



Spring Conference and Partner Fair



“Extend Your Reach: How Frontline Fundraisers Become Outstanding Gift Officers”

Thursday, May 16, 2019

8:00AM – 12:30PM

The Willows on Westfield
6729 Westfield Blvd.
Indianapolis, IN 46220

In fundraising, collaboration leads to shared success. Speakers Daniel Shephard, CFRE and Craig H. Smith, Senior Consultant John Brown Limited, will provide practical tools that combine the skillsets of major gifts and gift planning in ways that do more than just multiply results. Guests will learn how to extend their reach with colleagues and donors for greater satisfaction on both sides of the table and enhance their ability to close larger gifts: current, blended and deferred.

The first session introduces the gift conversation from the donor’s side of the coffee table, and a language you can use to engage them in a truly donor-centered way.

The second session introduces interactive case studies that provide opportunities to practice conversational gift planning skills from the earlier session.

Participants will learn:

- how to lead donors through purposeful discovery conversations, and how those conversations lead to the effective integration of gift planning and major giving.
- how interactive case studies serve as the tool for sustainable training that equips frontline fundraisers to find more and greater gifts in collaboration with gift planning colleagues and volunteers.

2019 Spring Conference Sponsorships

Presenting Partner - \$1,500

- Recognition as Presenting Partner on all promotional pieces
- Opportunity for company representative to offer welcoming remarks during the event(s)
- Logo recognition on event-related website, print and e-marketing promotions
- Logo listed on day-of event signage
- Logo listing on the rotating presentation screen before speaker’s presentation and during breaks
- Logo with link to company website as Presenting Partner on the spring conference registration website
- Preferred exhibitor space (8ft table)
- Unlimited registrations to the Spring Conference
- Private luncheon with speaker at the Spring Conference
- Organization marketing on all Spring Conference communications (sent to more than 400 individuals per email/mailling; approximately six marketing pieces distributed)

Lead Exhibitor Partner - \$500

- Two registrations to attend the Spring Conference
- Preferred exhibitor space (8ft table)
- Logo listed on day-of event signage
- Logo with link to company website as an exhibitor on the Spring Conference registration website

- Name recognition as an exhibitor on the conference website

Exhibitor Partner - \$250

- One registration to attend the Spring Conference
- Exhibitor space (8ft table)
- Logo listing on the rotating presentation screen before speaker's presentation and during breaks
- Logo on conference signage

About the Indiana Chapter of the Association of Fundraising Professionals

AFP is a network of more than 360 professional fundraisers and service providers in central Indiana, all working on behalf of important nonprofit causes in our community. Members have decision-making power, leveraging their budgets to engage the community. They also interact personally with thousands of companies, foundations and high net worth individuals who support their causes, raising hundreds of millions of dollars annually. Your support improves philanthropy and helps us better address community needs.

According to a recent AFP membership survey:

- Membership reflects all types of nonprofit organizations, largest representation in Education, Human Services and Arts & Culture.
- 1/3 of the members represent organizations with budgets \$10M+ and another 1/3 are with organizations with budgets \$500k-\$5M.
- 71% of members responded that they have purchasing decision-making power or influence.

About the Indiana Chapter of the Association of Fundraising Professionals

Charitable Gift Planners Indiana (CGPI) is a professional association for non-profit development officers and allied professionals. Our purpose is to educate members about charitable gift planning, advance the mission of non-profit organizations that employ them, and better serve the philanthropic goals of our donors and clients.

As one of the earliest councils, formed in 1988, CGPI is proud to be located in Indianapolis – known to many as the country's heart of philanthropy.

CGPI is the Central Indiana affiliate of the National Association of Charitable Gift Planners (CGP), the professional association for those whose work involves developing, marketing, administering and advising charitable planned gifts. Originally created in 1988 as the National Committee on Planned Giving (NCPG), the National Association of Charitable Gift Planners (CGP) is a 501(c)(3) public charity whose mission is to help people and organizations create charitable giving experiences that are the most meaningful in achieving both charitable mission and the philanthropic, financial, family and personal goals of the donor.

CGP achieves its mission through research, education, advocacy, community dialogue and the setting of standards and best practices in philanthropic planning. CGP strives to engage all constituents in the charitable gift planning process: planned giving and major gifts professionals, nonprofit managers and trustees, financial and estate planners, trust managers and administrators.

Contact Information

A partnership with the Association of Fundraising Professionals and Charitable Gift Planners Indiana connects you directly with 200 non-profit leaders and organization decision makers in one place. Join the Association of Fundraising Professionals (AFP) and Charitable Gift Planners Indiana (CGPI) for the 2018 Spring Conference and Partner Fair and make new business connections with local non-profit leaders. For more information on how you can partner with the Association of Fundraising Professionals – Indiana Chapter and Charitable Gift Planners Indiana, contact:

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