



# Welcome to the Northwest Arkansas Chapter of AFP

EDUCATION / CHAPTER WEBINAR SCHEDULE

## CHAPTER WEBINAR SCHEDULE

### **CHAPTER WEBINAR SCHEDULE FOR 2019**

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Webinars are 60 minute sessions that allow you to learn the latest from the best in the field. Each session qualifies for 1 point toward CFRE education requirements. AFP webinars are a great professional development opportunity and they are free for members! Guests pay \$15. You can pay your guest fee online: [pay now](#). Registration for AFP events or meetings is non-refundable.

Unless otherwise noted, all webinars are held at Hope Cancer Resources, 5835 W. Sunset Ave., Springdale, AR

Unless otherwise noted, all conferences begin at **12:00 noon and end at 1:00pm.**

Please bring your own lunch.

Please RSVP for audio conferences to [Anna Rohweder](#).

Sponsored by:



## **January 30 – Market Smarter, Not Harder - RESCHEDULED FOR MARCH 27th**

### DESCRIPTION

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This session will show you how to mine your patron data for predispositions and propensities in order to target your donors with communications relevant to each individual recipient. You will learn how to segment your digital and traditional communications (yes, including direct mail!) to strategically attract and retain audiences.

Session attendees will learn:

- How data can be used to determine interests and propensity to give.
- How segmentation can lower costs and maximize results.
- Set up strategic communications to allow your patrons to self-select their interests.

Applicable for all levels

### PRESENTERS

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**Ceci Dadisman** is a multi-faceted marketing professional with over 10 years of experience successfully marketing the arts and nonprofits utilizing innovative and cutting-edge initiatives. Currently the Digital Marketing

Manager at FORM, she is nationally recognized as a leader in digital and social media marketing and specializes in the integration of digital marketing and technology into traditional marketing methods.

## February 13 – Happy Donors - Keeping and Finding the Best Donors

### DESCRIPTION

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Happy donors are generous donors, but what makes donors happy? Donor relations guru Wayne Olson shows you how to find new donors and tap into the things that make them happy to get bigger and better donations.

Session attendees will:

- Learn how to look at donor relations from the customer service lens
- How to discover what makes donors happy
- How to shepherd the best experience for donors

### PRESENTERS

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**Wayne Olson** is a trainer, author and speaker. His books include ***The Disney Difference***. Wayne has worked with many organizations to improve their donor and customer relations with excitement, humor and energy.

## March 13 – 21<sup>st</sup> Century Grant Applications

### DESCRIPTION

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Online grant proposals are here to stay. They are frustrating, exasperating and daunting. Still, we often must present our case for support in 2,000 characters (- 350 words or less). Writing tight or to the point while getting the attention of the grant reviewer has never been more crucial. Although brevity is key, grant makers still want engaging narratives that state the issue or problem succinctly while providing evidence that your organization

will achieve the proposed outcomes. Knowing what to say and how to say it in a short grant application is the focus of this session. The techniques discussed will help you craft successful paper and paperless proposal narratives.

Session attendees will:

- Learn techniques to present their case in as few words as possible.
- Identify key elements that will grab grant reviewers' attention.
- Edit proposals for strong content.

## PRESENTERS

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**Diane Gedeon-Martin.** For over 27 years, Diane has focused on grants, grant seeking and fund development for non-profits. She launched her consulting firm, The Write Source in 1993 that today boasts a roster of nearly 270 nonprofit clients in 26 states and Washington, DC. Diane is a nationally recognized speaker and trainer. For 14 years she was an adjunct faculty member of The Fundraising School at the Lilly Family School of Philanthropy at Indiana University where she also co-developed the curriculum for their Grant Proposals course. In 2010, she became an AFP Certified Master Trainer.

