

Chapter Webinar Schedule for 2020

January 22 – How to Create a Successful Capital Campaign

DESCRIPTION

If there is a capital campaign in your future, this session is for you! Your capital campaign goal is likely the largest amount your organization has ever tried to raise... possibly even 10 times more than you currently raise. Don't leave the success of your campaign up to chance. Join Amy Eisenstein to learn how to prepare for a campaign and create a campaign plan to ensure your campaign is a success. You will leave with concrete tools, including the components of a campaign plan as well as a step-by-step guide for your campaign. To find out if this session is right for you, feel free to sign up for a free strategy session with Amy at www.CapitalCampaignToolkit.com.

- Learn the key components of a capital campaign plan
- Understand how to create a gift range chart and identify donors for a depth chart
- Identify the 7 phases of a campaign and what needs to happen at each stage

CONTRIBUTERS

Amy Eisenstein, ACFRE is a consultant, author, speaker, and the CEO and Co-Founder of the Capital Campaign Toolkit. She also developed the online fundraising course Mastering Major Gifts. Her published books include: Major Gift Fundraising for Small Shops, Raising More with Less, and 50 A\$ks in 50 Weeks. Amy served as the president of the board of the Association of Fundraising Professionals – New Jersey Chapter in 2014 and 2015, and received the New Jersey Fundraiser of the Year award in 2019. Amy became a Certified Fundraising Executive (CFRE) in 2004 and received her advanced certification, ACFRE, in 2013.

Check out her website and blog at amyenstein.com and CapitalCampaignToolkit.com for free fundraising resources.

February 12 – The Intentional Fundraiser

(This is a pre-recorded webinar from January 8)

DESCRIPTION

What story does your calendar tell about you? Is 60% or more of your time focused on achieving your priority goals or responding to other people's priorities? Too often the work of donor development comes second to urgent event deadlines or the constant barrage of incoming email and internal meetings. Whether you're the solo fundraiser or part of a large team, The Intentional Fundraiser is a system for taking control of your time. Establishing role clarity, priorities and performance metrics. Rewrite the story of your fundraising and major gifts program with intention! Participants will receive The Intentional Fundraiser Toolkit for high performance.

PRESENTERS

Tammy Zonker

Recognized as one of America's Top 25 Fundraising Experts. Tammy is an inspiring international speaker on the topic of transformational philanthropy and an AFP Certified Master Trainer. Over the past 20 years, she has trained, coached and led nonprofit teams to raise more than a half-billion dollars including a single gift of \$27.1M. Tammy moved to Detroit in 2008 determined to successfully raise money in the most challenging economy in the U.S. and has turned those experiences into strategies, tools, and processes for skyrocketing fundraising results in any economy. When not speaking at conferences or fundraising, she's training her online membership community

of *Fundraising Transformers*, or leading webinars, e-courses, private workshops and retreats.

March 4 – Finding the Untapped Major Gift Potential in Your Donor Base

DESCRIPTION

There are hidden major donor gems in your database - let's find them! Join us to discover how to datamine your large donor data base into a short list of highly qualified prospects. You'll discover how to locate high value donors who are already giving to you. We'll also give you advanced prospect management strategies that will help you optimize relationships with the right people - your most loyal, wealthiest true believers who love you.

You'll discover:

- How to estimate the value - and timing - of your prospect portfolio
- What kind of prospect research you really need
- How to manage your portfolio so you know which donors to focus on
- How to cultivate and nurture donors to result in major gift commitments

CONTRIBUTERS

Gail Perry, CFRE

Gail Perry, CFRE, is a fundraising coach, author, trainer, and public speaker. Gail's mission is to give nonprofit leaders new skills, know-how, inspiration and energy so they can change the world. She works with fundraisers around the world to help them succeed in big-money fundraising. Her Fired-Up Fundraising site is a go-to resource for fundraisers who want to learn the latest fundraising strategies, rev up their boards and raise serious funding for their causes. Gail's book, **Fired-Up Fundraising:**

Turn Board Passion into Action (Wiley/AFP) is called the gold standard guide to building successful fundraising boards.

