

## **2021 Webinar Schedule**

### **January 27: A Study on Employee Giving: It's Complicated**

<https://www.pathlms.com/afp/courses/23372/webinars/13701>

#### **Description:**

Should employees/consultants donate to the organization they work/consult for? It is a very contentious issue with vocal supporters and detractors. Based on research conducted to measure attitudes on this topic, what's very clear is that if an organization is going to conduct an employee giving program, it MUST be done the right way.

This webinar will explore direct philanthropic contributions from an employee or consultant to the organization they work for or represent. We'll look at both sides of the issue to understand why this is such a hot button topic. Additionally, we'll review the do's and don'ts of running an employee giving program at your organization. Do it right or don't do it at all.

#### **Contributors:**

Ephraim Gopin, a nonprofit fundraising and marketing expert, is the founder of [1832Communications](#), an agency which helps nonprofits build relationships with donors and raise more money through smart and effective marketing. 1832 partners with nonprofits to craft strategies which upgrade their online presence, improve their marketing collateral, grow their media outreach efforts and boost their email marketing apparatus. Over the last two decades, Ephraim has worn all the hats and served as a CEO, fundraiser, grant writer, alumni director and event organizer and held marketing leadership positions for a global foundation and a few nonprofits.

Ephraim is always happy to connect with nonprofit pros on [Twitter](#), [LinkedIn](#), via his [daily nonprofit newsletter](#) or his [weekly podcast](#). Ephraim is the proud father of three young adults, all of

whom enjoy road trips with their dad but disapprove of how he takes selfies.

## **February 24: Grant Writing Best Practices: From Research Through Writing**

<https://www.pathlms.com/afp/courses/23377/webinars/13704>

### **Description:**

In this interactive webinar will provide you with the basic knowledge and understanding of how to find potential grants to apply for, reach out to build relationships with grant makers, and ultimately craft a grant application that will be successful in securing funding. We will walk through the basic best practices of these three steps in the grant life cycle: research, relationships, and writing, to help you feel more confident as you seek grant revenue for your nonprofit organization.

### **Contributors:**

Diane H. Leonard, GPC, ST is a Grant Professional Certified (GPC) and Approved Trainer of the Grant Professionals Association. Diane is also a Scrum Trainer, Scrum Master, and Scrum Product Owner through Scrum Inc.

Since 2006, Diane and her team have secured more than \$66.75 million dollars in competitive grant awards for the clients of DH Leonard Consulting & Grant Writing Services. She is an active member of the Grant Professionals Association.

When not working with her team on grant applications for clients, Diane can be found in the 1000 Islands, out for a run, or drinking a strong cup of coffee.

## **March 31: Living with More Ikigai**

<https://www.pathlms.com/afp/courses/23381/webinars/13719>

## **Description:**

We give in the charitable sector. We give our money, time, and energy, sometimes to the point of feeling absolutely spent. But if we don't take care of ourselves, how can we continue to be change-makers in the world? A Japanese concept called ikigai, or life's purpose, may hold some of the answers. In this session, we will explore how to define your life vision, assess where you are now, develop an action plan that allows you to move more toward ikigai, and prioritize yourself in your already busy life.

The session will be in three parts: 1) defining ikigai, 2) defining your vision and assessing yourself now, and 3) creating a plan of action to move toward ikigai.

## **Contributors:**

Alice L. Ferris, MBA, CFRE, ACFRE is the founder of GoalBusters, providing hands-on, comprehensive fundraising leadership for small to medium-sized philanthropic organizations. The GoalBusters team offers services in development and campaign assessment, strategic planning, campaign direction, board and team training, grant writing, and specialty services for public and community media. For the last 30 years, Alice has worked extensively in fundraising for public media, rural healthcare, education, and science organizations, among others. Alice thrives in finding creative solutions for the fundraising challenges of small organizations, as well as teaching and training about practical and realistic tactics. Alice is in the trenches for several organizations, serving, as counsel, as Director of Development for KAWC Colorado River Public Media in Yuma, Arizona, and Administrative Director for KGHR Navajo Public Radio. For her volunteer life, Alice serves on the Association of Fundraising Professionals Northern Arizona Chapter board, and on the advisory boards for the Bolz Center for Arts Administration Advisory Board at the Wisconsin School of Business and the University of Wisconsin Communication Arts Department. She is a three-time honoree as AFP-Northern Arizona Fundraising Professional of the Year, earned

her CFRE in 1999 and her ACFRE in 2010. Alice is an experienced international speaker and AFP master trainer.

## **April 28: Applying Decision Science to Legacy Marketing**

<https://www.pathlms.com/afp/courses/23382/webinars/13721>

### **Description:**

Legacy giving requires thought, lots of time and technical skills. So how do you make it as easy as possible for your donors to consider pledging a gift in a will? What decision science nudges can you use to help them along the decision-making process?

In this session you will learn the fundamentals of decision science, how people make decisions and which nudges you can use in your gifts in wills marketing to transform your appeals and secure pledges.