## **April 10 – Top 5 Ways to Improve Your Monthly Donor Retention**

### DESCRIPTION

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Monthly donors continue to be powerful. 100 monthly donors are worth an average of \$24,000 a year. They'll give two to four times more than other donors. They'll stay with you for at least 5 to 7 years and often even longer. They're 6 times more likely to leave you in their will. It's worth a little bit of work to keep them and you'll learn the tools to do just that!

In this interactive webinar you will learn the best approaches to keep your monthly donors giving for many years on end.

**The webinar will focus on the following:**

1. The difference between hard and soft cancels.
2. Different tools and approaches to help you prevent lapsing monthly donors.
3. The best approach to bring monthly donors back.
4. How to thank and cultivate monthly donors to prevent them from ever canceling to begin with.
5. Reviewing examples and case studies

## PRESENTERS

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**Erica Waasdorp** is President of A Direct Solution, located on Cape Cod, Massachusetts. Erica lives and breathes direct response and fundraising and can be considered a Philanthrophyholic. She works with non-profit clients all over the country as well as internationally, helping them with their appeals, monthly giving, grant writing and PR. She most recently volunteered as the US Ambassador for the International Fundraising Congress (IFC), held in the Netherlands in October. Erica published one of the very few books on monthly giving, called ***Monthly Giving. The Sleeping Giant***. She created the Monthly Donor Road Map and multiple e-books, such as Top 7 Questions about Monthly Giving and Monthly Donor Retention Play-Book. She co-authored the DonorPerfect Monthly Giving Starter and Marketing Kits, and she regularly blogs and presents in person and via webinars on appeals, direct mail and monthly giving.

## June 26 – The Next Generation of Giving

### DESCRIPTION

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We can't ignore it: Around the world, donor acquisition rates have fallen and traditional channels alone just aren't cutting it anymore. The art and science of fundraising must adapt, or we might be in real trouble. In this session, expert Ashley Thompson will guide you through learning how your organization can tap into the next generation of giving.

Participants will:

- Get the newest data from The Next Generation of Giving Report
- Learn the multichannel preferences and charitable habits of

- Generation Z, Millennials, Generation X, Baby Boomers and Matures
- Learn the dos and don'ts of omnichannel and multigenerational fundraising

## PRESENTERS

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**Ashley Thompson** is the managing director for the Blackbaud Institute for Philanthropic Impact ([www.blackbaudinstitute.com](http://www.blackbaudinstitute.com)). Through this role, she is responsible for driving many of Blackbaud's extensive research reports and best practice guides. Ashley's passion for the nonprofit sector stems from her roots deep within the nonprofit sector as a fundraiser and development marketer. Ashley is on the Editorial Advisory Board of NonprofitPRO and serves her local community through service on the board of the Association of Fundraising Professionals (AFP), Greater Austin Chapter, and as a Social Venture Partner with Mission Capital.

## July 10 – The Art and Science of Effective Gift Acknowledgements

### DESCRIPTION

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We all know that thanking donors is important, but how and when should we be thanking donors? How do different approaches to acknowledgements make people feel, and how does that impact future engagement?

In this session, we'll explore the latest research into donor behavior and effective gift acknowledgements with special attention given to the recent groundbreaking findings of Jen Shang and Adrian Sargeant. You'll come away with practical takeaways to help you craft thank yous that are both impactful and memorable!

In this session, participants will learn:

- The connection between thanking and retaining donors
- What donors want out of the communications we send them
- The ways in which surveys can play a role in thanking donors
- The enlightening results of several gift acknowledgement experiments

**Steven Shattuck** 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 Professional Development 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.

## **July 24 - Nonprofit Website Wellness Check**

### DESCRIPTION

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When is the last time your organization's website had a checkup? Is it in tip-top shape and ready to take on the world? Does it have some minor ailments and need a little TLC? OR...does it need to be rushed to the hospital for emergency surgery?

If you want to find out exactly what is wrong with your website and how to fix it, then you don't want to miss this webinar. We will show you a structured and thorough process for diagnosing your website's issues based on best practices and, more importantly, provide you with specific actions you can take to fix them.

