

The Fundraisers Roundtable: Exploring today's hot topics

Date: January 15, 2025

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

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

Co-Presented by: Emily Rappe' Fisher, Director of Development, Children's Safety Center

Mike Williams, Founder/Principal, Stewtivate

Join our program co-chairs, Emily Rappe' Fisher and Mike Williams for a facilitated roundtable discussion as we explore two of the most important skills of fundraising - Donor Stewardship and Volunteer Management.

First Session: "Engage, Inspire, Retain: Innovative Donor Engagement and Meaningful Stewardship"

Session Description:

In today's fast-paced digital world, connecting with donors requires creativity, authenticity, and purpose. This small group roundtable discussion will explore innovative strategies to engage donors using social media and powerful storytelling to build lasting relationships and drive support. Additionally, we'll dive into the art of meaningful stewardship, discussing how personalized communication, impactful acknowledgments, and authentic engagement can inspire donors to stay connected to your mission. Bring your best stewardship practices to share and learn from others as we uncover what's working and how to create a donor experience that leads to stronger, long-term partnerships.

Second Session: "From Passive to Purposeful: Engaging Boards and Committees for Fundraising Excellence"

Session Description:

Strong leadership and collaboration are the cornerstones of successful fundraising. In this small group roundtable discussion, you'll have the opportunity to share and learn from your peers about the best practices that are transforming board members from passive participants into passionate fundraisers. Together, we'll explore strategies for setting clear expectations, offering skill-building opportunities, and fostering accountability. We'll also discuss innovative ways to energize event committees, align their efforts with your mission, and enhance teamwork. Come prepared to exchange ideas, gain actionable insights, and leave inspired with fresh strategies to empower your board and committees to maximize their impact.

****NO REFUNDS AND NON-TRANSFERSABLE IF YOU ARE NOT ABLE TO ATTEND.**

Endowments & Planned Giving-Ensuring the Long-Term Sustainability of your Mission

Date: March 19, 2025

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

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

First Session: The Fundraisers Guide to DAF's and Endowments

Presented by: Jody Dilday, Philanthropic Advisor and VP Northwest Operations at Arkansas Community Foundation and Jordan Sharp, J.D., LL.M, Attorney at Friday, Eldredge & Clarks, LLP

Description: Unlock the secrets to long-term success with "The Fundraisers Guide to DAF's and Endowments." This session will demystify DAF's and endowments, equipping you with knowledge to secure DAF gifts, engage legacy donors, and build sustainable funding streams. Walk away with a clear understanding of these giving vehicles, actionable strategies, and practical tools to strengthen your organization's financial Future!

Second Session: Unlocking the Power of Planned Giving

Presented by: Tony Hilliard, J.D., LL.M (Taxation), CPA. Senior Director of Planned Giving, University of Arkansas

Description: In this Session, Tony will unpack the opportunities afforded by making Planned Giving a part of long-term funding for your organization. We will explore how strategic Planned Giving not only secures a sustainable revenue stream but also deepens donor relationships by engaging individuals committed to leaving a lasting legacy.

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2025 August Education Session

Date: August 20, 2025

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

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

Presented by: Melanie Palmer

There Are No Operating Expenses: Program Budgeting for Maximum Impact

Strategic budgeting is one of the greatest fundraising tools available to nonprofit organizations. How we communicate the true costs of our programs determines how much

money we raise, and from whom, and for what purpose. Yet often, our program budgets are incomplete and ineffective, leaving us scrambling to raise funds for crucial costs such as leadership staff or facility space. In this session, we will learn how to divide an overall organizational budget into individual program budgets which include ALL costs, such as staffing, leadership, planning, fundraising, capacity building, risk management, and more. We will learn how to allocate costs which are part of all program budgets, such as bookkeeping/accounting, fundraising, and board development. We will address how to maintain true program budgets while still following requirements of the IRS and federal funding programs to identify indirect or administrative costs. Finally, we will discuss how fundraising professionals can be agents of change within their own organization's budgeting process.

What Now? Roundtable Discussion on Fundraising In Uncertain Times

Disruptions to federal funding and scrutiny over organizational giving have made 2025 a volatile time for fundraisers. As public funding seems more uncertain than ever and nonprofits experience funding disruptions, how can fundraisers adapt their approaches to support the mission critical work our communities depend upon? In this session, we will facilitate roundtable discussions on strategies such as communicating funding loss impact to donors, strengthening stewardship, priming our internal leadership to engage in solutions, self-care for fundraisers, upholding realistic expectations, and more.

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2025 October Education Session

Date: October 15, 2025

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

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

Panelist First Hour: Jamie Dietrich, Hope Cancer Resources; Courtney Voigt, NWA Children's Shelter; Steven Hinds, Single Parent Scholarship Fund

First Hour - "Raise a Glass—or Rethink It? The Pros and Cons of Fundraising Events"

Fundraising events can build community, raise significant revenue, and showcase your mission—but they can also drain staff time and budgets if not carefully planned. Join us for "Raise a Glass—or Rethink It?", a dynamic one-hour panel featuring four nonprofit professionals who have planned everything from intimate donor gatherings to large-scale

galas. Our panelists will share candid insights on what works, what doesn't, and how to decide whether an event is the right strategy for your organization. From measuring ROI to keeping mission at the center, you'll walk away with practical tips and fresh perspective on when to pop the champagne—and when to pivot.

Panelist Second Hour: Kirby Jett, Bank of Fayetteville; Larra Donaldson, Sam's Furniture; Mike Klaas, General Mills; Kathleen Gonzalez, Coca-Cola

Second Hour - **“Powerful Partnerships: Securing Local & Corporate Sponsorships That Last”**

Strong, lasting sponsorships don't happen by chance—they're built through thoughtful outreach, clear value, and authentic relationships. In *“Powerful Partnerships”* we'll hear directly from four corporate and local business professionals who regularly review and respond to sponsorship requests. They'll share what captures their attention, what turns them off, and the key ingredients of a proposal that stands out. Gain insider perspectives on how companies evaluate opportunities, the common mistakes nonprofits make, and practical strategies to create partnerships that benefit both your mission and the businesses that support it.

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