Kathryn Gamble, Ph.D., MBA

Kathryn Gamble, Phd MBA is Senior Consultant at Gail perry Associates, with over twenty-seven years of major gift and capital campaign experience. Kathryn brings analytical, strategic, practical and technical expertise in dealing with all aspects of philanthropic management. Her clients include arts, educational, social service, and health organizations. Prior to launching her consulting career, Kathryn provided leadership for and management of the successful North Carolina Museum of Art \$50.6 million campaign. She has held senior advancement positions at Saint Mary's School and served as Associate Vice-Chancellor at East Carolina University.

April 8 – The Role of Storytelling in Fundraising: How to Increase Generosity Through Expanding the Hearts and Minds of Donors and Prospects

DESCRIPTION

Stories bring your mission to life! They create the opportunity for donors to connect through shared values and a deeper understanding of the impact your organization is having in the world. During this webinar, you'll learn how to create connection through storytelling, combine it with action in order inspire your donors and prospects to give, and walk-away with tools to engage your whole organization in creating a "story engine" that makes storytelling an ongoing part of your organization's culture.

CONTRIBUTERS

Carol Novello is founder of Mutual Rescue™, author of "Mutual Rescue: How Adopting a Homeless Animal Can Save You, Too" (Grand Central Publishing, April 2019) and former president of

Humane Society Silicon Valley. Mutual Rescue is a national initiative that highlights the connection between people and pets through authentic storytelling in order to inspire and support life-saving efforts in communities across the nation. Mutual Rescue's first short film, "Eric & Peety," went viral around the globe and has been viewed more than 100 million times. Prior to entering the field of animal welfare, Carol was a senior software executive at Intuit, Inc. She earned her MBA from Harvard Business School and her BA in English and Economics from Dickinson College. She lives in Chattahoochee Hills, GA and her family includes several rescue animals.

May 6 – Don't Say I Didn't Warn You – The Pragmatist's Guide to Successful Special Events

(This will be a pre-recording from April 29)

DESCRIPTION

Special events have long been synonymous with fundraising and as a result, every fundraiser has a story of cold food, missing golf balls, no-show volunteers, and the \$200 pot of hotel coffee. We also know that fundraising events, on average, have one of the lower net profit factors and yet, they are often the go-to solution in a financial pinch. It is essential that every fundraiser understand the value special events can play within their organization, as well as the importance of setting appropriate financial, time management and resource expectations. In this session we will discuss this love-hate relationship, as well as review the cornerstone elements of successful events, including how to define success, knowing when to move on and setting pragmatic boundaries for the future.

Learning Objectives

By the end of this session, participants will be able to:

1. Understand the core elements of successful non-profit special events:
 - a. Why are we here?
 - i. Event purpose – friendraising, fundraising, donor recognition, community awareness
 - ii. Financial dependence – impact on the overall bottom line and role in the fund development plan
 - iii. Definition of success grounded in realistic expectations and connection to purpose
 - b. Resource allocation
 - i. Time
 - ii. Money
 - iii. People
 - c. Commitment to Excellence, Not Perfection
 - i. The details that matter and the ones that don't
 - ii. Connection back to purpose
 - iii. Leverage people resources to create authenticity
 - d. Does It Stay or Does It Go?
 - i. Creating clear expectations around an event's longevity
 - ii. Creating a healthy special events culture
 - iii. Understanding purpose and financial dependence

PRESENTERS

Amy Wolfe, MPPA, CFRE

Amy Wolfe is the President and CEO of AgSafe, whose mission is to advance the food and farming industries' commitment to a safe, sustainable workforce and food supply by providing practical education and resources. Her career includes tenure as a

legislative aid in the California State Assembly and as Vice President of the California Agricultural Leadership Foundation. Ms. Wolfe is also dedicated to her community and profession, serving on the Board of Directors for the Association of Fundraising Professionals as well as being a member of Modesto Rotary and 30-year member of the Girl Scouts Heart of Central California. Ms. Wolfe received her Master of Public Policy and Administration from California State University, Sacramento, her Bachelor of Science from California Polytechnic State University, San Luis Obispo and is accredited as a Certified Fundraising Executive (CFRE).