We have your appointment scheduled for July 24th at 12pm CT. All you need to do is confirm your appointment below and show up.

## **Learning Objectives:**

- Nonprofit website best practices including usability (UX), Conversion Rate Optimization, accessibility, and more;
- How to identify and diagnose the problem areas of YOUR website; and
- Specific strategies and actions you take to improve your website today and over the long term.

## PRESENTER

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Rich Dietz began his nonprofit career when he was the director of a mentoring organization in college. He has spent the last 20 years working both in and with a wide variety of nonprofit, political, and government organizations as well as technology companies focused on the nonprofit sector. It is this unique background and experience – working directly in nonprofit organizations AND working on the technology side – that allow him to better understand and assist nonprofit organizations with their technology needs. Now he's one of the masterminds behind Trisummit Solutions! Learn more about Rich's work over at [trisummitsolutions.com](http://trisummitsolutions.com)

## **August 28 – Why You Need a Case for Support and How to Build One**

### DESCRIPTION

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There's a worrying trend out there in philanthropy land. Too many non-profits either don't have a case for support at all or have put a huge amount of effort and expense into creating one that, well... kinda sucks.

Cases for support are critically important to non-profit fundraising, and every non-profit should have one. No longer tied solely to capital campaigns, a strong case will pull your stakeholders together, touch people's hearts, and elevate philanthropy.

Join Leah Eustace, CFRE, ACFRE, as she shares the her case development secrets, along with plenty of examples of great cases.

## **Learning Objectives:**

- Participants will learn about the many uses of a good case for support.
- Participants will walk away with samples of great case documents.
- Participants will learn how to work with their colleagues and stakeholders to build a case for support that touches the hearts of their donors.

## PRESENTERS

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**Leah Eustace, CFRE, ACFRE**, is President and Head Paddler at Blue Canoe Philanthropy, where she specializes in fundraising success coaching, copywriting, case development, strategic planning and program audits. Her volunteer work is extensive: she's Vice Chair of Professional Development on the AFP International Board, Past Chair of the AFP Foundation for Philanthropy Canada, and sits on the ACFRE Credentialing Board.

## **September 25 – Speak! What to Say (and Not to Say) and How to Say It**

### DESCRIPTION

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Each of us has opportunities to speak in front of people in our line of work (and in our personal lives). Whether we are sitting with a supporter one-on-one in her living room, or presenting to a Board of Trustees, the words we choose, the confidence we exude and the unspoken communication of our bodies can mean increasing a donor's belief in our cause or making them wonder why you are wasting their time. Twenty-one-year professional and TEDx speaker coach Beth Wolfer will offer an engaging, useful session to help attendees overcome fear, develop their message and deliver it with confidence.

Participants will learn how to:

- Focus on one major idea
- How they want their audience, or donor, to feel and how to accomplish that
- What the desired next step would be following the talk

## PRESENTERS

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Beth Wolfer has been raising money and awareness for phenomenal causes for more than 20 years. Currently a Planned Giving Officer at Best Friends Animal Society, Beth is passionate about helping people find and express their voice. She has coached more than 50 speakers for the TEDx Salt Lake City stage including some of those who have gained the highest YouTube following in the event's history.

## October 23rd – How to Raise Major Gifts in Only 30 Minutes a Day

\*\*this is pre-recorded from January 16

### DESCRIPTION

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This session is for busy executive directors and development professionals who want to raise significantly more money, but haven't found the time to get started. One of the biggest challenges with raising major gifts is that there are not deadlines to hold your feet to the fire. Join Amy Eisenstein and she shares tips and tricks to stay on track so you raise significantly more money this year.

