

AFP LEAD 2024

Session Schedule · October 16–18

Association of Fundraising Professionals Leadership Conference · St. Louis, MO

● Introductory/Foundational

● Applied

● Strategic

October 16

2:30 PM – 3:30 PM

Why Your Board is Not Diverse and How to Recruit in Equitable Ways ● Strategic

■ *Majestic G*

Dive into current board diversity trends, walk through a personal change model, and explore a framework for creating an inclusive mindset. Brainstorm board recruitment and retention strategies that advance equity.

Use the Form 990 to Tell Your Story ● Applied

■ *Majestic C*

More donors than ever are using Form 990 to inform giving decisions. Learn how to ensure the narrative sections communicate key mission moments and compel people to give.

Thinking Bigger, Bolder & Braver ● Strategic

■ *Gateway A/B*

Re-inspire fundraisers and nonprofit leaders to make bigger, bolder, and braver goals. Reconnect with your purpose and explore the courage it takes to declare big, hairy, audacious goals backed by a transformational case for support.

Succession Planning in Nonprofits: Provocating the Vital but Tough Conversation ● Strategic

■ *Majestic F*

Address the often-neglected topic of leadership transition. Discover why succession planning is crucial, learn how to initiate critical discussions, and leave with practical tools and strategies to implement effective succession plans.

Revolutionizing Nonprofit Problem-Solving: Think Like an Artist ● Applied

■ *Majestic H*

Discover how creativity, adaptability, and empathy can transform your approach to solving nonprofit problems. Unlock innovative strategies to address challenges, foster collaboration, and drive sustainable change.

Preparing for Your Next Career Move: Essential Tips for Fundraisers

■ *Majestic A-B*

Demystify the professional search process with eight essential elements: crafting a resume, developing your elevator pitch, optimizing LinkedIn, social media review, headshot, references, cover letter, and compensation negotiation.

3:45 PM – 4:45 PM

<p>AFP's New Code of Ethics ... What Can It Do For Me? ● Applied</p> <p>■ <i>Majestic G</i></p> <p>Review and explore the new AFP Code of Ethics structure and supporting resources available for individuals and chapters. Apply the code with interactive cases and group activities to develop a deeper understanding of personal and organizational practice.</p>	<p>Developing Your Signature Leadership Brand ● Introductory/Foundational</p> <p>■ <i>Majestic H</i></p> <p>Redefine your nonprofit executive presence by crafting a compelling message that communicates your organization's purpose, values, and your experience. Navigate bias in leadership perception while delivering a concise, credible introduction.</p>
<p>Future-Proof Your Career: A Tactical Planning Workshop ● Strategic</p> <p>■ <i>Majestic A-B</i></p> <p>Assess your current career trajectory and make a tactical, implementable plan for professional growth. Whether maximizing your current role or planning your next step, leave with specific action items and strategies to leverage your network.</p>	<p>Leading After Embezzlement: The Path Forward When Things Go Wrong ● Strategic</p> <p>■ <i>Majestic C</i></p> <p>A real-life case study of a 2020 Iowa nonprofit fraud case—the board actions that followed, the transparent recovery process, and the largest donor gift in the organization's history. Learn what controls to have in place and how to help your nonprofit recover.</p>
<p>Leaving Burnout, Unlocking Capacity, & Finding Joy in Nonprofit Leadership ● Applied</p> <p>■ <i>Gateway A/B</i></p> <p>An honest conversation between a seasoned development professional and a leadership coach about recovery from burnout. Learn to build awareness of common beliefs and behaviors, develop new internal narratives, and find a sustainable path forward.</p>	<p>Queer for Hire: Engage the LGBTQIA+ Community to Grow Your Organization & Advance Your Mission ● Strategic</p> <p>■ <i>Majestic F</i></p> <p>1 in 10 Millennials and 1 in 4 Gen Z-ers identify as LGBTQIA+. Learn from a pioneering queer professional fundraiser how to engage LGBTQIA+ employees, board members, donors, and volunteers to grow your organization.</p>

