



2014 CONTINUING EDUCATION

THIRD WEDNESDAY MONTHLY

NEW LOCATION – JOHN BROWN UNIVERSITY CENTER  
2807 AJAX AVENUE, SEROT, AR 72076  
Register on [www.afpnwark.afpnet.org](http://www.afpnwark.afpnet.org)

**JANUARY 15**  
LUNCH SESSION

**Successful Capital Campaign**  
**If We Can Do It, You Can Too**  
Allison McElroy, CFRE  
OPEN AVENUES FOUNDATION PRESIDENT

**FEBRUARY 19**  
LUNCH SESSION

**Multi-Channel Marketing in**  
**Fundraising**  
Chance Chapman, Sr. Digital Specialist  
SAATCHI X

**MARCH 19**  
EDUCATION SUMMIT

**From Pain to Gain: Six Strategies for**  
**the Small Development Shop**  
Russ Hodge, CFRE, Managing Partner  
THE HODGE GROUP

**APRIL 16**  
LUNCH SESSION

**Long-Term Success**  
**Building and Growing an Endowment**  
Justin Fletcher, Vice President for  
Development & Donor Relations  
ENDEAVOR FOUNDATION

**MAY 21**  
LUNCH SESSION

**Ethics in Philanthropy**  
Sandy Edwards, Deputy Director  
of Museum Relations  
CRYSTAL BRIDGES MUSEUM OF AMERICAN ART

**JUNE**

**Funders Panel**  
Fayetteville Public Library  
9:00 am – 11:30 am

**JULY**  
**No Meeting**

**AUGUST 20**  
LUNCH SESSION

**"Why can fundraising be**  
**so difficult at times?"**  
Bill Oliver, SANDLER SYSTEMS

**SEPTEMBER 17**  
EDUCATION SUMMIT

**Everything Going Mobile –**  
**Opportunities for Fundraising**  
Dale Knoop, RAZ MOBILE

**Diversity in Fundraising**  
Charles F. Robinson, Vice Chancellor  
for Diversity & Community  
UNIVERSITY OF ARKANSAS

**Supporting NWA**  
WALTON FAMILY FOUNDATION

**OCTOBER 15**  
LUNCH SESSION

**Special Events – Converting Event**  
**Donors to Annual Donors**  
MERCY HEALTH FOUNDATION

**NOVEMBER 12**

**National Philanthropy Day**  
John Q. Hammons Center, Rogers

**DECEMBER 9**  
**Holiday Social**

LUNCH SESSIONS  
Member - \$12  
Non-Member - \$20

SUMMIT FEE  
(INCLUDES LUNCH)  
Member - \$50  
Non-Member - \$65