



# Association of Fundraising Professionals Santa Barbara/Ventura Counties Chapter 2018 Summer & Fall Education Calendar



## Ethics Programming

*Roy Schneider, Esq., Schneider & Associates, L.L.P.*

**July 11, 2018, 11:30 am – 1:30 pm at Santa Barbara Foundation**

Attendees of this workshop will explore ethical practices, such as financial transparency, honoring the donor intent, following gift acknowledgement and reporting regulations.

Topics will include: Defining the Ethical Dilemma; Reasons People Make Unethical Choices; Ethical Guidelines for Non-Profit Boards; Ethical Issues for Fundraising; and Gift Acceptance Policies

## IDEA Programming

*Presenter TBD*

**August 2018, TBD**

## Corporate Partnerships are so Much More than Sponsorship: Developing Strategic For-Profit Business Partnerships

*Michelle Apodaca, Director, Office of the Chairman, CEO, COO & CFO, Deckers Brands*

*Janet Garufis, Chairman & CEO, Montecito Bank & Trust*

*Carla Leal, Public Affairs Specialist, Cox Communications*

**September 12, 2018, 11:30 am at Ventura Beach Marriott**

This panel discussion will examine what corporations are looking for in a relationship from non-profits and how we might all strengthen ties and find areas of collaboration that are mutually beneficial.

## Raising Your Brand = Raising More Funds

*Alex Parraga, Chief Digital Officer, University of California, Santa Barbara*

**October 10, 2018, 11:30 am at Santa Barbara (TBD)**

From websites and social media to stirring PR articles and donor recognition, marketing can help or hurt your fundraising efforts.

With so much to do and limited resources, where do you start? What do you prioritize to keep your marketing effective and efficient? How do you tie it all together? Learn how to focus your organization's brand, raise its visibility, and weave an engaging story across all media to better engage and inspire your donors – and raise more money for your cause.

## National Philanthropy Day

**November 15, 2018 at Ventura Beach Marriot**

An inspiring celebration of our community's philanthropists, volunteers, and fundraisers.

## Holiday Celebration, Annual Meeting & Board Installation

**December 2018, Location & Date TBD**



*AFP believes that diversity and inclusion create a strong, vital and unified force for the effective pursuit of an organization's mission and achieving philanthropic success. Diversity and Inclusion in Fundraising: seeks to achieve a broad representation of experiences, perspectives, and cultures to ensure that the best possible thinking, ideas, opportunities and solutions are considered; intentionally creates a respectful and welcoming environment that is open to all; and appreciates the unique contributions of every member of the community.*