October 17

9:00 AM – 10:00 AM

<p>Authenticity in an Age of Artificiality: Navigating AI in Fundraising</p> <p>■ <i>Majestic A-B</i></p> <p>Explore the intersection of AI and human-centered fundraising—how to leverage AI to enhance personal connections, maintain donor trust, ensure transparency, and optimize fundraising without compromising your organization's core values.</p>	<p>Dropping the 9 to 5: Transitioning to Consulting ● Applied</p> <p>■ <i>Gateway A/B</i></p> <p>Panelists share their transition into consulting, exploring various routes to self-employment, ways to focus your consulting offerings, and the honest pros and cons of being your own boss.</p>
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Empowering Authentic Leadership: Strategies for Modern Leaders

■ *Majestic C*

Presented by OneCause. Emphasizes authentic leadership and transparency while exploring servant leadership for impactful outcomes. Through storytelling, interactive exercises, and case examples, learn to bridge generational gaps and foster cohesive teams.

Key Habits of Highly Successful People: 3 Insider Secrets to Take Charge of Your Day ● Introductory/Foundationa

■ *Majestic G*

Learn how to create a daily plan you'll actually stick to. Walk away with simple tools and strategies to take control of your time, stop procrastinating, and ignite your motivation.

Still I Rise: From Glass Ceilings to Glass Cliffs ● Applied

■ *Majestic F*

Inspired by Maya Angelou, this workshop dissects the 'glass cliff' phenomenon experienced by incoming BIPOC executives and provides leadership development strategies to identify and nurture emerging leaders of color.

Creating a Culture of Innovation and High Performance for Your Team, Board, and Stakeholders

■ *Majestic H*

Presented by Bonterra. Learn how to create systematic innovation, maximize creativity, and foster high-performing teams—including strategies for securing technology funding, helping staff adopt new tools, and improving impact reporting.

10:30 AM – 11:30 AM

Casting Your Vision: Leading Your Organization Through Change

■ *Majestic G*

Explore the disruption that makes us anxious and resistant, and learn strategies to lead your organization through constant change with clarity and confidence.

Highlighting Mental Health: Trailblazing Programs to Improve Workforce Well-Being

■ *Majestic C*

Highlight ways to elevate mental health in an organization's culture, policies, and practices to support the workforce well-being that is key to organizational prosperity.

Leading Digital Change: Innovative Solutions that Drive Revenue Growth and Donor Acquisition

■ *Majestic A-B*

Presented by DonorDrive. Cure SMA's development leaders share how they led a complete digital technology transformation, increasing supporter engagement and crushing 35% revenue growth goals through focused stewardship and retention.

Should I Stay or Should I Go? A Values and Purpose-Driven Approach to Career Changes ● Introductory/Foundationa

■ *Majestic H*

Feel confident in your career decisions by understanding how your values and purpose align with your career trajectory. Explore how to evaluate whether the nonprofit job market's opportunities are truly right for you.

Using Strengths-Based Leadership to Increase the Productivity of a Multigenerational / Multiracial Team ● Applied

■ *Gateway A/B*

Harness the unique talents of each generation, communicate effectively, and foster collaboration. Gain practical strategies for enhancing productivity, resolving conflicts, and boosting team morale across generational and racial lines.

Words and Deeds: Achieving a Workplace Culture Without Bias ● Introductory/Foundationa

■ *Majestic F*

Organizational leaders must provide leadership in recruiting, interviewing, selection, incentivization, onboarding, promotion, and succession to mitigate a culture of bias, with training throughout the employee's tenure.

1:45 PM – 2:45 PM

Fast Failure: Building an Entrepreneurial Mindset for Success and Growth ● Applied

■ *Majestic A-B*

Explore the applicability of 'Fast Failure'—a business strategy for experimenting and growing with minimal consequences—for nonprofits. Discuss how to thoughtfully navigate failure in systems and processes for stronger impact.

How Legislation Brings Dollars In the Door, or Not: Advocacy and Its Impact on Philanthropy

■ *Gateway A/B*

Learn how key legislation creates and removes opportunities for donors to support your organization. Discover why advocacy for charitable giving legislation matters and how to become an active advocate through AFP and beyond.

