

## **CHAPTER EDUCATION/MEETING SESSIONS**

### **2024 CHAPTER MEETING SCHEDULE**

The AFP Northwest Arkansas Chapter holds chapter meetings on the third Wednesday of each month.

Whether you are a member or non-member, we welcome you to join us!

#### **Registration is on-line only.**

Members: \$30.00 per monthly session

Non-Members: \$50.00 per monthly session

Each session is 2 CFRE credit hours

**Please note the registration for AFP events or meetings is non-refundable.**

#### **NEW YEAR, NEW YOU: NONPROFIT EDITION**

**Date: February 21, 2024**

**Time: Announcements at 8:30 am - Program 8:45 am - 11:30 am**

**Location: NWACC Springdale Campus, 6101 Co Road 889, Springdale, AR**

Presented by: Mike Williams

#### **Session 1: Health Checkup - The 5 Strengths of a Healthy Nonprofit**

We will explore the five essential pillars for a healthy nonprofit: clearly defined mission, vision, and values; effective governance with board engagement and strong leadership relationships; streamlined operations and programs aligned with the organization's goals; strategic fundraising plans targeting diverse donors and optimized marketing channels; and fostering an innovative culture driven by courage, data, adaptability, and environmental awareness for sustained growth and impact.

#### **Session 2: DIY Development Audit – Self Assessment**

We will learn to assess internal capacity for fundraising and how to set strategic goals to expand your capacity in the upcoming year.

**Topics covered in this presentation include:**

- Strategic Planning
- Board Governance
- Fundraising Capacity
- Fundraising Operations

Presenting Speaker:

Mike Williams, Founder/Principal

Williams Group

## **FUNDRAISING ALONG THE EQUITY JOURNEY**

**Date: March 20, 2024**

**Time: Announcements at 8:30 am - Program 8:45 am - 11:30 am**

**Location: NWACC Springdale Campus, 6101 Watkins Ave, Springdale, AR**

**Presented by:** Partner, Hackler Buettner LLC

**Presenting Speaker:** Matt Hackler

For this session, we are honored to have Matt Hackler join us. Matt is Partner at Hackler Buettner, LLC, a capacity building consulting firm for non-profit organizations. In this role, Matt partners with organizations from across the sector to seize strategic opportunities, chart new courses, respond to emerging need and build plans for sustainable futures. Prior to launching Hackler Buettner, Matt designed and led the capacity building team at Feeding America and served as development director in the arts, education and human services. Matt has a B.A. in English from the University of Minnesota, an M.A. in Arts Administration from Columbia University, and a Ph.D. in English from the University of Louisiana in Lafayette. A native of south Louisiana, Matt currently lives in Minneapolis. He dreams of being a gentleman farmer and owning a Flemish Giant Rabbit.

Each organization's equity journey is a reflection of its history, its mission, the communities it serves, and the beliefs and experiences of those who serve it. Each is distinct and moves at its own pace – and rarely in a straight line. The need to maintain and grow funding can place pressure on fundraisers to initiate or lead conversations about equity in some organizations, or to track down and make sense of metrics demonstrating progress in others.

In the first part of this session, we'll explore the role of the fundraiser in the negotiation of an organization's growth toward more equitable decision making and community outcomes. We'll look at the fundamental goals of engaging in equity work, the positions that fundraisers find themselves in as their organizations pursue it, and the practical opportunities in rethinking and reframing the

equity journey to reflect their organization's real experience. Following the break, we'll discuss how organizations from different parts of the non-profit sector are connecting their equity work to their fundraising work. We'll look at some ways data can be used to bring growth and learning in this area to life for donors, and we'll have a candid conversation about selecting KPIs that put the mission first.

### **Capital Campaigns Keys to Success & Strengthening Fundraising with Effective ED/DD Collaboration**

**Date: May 15, 2024**

**Time: Announcements at 8:30 am - Program 8:45 am - 11:30 am**

**Location: NWACC Springdale Campus, 6101 Watkins Ave, Springdale, AR**

Presented by: Teresa Mills, Eva Terry and Mike Williams

#### **First Session: Capital Campaigns Keys to Success - Panel Discussion**

This panel discussion explores two recent and highly successful capital campaigns in our region. Debbie Rambo serves as Executive Director at Samaritan Community Center. They recently completed a 15-million-dollar capital campaign called "Build Now" creating a brand new 40,000 sf facility in Rogers. Emily Rappe Fisher serves as Director of Development at Children's Safety Center. CSC embarked on a 15-million-dollar capital campaign called "Healing the Future" to create a new and expanded location in Springdale for their programs. During this session, we will discuss pre-campaign preparation, volunteer engagement, working with consultants, and lessons learned along the way.

**Second Session: In Sync: Strengthening Fundraising with Effective ED/DD Collaboration** Teresa Mills and Eva Terry have worked together for nine years at Peace at Home Family Shelter. Teresa serves as Executive Director and Eva as Development Director. During their time together, they have honed a strong partnership that has delivered strong revenue growth for Peace at Home. They will share how they work together to foster a culture of philanthropy across their staff and board and best practices learned during their time working together.

#### **How to use Storytelling for Breakthrough Fundraising Results**

**Date: August 21, 2024**

**Time: Announcements at 8:30 am - Program 8:45 am - 11:30 am**

**Location: NWACC Springdale Campus, 6101 Watkins Ave, Springdale, AR**

**Presented by:** Jesse Lane, Founder & CEO, Branches Mission Lab and goodmakerU

This interactive workshop will help you view your nonprofit through the eyes of potential donors and stand out in a noisy world.

We'll uncover common issues and discover communication and storytelling strategies to unlock next-level growth for your nonprofit.

Come and learn why marketing matters as well as a framework for telling and re-telling great stories, in creative and fresh ways. You'll walk away with practical ways to increase awareness, attract new gifts, and engage donors.

### **An Introduction to AI and Potential Business Use Cases**

**Date: October 16, 2024**

**Time: Announcements at 8:15 am - Program 8:45 am - 11:30 am**

**Location: NWACC Springdale Campus, 6101 Watkins Ave, Springdale, AR**

**Presented by:** Natasha Ramkissoon, Senior Director – Digital Values, AI and Emerging Tech Governance, Walmart; Kevin Oden, Distinguished Product Manager, Commerce Platforms and Emerging Technology, Walmart; Ferras Vinh, Senior Counsel, Digital Citizenship, Walmart

**NOTE: bring your laptops and to sign up for a free <https://chatgpt.com/> account if you don't already have one. We are going to do hands-on training during the second session.**

#### **[REGISTER HERE](#)**

- In the first hour, Natasha and Ferras will provide an introduction to generative AI and how to use AI responsibly.
- In the second hour, Natasha and Kevin will provide some use cases for participants to practice with as they get hands on with ChatGPT to learn how to leverage generative AI for these common fundraising tasks including ways it can be used to create efficiency in professional and administrative roles.