July 8 – Robots Make Bad Fundraisers – How Nonprofits Can Maintain Their Heart in the Digital Age

DESCRIPTION

In some ways, we're in a golden age of fundraising. There have never been more ways to capture attention, rally supporters, generate revenue, and measure fundraising performance than there are today. The accessibility of this technology has also never been greater, even to the smallest charities.

But with all the software, tools, apps and intelligence available to us, why has fundraising performance stagnated? Has technology actually gotten in the way of building a personal connection with our supporters?

In this session, we'll explore ways to apply time-tested principles of philanthropy to the modern technology available to fundraisers — with the goal of keeping the donors we already have, inspiring new donors to give, and maintaining the sanity of our team members.

CONTRIBUTORS

Steven Shattuck

Steven Shattuck is Chief Engagement Officer at Bloomerang. A prolific writer and speaker, he curates Bloomerang's sector-leading educational content, and hosts our weekly webinar series which features the top thought-leaders in the nonprofit sector. Steven got his start in the nonprofit sector producing fundraising videos and other digital content for organizations like Butler University, Girl Scouts, Christian Church (Disciples of Christ) and the American Heart Association. Steven volunteers his time on the Project Work Group of the Fundraising Effectiveness Project and the Study Fundraising Steering Group at the Hartsook Centre for Sustainable Philanthropy at Plymouth University. He is also an AFP Center for Fundraising Innovation (CFI) committee member. Steven has contributed content to the National Council of Nonprofits, AFP, NTEN and Nonprofit Hub, and is a frequent conference speaker, having spoken at AFP International, NAYDO, Cause Camp, ADRP, the Nonprofit Storytelling Conference, and Planet Philanthropy to name a few. He is a co-author of Fundraising Principles and Practice: Second Edition. In 2015, he co-founded Launch Cause, a registered 501(c)(3) not-for-profit organization dedicated to helping emerging nonprofit organizations in the Indianapolis area enhance the impact of their work.

August 5 – Is Prospect Research Invasive? The Ethics and Process of Prospect Research and Data Management

DESCRIPTION

In the wake of data scandals, security concerns and a growing number of new data privacy laws, is traditional prospect research still relevant and appropriate for fundraising? How does this ever-changing landscape affect how we fundraise and manage our donors' data. What are the ethical implications in managing information and using publicly available data? This session will explore the new realities in research and data, discuss the ethics surrounding them and how best to ensure your program uses and

manages data effectively.

Learning Outcomes:

- Understand the basics of prospect research and what is included in publicly available data
- Gain familiarity with new data privacy laws and how they impact the sector
- Frame an ethical approach to data management and prospect research

CONTRIBUTERS

T. Clay Buck, CFRE is a passionate advocate for fundraisers and the missions and donors they serve. He is the Founder and Chief Consultant of Tactical Fundraising Solutions, a full-service fundraising partnership firm focused on developing the systems and operations that drive highly effective fundraising. He has held the Certified Fund Raising Executive certification since 2010, served as President of the Association of Fundraising Professionals Las Vegas chapter for two years, and has been a member of the Advisory Board for [Rogare](#), the fundraising think tank, for which he co-authored the [United States Critical Fundraising Report](#). He is an AFP certified Master Trainer and speaks frequently on fundraising at conferences, workshops and trainings, including the AFP International Conference, the annual APRA conference, the Tessitura conference and many others. He teaches the fundraising courses for the [Nonprofit Management Certificate and the Fundraising Certification program at the University of Nevada, Las Vegas](#). He was recently named one of the top 20 Charity Influencers online.

Ryan Woroniecki has been in the fundraising industry for a decade working in various roles at DonorSearch. He started in sales and built out their partners program and ecosystem which includes DonorPerfect, Bloomerang, Salesforce, Bentz Whaley Flessner. In his time he's helped hundreds of nonprofits segment their database, design prospect management services and plans for specific prospects. He is a former APRA-MD Board member and currently serves as Secretary of the Board at The Giving

Institute and on the AFP Foundation external major gifts committee. When he's not helping nonprofits he's likely on the kickball field with a craft beer in hand.

