**Speakers:** Shannon Bowen

## How to Spark Innovation and Energize Your Nonprofit Team: Design Thinking Tools

■ *Grand Ballroom Salon J*

Industrial designers and Pixar have long praised design thinking. Translated for nonprofits, it draws out your team's best thinking. Explore how these tools have sparked innovation from civil rights movements to nonprofits like Rhinos Without Borders—without shying away from what gets in the way.

**Speakers:** Leah Kral

## Building Community through Inclusive Communications

■ *Franklin Hall 1*

Co-hosts of the Beyond Philanthropy podcast share how to build community through inclusive communications. Utilize communication strategies that support diversity, equity, and ethical storytelling—both internally and externally—with hands-on application opportunities.

**Speakers:** Valerie Johnson · Monique Curry-Mims

## Essential Financial Management Tools

■ *Grand Ballroom Salon I*

Whether secretly or openly afraid of budgets and financial statements, this session equips you with the basics you need to ensure appropriate financial oversight and understand what all those numbers are about—for your organization or AFP chapter.

**Speakers:** Stephanie Cory

## Can Understanding Public Policy and Advocacy Make You a Better Fundraiser? Yes it Can!

■ *Liberty Ballroom*

Learn why your donors are concerned about looming policy changes and what you can legally do to engage and grow giving incentives. Led by AFP public policy volunteer leaders and AFP's contract lobbyist, this session provides practical information and skills you can take back to your organization.

**Speakers:** Kathleen Gregory · Sally Schaeffer · Michelle Edgerton · Lisa Chmiola

## Building a Sustainable Fundraising Plan: A Research-Backed Guide to Healthy Fundraising

■ *Grand Ballroom Salon K*

Presented by Qgiv. Dive into Qgiv's Sustainable Giving Report and learn how to cultivate employee well-being—resulting in increased staff retention, fortified donor relationships, and more sustainable revenue amid rising costs and declining donor numbers.

**Speakers:** Melaina Chromy

12:45 PM – 1:45 PM

## Let's Explore the CDO to CEO Transition

■ *Franklin Hall 1*

A dialogue about the transition from CDO to CEO—the skills that make development professionals uniquely qualified to serve as CEOs and specific ideas for advancing on your own path to CEO. Includes a presentation on current leadership transition research and moderated Q&A.;

**Speakers:** Michelle Flores Vryn, CFRE · Birgit Smith Burton · Adrienne Longenecker, CFRE

## Leading For Real

■ *Grand Ballroom Salon K*

Leadership is more challenging now than ever. Authentic leadership can help address the competing demands of leading today—leading to more satisfied employees and effective teams. Explore authentic leadership and develop your own leadership style to maximize strengths and meet your team's needs.

**Speakers:** Gloria Pugliese

## Strengthening Our Commitment to Diversity, Equity, and Inclusion in the Post-Pandemic Era

■ *Grand Ballroom Salon I*

Highlight the evolving landscape of DEI in a post-pandemic era and 3+ years after the racial reckoning of Summer 2020. Explore the intersection of technology, socio-political climates, and individual well-being with DEI—and what the future of DEI may look like.

**Speakers:** Tanya Odom, Ed.M.

## Leading for Maximum Impact with a Theory of Change

■ *Liberty Ballroom*

A theory of change model breaks down how an intervention leads to desired impact. Getting clear on your theory of change helps you lead brand change, connect with like-minded funders, and design powerful donor opportunities—illustrated through Trans Canada Trail's brand transformation.

**Speakers:** Meghan Reddick · Shelley Mayer, CM

## Turning Data into Dollars: How to Measure Your Donor Retention & Acquisition Efforts

■ *Grand Ballroom Salon L*

Presented by Bonterra. Learn how to build a scalable measurement framework for your donor acquisition and retention program—evaluating your donor program with a data-driven approach amid outdated donor models, declines in giving, and millions of datapoints.

**Speakers:** Alyssa Esker

**X CANCELLED**

## Creating an Inclusive Culture and Building a Values-Aligned Team

■ *Grand Ballroom Salon J*

Sharonne Navas and Dr. Allison Quintanilla Plattsmier discuss their diverse experiences as Latinas advocating for equitable organizations—including tackling difficult conversations and creating pathways for inclusive cultures. Leave with a framework for doing the same.

**Speakers:** Allison Quintanilla Plattsmier, PhD · Sharonne Navas