Participants will:

1. Explore why metrics are important for success in raising major gifts
2. Learn techniques to stay on track and accountable
3. Discover ways to communicate with donors on a regular basis

### PRESENTERS

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**Amy Eisenstein** is a consultant, author, speaker, and the creator of online fundraising resources including Mastering Major Gifts, Power Asking, and the Capital Campaign Toolkit. Her published books include: **Major Gift Fundraising for Small Shops, Raising More with Less** and **50 A\$ks in 50 Weeks**. She became an AFP certified Master Trainer in 2009. Amy served as the president of the board of the Association of Fundraising Professionals – New Jersey Chapter in 2014 and 2015. She became a

Certified Fundraising Executive (CFRE) in 2004 and received her advanced certification, ACFRE, in 2013. Check out her blog and video posts at [www.amyeisenstein.com](http://www.amyeisenstein.com) for free fundraising resources.

## **November 12th - Digital Envy: Showcasing the Best of Digital Fundraising**

**This webinar is being held at the Fort Smith Public Library.**

### DESCRIPTION

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That's right, we're firing up the very best digital fundraising examples from nonprofits like yours. This session will inspire and equip you with concrete tactics you can implement in your next digital fundraising campaign. We'll explore great content, unique thinking and delightful design through emails, websites, online advertising, donation pages, videos and anything else that increases online donations. And of course, you'll be able to walk away with the presentation itself as a resource for future brainstorming.

Participants will learn:

- How nonprofits are using creativity to engage donors and supporters.
- What makes these "best of" examples successful
- How to take inspiration from these examples and turn them into real change at your organization

### PRESENTERS

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**Rachel Clemens** is a builder. First she built her career as a global designer. Then a business owner. And now she's responsible for building both the Mighty Citizen brand and her clients' influence through branding, digital and marketing.

## **December 4 – Show and Tell – The Magic of Stewardship in Growing Donor Relationships and Increasing Fundraising Support**

## DESCRIPTION

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As fundraisers, every day we make implicit and explicit proposals (or asks) to donors and prospective donors: “If you give to tackle challenge X, we will do it and the world will be a different place.” And in our fundraising offices, we readily and heavily invest in the ASK – consultants for direct marketing, professional development courses on crafting the case, outside counsel for advice on closing the gifts. Unfortunately, we often provide scant resources for when following up with donors on how their donations are making a difference. Stewardship is a key component of excellence in fundraising, and we will give an overview of the basics, including gift agreements, acknowledgement, recognition, and impact reporting.

In this webinar, you will learn:

- How “selling the dream” of a better world + making the ask is only one half of the equation. Demonstrating the impact of donor gifts completes the circle in donors’ minds – and hearts.
- Why stewardship should be an essential investment in every fundraising shop – small or large – and how to set up an annual plan for your donors.
- How to build the “Story Board” for your nonprofit – the internal and external people who will happily bring you stories and examples to share.
- Tips to employ “charming” (aka inexpensive) stewardship practices as well as how you may provide better reporting for more sophisticated donors.

Presenter Beth Ann Locke will share her experiences – more than 25 years in small and large shops in the US and Canada – on how she continues to grow donor relationships. She knows that the thrill of closing a gift is nothing to seeing the donor relationship bloom.

## PRESENTERS

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***Beth Ann Locke, Chief Development Officer, BC Women's Health Foundation***

Beth Ann knows she has the best career in the world – working with donors on their dreams for a better world. She’s a tireless fan of our profession and understands that building relationships and expressing gratitude are

keys to success. She's raised millions of dollars for healthcare, education, social services, and international sectors in Canada and the U.S. by connecting donors with ideas and projects close to their hearts. She believes that fundraising leaders must invest in expressing gratitude for donor gifts and bringing them to see the difference their support is making. This is a key building block to donor relationships. Beth Ann is the Chief Development Officer at BC Women's Hospital + Health Foundation, board member of AFP Canada Foundation for Philanthropy and VP of Professional Development of AFP Vancouver. She loves to travel, throw dinner parties and keep in touch with fundraising colleagues from around the world.

## PRESENTERS

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