September 9 – Donor Stewardship: Easy and Effective Ways to Stay in Touch with Donors All Year Long

(This will be a pre-recording from August 19)

DESCRIPTION

Join Mark Chilutti, CFRE, for a fun and engaging webinar that will leave you with lots of innovative and FUN ways to thank your donors for their support. After working hard to secure the gift, we need to let our donors know the impact it made in our organizations.

This session will focus on easy, yet effective ways to:

- Stay in touch with donors through impact reports, cards, emails, and videos
- Engage program/clinical staff and board members in the stewardship process
- Be sure your donors feel good about their gift, so when the time comes to ask again, your work is much easier!

CONTRIBUTERS

Mark Chilutti

Mark Chilutti, CFRE, has raised over \$25 million to improve the quality of life of individuals with disabilities at Magee Rehabilitation Hospital in Philadelphia. A former patient himself, he has been with this small inner-city hospital for over 18 years, and specializes in Major and Planned Giving, Board Development and Donor Relations. He led the Campaign for the Creative Therapy Center and Healing Gardens, helping Magee to successfully complete its first campaign in decades. He is active with the Greater Philadelphia AFP Chapter presenting engaging sessions, and has led their Compass Conference for the last 3

years. Mark is an Eagle Scout still actively involved as a top level volunteer, a former wheelchair tennis player, and distinguished public speaker.

October 28 – 8 Things You Can Do Right Now to Improve Your Year-End Appeal

DESCRIPTION

Whether you've been planning your year-end appeal for months now, you haven't quite started yet, or you aren't even sure where to begin, this session will give you (at least) 8 practical tips to improve your year-end direct response appeal.

Join Holly H. Paulin, Philanthropic Counsel at Good Works and joyful direct mail nerd, to learn:

- Practical tips and useful ideas based on the art and science of direct mail that you can implement right away
- Examples of effective year-end appeals from other organizations
- How to use storytelling, design, and data to inspire your donors to give!

PRESENTERS

Holly Paulin

Holly has spent her entire professional career as a fundraiser. Some of the cool things she's done include running national events, managing the transition to a new database, closing a 7-figure gift, managing a student calling program, supporting volunteers in local events, and analyzing countless spreadsheets (yes, that is cool, don't @ me). Since joining the Agents of Good 7 years ago, she's also added becoming a self-professed Direct Mail Nerd to that list. Holly is a graduate of Humber College's Fundraising program and holds a BSc from Mount Allison University. She's passionate about telling emotional stories that

inspire donors to take action, sharing her experience with fellow fundraisers, and the proper use of em dashes.

December 2 – Branding and Building Your Online Community

(This will be a pre-recorded Webinar from Sept. 2)

DESCRIPTION

Your organization's brand: it goes far beyond your logo and color scheme, and it is tied to everything you and your fellow employees say and do. Your online community: you know it takes time and effort to build an audience, but you may be missing out on golden opportunities to grow it and further engage. Join us to learn simple tactics you can implement into your organization's everyday communication, leading to a stronger brand and tighter community. Improved communication can boost your integrity and visibility and ultimately lead to more donor dollars.

By participating in this webinar, you will learn about:

- Establishing and strengthening your organization's voice
- The importance of consistency in your communications
- Easy ways to enhance your visibility on social media

CONTRIBUTERS

Austin Alderdice

Austin Alderdice is the Senior Director of Marketing and Brand Management for the Association of Fundraising Professionals (AFP). His experience as a marketing and communications professional includes successful campaigns for dozens of events and hundreds of educational programs, including those with an international scope, in the nonprofit sector. Austin has expertise in communications strategy, content writing, editing, and marketing analysis. Prior to joining AFP, Austin coordinated marketing efforts for the Society for Chemical Manufacturers and Affiliates and RedPeg Marketing.

Hannah d'Entremont

Hannah d'Entremont is the Communications Coordinator for the Association of Fundraising Professionals (AFP). Her experience as a communications professional includes showcasing impact through feature writing and storytelling, creating enticing copy for marketing campaigns, stewardship and solicitation pieces, and engaging users through social media in the nonprofit and government sectors. Hannah has expertise in creative writing and storytelling for marketing and fundraising initiatives, press and media relations, and social media management. Prior to joining AFP, Hannah coordinated communications efforts for the West Virginia University Foundation, the United States Senate, and the American Public Health Association.