



2026 Southern Impact Leadership Conference Schedule

Wednesday, August 26, 2026

7:00AM – 8:00AM: Registration Opens

8:00AM – 9:00AM: Networking Breakfast by Specialty or Job Function (Easley Pavilion)

9:00AM – 10:00AM: Welcoming Remarks and Keynote, Cherian Koshy (Easley Pavilion)

10:15AM – 11:00AM: Breakout Session #1

Session	Speaker	Key Topics	Room
The Lean Machine: Optimizing Small-Shop Fundraising for Growth	Susannah Darrow (<i>Purpose Possible</i>), Jordan Rose (<i>Science ATL</i>), Charaun Cash (<i>VOX ATL</i>)	Small-Shop Friendly, Systems, Revenue Generation	Club Room
The Comeback Circle: Using Intimate Gatherings to Reclaim and Reignite Donor Giving	Shelly Francis-Lindsey (<i>Shared Philanthropy</i>)	Major Gifts, Donor Relations, Revenue Generation	Classroom 208
Powerful Stories, Protected People: The Ethical Client Testimonial Playbook	Erin Goodier (<i>Goodier Creative</i>), Andrea Hipwell (<i>Wellspring Living</i>)	Marketing & Comms, Storytelling, Ethics	Classroom 212
Presence with Purpose: Leveraging How You Show Up to Elevate Fundraising Impact	Dr. Rosaria Meek (<i>The Oracle of Style</i>)	Personal and Professional Development	Classroom 223
AI @ EOY: how to use generative Artificial Intelligence (AI) to raise more money this calendar year end	Tara Petersen (<i>DonorPerfect</i>)	Technology, Revenue Generation	Easley Pavilion
Roll for Revenue: The Audit & Fundraising Adventure (990 Edition)	Elizabeth Scott (<i>GALEO</i>) Mindy Kaplan (<i>MinKap, LLC</i>)	Grant Writing, Donor Prospecting, Executives, Major Gifts	Conference A



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11:10AM – 11:55AM: Breakout Session #2

Session	Speaker	Key Topics	Room
Quality Data – the Bedrock of Donor Stewardship	Cheryl Hardt (<i>Georgia Conservancy</i>)	Data, Donor Relations, Stewardship	Classroom 208
Fundraising and the ADHD Brain: Soul Affirming Practices for Executive Function	Alisha Johnson Perry (<i>SAAFON</i>)	Personal and Professional Development	Classroom 223
Using Ethical Fundraising Principles to Grow Your Leadership Skills	Kate McNeely (<i>Southern Center for Human Rights</i>)	Ethics, Executives, Leadership Principles	Classroom 212
Confessions of a Federal Grant Reviewer: What the Scoring Rubric Won't Tell You	Shavonn Richardson (<i>Think and Ink Grants</i>)	Grant writing	Club Room
The Beatles Guide to Fundraising!	Martha Scott Reich (<i>Development and Marketing Counsel</i>), Madhav Dave (<i>Piedmont Healthcare Foundation</i>)	Major Gifts, Annual Giving, Donor Relations, Revenue Generation	Conference A
Know Your Numbers: The 5-Step Framework to Build, Grow, and Sustain Monthly Giving	Dana Snyder (<i>Positive Equation</i>)	Revenue Generation, Annual Giving	Easley Pavilion

Noon – 1:15PM: Leadership Luncheon

Be Haas Presentation; Panel with Be Haas recipients

Conversation Pods / Roundtables***

1:30PM – 1:50PM: Conversation Pod #1 (Easley Pavilion)

1:55PM – 2:15PM: Conversation Pod #2 – (Easley Pavilion)

2:20PM – 2:40PM: Conversation Pod #3 – (Easley Pavilion)



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***Men of Color in Development (MOCID) Conversation Pod “From Presence to Influence How Leadership Is Built, Influence Is Earned, and the Future of Philanthropy Is Shaped” will take place 1:30PM – 2:40PM (Conference A)

2:40PM – 3:00PM: Vendor & Email Break

3:00PM – 3:45PM: Breakout Session #3

Session	Speaker	Key Topics	Room
From Plans to Progress: How Nonprofit Teams Execute Priorities with Limited Capacity	Stacye Brim (<i>STB Consulting</i>)	Small Shop Friendly, Capacity Building	Club Room
Mindset Shift: You’re not selling anything	Emily Carter (<i>Goodwill of North Georgia</i>)	Personal and Professional Development; Storytelling; Donor Relations	Classroom 212
Unblocked: Breaking Down Giving Barriers —Starting in the Boardroom	Christal M. Cherry (<i>The Board Pro</i>)	Board Relations, Executives, Major Gifts	Classroom 223
Manage Your Portfolio Like an Investor	Matt Garland (<i>Atticus Technology</i>)	Major Gifts, Revenue Generation, Technology	Easley Pavilion
Are you ready to build a major gift program?	Elizabeth Goldberg (<i>Alloy Fundraising</i>)	Major Gifts, Donor Relations, Revenue Generation	Conference A
Fundraising in Flux: Fundamental Truths and Fresh Strategies for Today’s Campaigns	Deborah Ryan (<i>Changing Our World</i>)	Capital Campaign, Major Gifts	Classroom 208

4:00PM – 4:30PM: Closing Remarks

Conference Adjourned / Vendor Visits

5:00PM – 6:30PM: AFP Past President’s & Board Reception (Conference B)