### **Contributors:**

Ligia Peña, CFRE, MInstF, AFP Master Trainer Ligia Peña's career began in 2002 at the YMCA of Greater Montreal as the Director of Fundraising and Communications. Since then she has worked with many organizations in a senior-level capacity and has offered consulting services under her own banner. She is currently the Global Legacy Manager at Greenpeace International where she drives Greenpeace's global legacy strategy and manages a community of practice of legacy managers in 14 countries. She's a seasoned presenter internationally and she's the author of the 'Small Shop Fundraising' chapter in the 2nd volume of Excellence in Fundraising in Canada. Ligia is a Ph.D. candidate at the University of Kent where she is researching the topic of national umbrella legacy marketing campaigns in the UK and Canada. When she's not geeking out on legacy related things, she's either knitting, cooking or planning her next trip.

To follow her adventures, you can read her blog at [www.globetrottingfundraiser.com](http://www.globetrottingfundraiser.com) or on Twitter @GlobetrottingFr or Instagram at @GlobetrottingFundraiser Email:

ligia@globetrottingfundraiser.com LinkedIn: <http://ca.linkedin.com/in/ligiapena>

## **May 26: Development + Finance = Fundraising Success**

<https://www.pathlms.com/afp/courses/23387/webinars/13728>

### **Description:**

The Development Officer writes the story of your organization. The Financial Officer illustrates it...with numbers. Financial Analyst Amy Karson and Fundraising Consultant Amy Fiore are experienced in improving operational efficiencies and meeting income goals for small to mid-sized nonprofits. Together, they explain how finance and development officers can and should work *together* to raise contributed income.

### **Contributors:**

Amy Fiore, Vice President, Jeffrey Sobel Consulting typically serves as a Client Lead and project manager specializing in board and staff training/retreats, strategic planning, fundraising plans and implementation, project management, and interim leadership. Prior to JSC, Amy was the Managing Director and Director of Development for TADA! Youth Theater and served in leadership roles at several esteemed Manhattan-based cultural institutions. Amy has been an adjunct professor on nonprofit management at New York University's School of Continuing and Professional Studies and has been a guest lecturer at NYU, Baruch College, the Alliance of Resident Theaters-NY, AFP-NJ, and Americans for the Arts among others. Amy also currently serves as the Director of Development for The Story Pirates.

Amy Karson founded Brand K Partners in 2013 after a 10+ year career in financial management and reporting. A full-service bookkeeping and financial management firm, Brand K works to optimize the operational efficiencies of small to mid-sized nonprofit organizations. Amy began her career in the private sector at both IBM and UBS. She subsequently co-developed the Nonprofit Outsourcing Clearinghouse program with Nonprofit New

York. Amy holds a BS in Finance from Penn State University and an MBA from Yale University. She lives with her husband and 3 sons in northern New Jersey.

### **June 30: Getting to “Yes”: The Language and Questions That Will Help You Secure More Sponsors**

<https://www.pathlms.com/afp/courses/23390/webinars/13732>

#### **Description:**

Traditional sponsorships continue to face increased scrutiny to deliver a measurable return on the sponsor’s investment. Meeting this demand is particularly challenging in the wake of COVID-19 where funding is limited, and in-person events have been replaced by virtual convenings that can blunt a sponsor’s ability to generate valuable leads. Do you speak your prospect’s language, and what questions are you asking to help connect them with the right opportunities in your organization?

#### **Contributors:**

Chris Amos is AFP’s Senior Director of Business Development, leading the cultivation of key relationships that drive non-dues revenue and provide integrated opportunities for engagement with AFP members. Since 2000, he has spearheaded business development and corporate partnership efforts for leading associations and for-profits including the Consumer Technology Association (CTA), the American Association for Justice (AAJ), the Military Officer’s Association of America (MOAA), Mercer Affinity, and Booz Allen Hamilton. Chris has also led the development of content and marketing communications to support strategic sales and business development efforts.

### **July 28: Engaging Your Constituents!**

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

<https://www.pathlms.com/afp/courses/23389/webinars/13730>

#### **Description:**

Your organization's constituents are like family – your “inner circle.” They are often the best source for donors, volunteer leaders, insight and ambassadors. Learn how to develop and implement a constituent engagement plan that:

- Identifies your key constituents
- Deepens your relations with constituents
- Results in increased engagement, including giving from constituents

### **Contributors:**

Joan Bahner is a Senior Consultant at Lighthouse Counsel and brings decades of higher education experience, including serving as alumni director and vice president for advancement at Fisk University. She has served on the Council for Advancement and Support of Education International Board of Trustees and CASE National Commission on Alumni Relations.

Gail Glasser is a Senior Consultant at Lighthouse Counsel and has thirty years of leadership experience in strategic planning, major gifts, capital campaigns, annual campaigns, planned-giving, integrated communication, and board development. She is the Director of Philanthropic Outreach for a national nonprofit and is responsible for transformational fundraising growth and guidance in six states.

### **August 25: Making the Most of Your Virtual and Hybrid Events**

<https://www.pathlms.com/afp/courses/23397/webinars/13746>

### **Description:**

We now have a year of online fundraisers under our belts and the nonprofit community realizes the extended opportunities brought by virtual and hybrid events. What started out as an event genre born of necessity from the pandemic, virtual events seem destined to become a permanent part of the fundraising landscape.