Leadership Skills to Thrive in a Data-Obsessed World

■ *Majestic H*

Presented by Blackbaud. Learn key leadership skills to thrive in a data-obsessed culture—critical thinking, collaboration, ethics, and delegation. Discover how to focus on data points that matter most to your stakeholders.

Navigating Leadership Transitions in Nonprofits: Managing People for the First Time ● Applied

■ *Majestic C*

Explore the unique challenges of managing people for the first time—balancing empathy with assertiveness, effective communication, team building, and fostering an organizational culture embedded in DEIB.

The ABCs of Fundraising Credentials – Charting Your Path from Great to GOAT ● Strategic

■ *Majestic G*

Are credentials worth it? From graduate degrees to certificates to certifications, learn the real pay-off of investing time, energy, and money in the letters after your name.

The Nonprofit Board Imperative: Create a Kind, Inclusive, and Equitable Culture

■ *Majestic F*

Assess your board and explore tools to strengthen policies and practices around leadership, power, and equity—creating a path toward a kind, inclusive, and equitable board culture.

3:15 PM – 4:15 PM

Coaching, Mentoring & Workplace Sponsorship through a DEI Lens

■ *Majestic F*

Examine the differences between mentorship, sponsorship, and coaching for your continued lifelong growth and learning as a development professional.

Empower Your Team to Unlock Generational Giving ● Introductory/Foundational

■ *Gateway A/B*

Presented by Bloomerang + Qgiv. Learn how to lead your development team to optimize outreach through a generational lens—ensuring the right audience is reached with the right message to unlock hidden donor potential.

Livin' On A Prayer: How The AFP Los Angeles Chapter Turned Opposition Into Opportunity ● Applied

■ *Majestic A-B*

Learn how the LA Chapter faced one of the toughest years in their 55-year history and through it all learned valuable lessons in authentic leadership that ultimately shifted their culture and their hearts.

Nonprofit Finance Equitable Budgeting and Forecasting ● Introductory/Foundational

■ *Majestic G*

Demystify the budgeting process centered on DEI values. Craft a budget that supports strategic goals with transparent and inclusive processes, and gain practical skills in revenue forecasting and functional expense allocation.

Unity in Distinction: How Dedicated Spaces Empower PoC and White Allies to Lead Together

● Applied

■ *Majestic C*

Explore the benefits of distinct spaces for People of Color and white allies to reflect, heal, and begin leading with authenticity and joy. By learning separately, we transform our communities collectively.

October 18

8:45 AM – 9:45 AM

Creating a Culture for Compassionate and Ethical Storytelling by Reducing Team Bias ● Applied

■ *Majestic H*

Develop a culture of compassionate and ethical storytelling by addressing bias and establishing norms. Discover techniques for fostering empathy, respecting diverse perspectives and client voice, and navigating sensitive topics with integrity.

Creating a Fundraising Toolkit for Board Members to Ensure Success ● Applied

■ *Gateway A/B*

What tools do board members need to be effective as volunteer fundraisers? Explore practical resources you can provide to equip your board and strengthen their fundraising contributions.

How to Hire Top Talent (and Retain Them!) ● Applied

■ *Majestic G*

Learn progressive techniques to create a compelling, transparent, and equitable hiring practice. Walk away with specific actions to recruit diverse talent and gain modern retention techniques for multigenerational, diverse, hybrid teams.

Leading Through Change: Cultivating Compassionate Cultures with Intentional Employee Engagement ● Introductory/Foundational

■ *Majestic C*

Mindset shifts and practical strategies for embracing change and fostering cohesive growth. Gain insights and exercises to enhance team connection, prevent burnout, and view challenges as catalysts for growth.

Leading Today: An Exclusive Look at Leaders' Top Challenges and Strategies They Use to Succeed ● Applied

■ *Majestic A-B*

The Chronicle of Philanthropy surveyed hundreds of nonprofit leaders on their biggest challenges and how they succeed. Hear insights on avoiding burnout, finding staff, working with boards, and leading in today's changing world.