Now we need to focus on how to craft virtual and hybrid events that continue to excite and engage your stakeholders, and how to use online events' extended reach to realize a higher conversion rate of guests to donors.

In this webinar, nonprofit event expert A.J. Steinberg, CFRE, of Queen Bee Fundraising will lead you through the world of virtual and hybrid events with insights into best practices and strategies to ensure your events maximize engagement and revenue. Drawing on her 20 years' experience as a nonprofit event producer, A.J. will outline the art and science which allows you to cultivate relationships with virtual attendees that last long after the cameras have been shut off and the AV has gone home.

### **Contributors:**

With over 20 years' experience as a nonprofit event planner, A.J. Steinberg has produced over 100 successful events and raised millions of dollars for organizations with her Los Angeles-based production company. In 2015 A.J. launched Queen Bee Fundraising to share the art of nonprofit event planning and engagement strategies with organizations worldwide. She is a recognized topic expert, and presents on subjects such as virtual and live event planning, event sponsorships, committee and volunteer leadership, and guest engagement.

### **September 29: Digital Storytelling That Attracts and Retains More Donors**

<https://www.pathlms.com/afp/courses/23401/webinars/13751>

### **Description:**

There's no doubting the power of storytelling in fundraising. But in a digital world, how can your stories rise above the noise?

In this session, we'll outline a framework for modern nonprofit storytelling in a digital age with a special focus on donor stewardship. You'll come away knowing how to utilize digital



channels to deliver segmented and compelling stories that will resonate with supporters -- in a way that's scalable for teams of all sizes, and in a way that maintains the personal touch.

### **Contributors:**

Steven Shattuck is Chief Engagement Officer at Bloomerang. He is the author of *Robots Make Bad Fundraisers – How Nonprofits Can Maintain the Heart in the Digital Age*, published by Bold and Bright Media (2020). 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, and sits on the faculty of the Institute for Charitable Giving.

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*. Recipient of the David Letterman Scholarship, Steven graduated with honors from Ball State University in 2006 with a degree in Telecommunications and Creative Writing. He resides in Indianapolis with his wife, son and daughter.

### **October 27: Connecting Real Live Humans to your Annual Fund Efforts through Crowdfunding**

<https://www.pathlms.com/afp/courses/23404/webinars/13755>

### **Description:**

Looking to reach donors you might not have access to using traditional fundraising methods? During our 45 minutes together we will discuss crowdfunding and how it can be used to access large pools of donors, connecting them to the causes they are most passionate about. We will also discuss how this use of multi-

channel fundraising leads to engagement and retention for the ultimate pipeline building. You'll have the opportunity to hear dialog on how annual fund and major giving can work together for mutually beneficial goal setting.

### **November 10: Embracing Inclusion, Diversity, Equity and Access in Your Organization and on Your Board**

<https://www.pathlms.com/afp/courses/23421/webinars/13788>

#### **Description:**

Creating high-performing nonprofit organizations requires attracting the right mix of individuals with diverse perspectives, skills, and backgrounds and creating an environment where everyone can fully engage in advancing the mission. Events over the past several months have elevated IDEA, particularly for the nonprofit section. As a result, nonprofit leaders, staff, and boards are prioritizing strengthening and aligning their business case for IDEA. This interactive workshop will explore how to develop shared understanding, address the elephants in the room, and take concrete steps to catalyze change and commitment to IDEA.

#### **Contributors:**

Vernetta Walker, J.D., is president and CEO of Walker & Associates Consulting, Inc. For over a decade, Vernetta served on staff with BoardSource, the leading organization on nonprofit governance best practices, as chief governance officer, vice president of programs, and senior advisor on diversity, equity and inclusion (DEI). She successfully curated content for their national conference that engaged over 1000 attendees in learning circles focused on inclusion and equity. More recently, Vernetta co-designed and is leading a racial equity cohort pilot program, for the Meyer Foundation, that includes DEI assessments, training, coaching, and development of short and long term equity strategy plans. Additionally, in response to the recent racial justice movement, Vernetta co-led a webinar series for The Nonprofit Quarterly that "sold out," with over 3,000 registrants.

## **December 8: Branding for the Nonprofit Professional**

<https://www.pathlms.com/afp/courses/23423/webinars/13790>

### **Description:**

In this fun, interactive webinar you'll learn the importance of branding through:

1. Understanding the relationship between personal branding and marketing
2. Cultivating a social marketing SOPs and KPIs
3. Planning personal marketing campaigns like the big box brands

### **Contributors:**

Rochelle Sodipo is the founder and Creative Director of RoseRedd Etc., a boutique brand agency focused on branding and design.

As a consultant and coach, Rochelle partners with executives, entrepreneurs, artists, and influencers to build and cultivate individual and organizational brands across their stages of growth, from start-up to scale. She supports clients that range in size from small businesses to multi-dollar organizations.

Outside of running day-to-day operations for RoseRedd Etc., Rochelle teaches tools and tactics to support solo-entrepreneurs and other students in understanding how to effectively mix marketing theory and creative artistry to drive impact while retaining the heart of a brand.