

Breakout Session #1 – 10:15AM to 11:00AM		
Session Title & Speaker(s):	Session Description:	Key Topics:
The Lean Machine: Optimizing Small-Shop Fundraising for Growth Susannah Darrow, CFRE <i>CEO and Co-Founder of Purpose Possible</i>	When resources are lean, the most expensive asset an organization has is its time. This session moves beyond the "do more with less" mentality to focus on the specific actions that move the needle on mission and revenue. This session will focus on case studies from three Atlanta-based nonprofits who have traded administrative busy-work for strategic scale. We will dive into the mechanics of leveraging technology to increase automation, adopting smart staffing models like fractional support, and streamlining workflows. Join us to learn how to transition your team from "all hands on deck" to "right hands on the highest-value tasks."	Small-Shop Friendly, Systems, Revenue Generation
The Comeback Circle: Using Intimate Gatherings to Reclaim and Reignite Donor Giving Shelly Francis-Lindsey, <i>Fundraising Advisor</i>	In an era where donor retention is declining, organizations can no longer afford to let relationships fade. The Comeback Circle introduces a practical, experience-driven approach to re-engaging lapsed donors and strengthening existing connections through intentional, small-scale gatherings. This session will show how to design intimate experiences that rebuild trust, deepen relationships, and naturally lead to renewed giving. Participants will learn how to identify the right audiences, structure meaningful touchpoints, and implement follow-up strategies that convert moments into sustained donor engagement and long-term philanthropic support.	Major Gifts, Donor Relations, Revenue Generation
Powerful Stories, Protected People: The Ethical Client Testimonial Playbook Erin Goodier, <i>Founder & Videographer, Goodier Creative</i> and Andrea Hipwell, <i>Senior Director of Adult Services, Wellspring Living</i>	Client stories are some of the most powerful tools in fundraising but also carry responsibility. This session explores how to create compelling testimonial stories while protecting the people at the center of them. Through a case study with Wellspring Living, who will join to share their perspective, we'll walk through practical and ethical approaches from story development to interviewing to sharing with your audiences. Attendees will leave with a clear, repeatable framework for telling stories that are both impactful and safe.	Marketing & Comms, Storytelling, Ethics

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Presence with Purpose: Leveraging How You Show Up to Elevate Fundraising Impact Dr. Rosaria Meek Founder, Dr. Rosaria Meek LLC	In fundraising, your presence is part of your pitch. This session explores how professional presence, alignment, and nonverbal communication shape trust, credibility, and donor connection. Participants will learn how to intentionally leverage posture, tone, energy, and visual presentation to communicate confidence and purpose—before a single word is spoken. Grounded in the concept of visual capital, this session offers practical tools to align internal mission with external expression, helping fundraisers show up with clarity, authenticity, and influence in every interaction, from donor meetings to major campaigns.	Personal and Professional Development
AI @ EOY: how to use generative Artificial Intelligence (AI) to raise more money this calendar year end. Tara Petersen, Nonprofit Relationship Manager, DonorPerfect	As year-end giving season approaches, nonprofits have a unique opportunity to harness the power of generative AI to raise more money, engage donors, and work more efficiently. In this practical workshop, you'll learn how AI tools can help you create compelling appeals, personalize donor communications, generate content faster, identify fundraising opportunities, and strengthen stewardship efforts. Whether you're new to AI or already experimenting with it, you'll leave with actionable strategies, real-world examples, and ethical best practices you can implement immediately.	Technology, Revenue Generation
Roll for Revenue: The Audit & Fundraising Adventure (990 Edition) Elizabeth Scott, Development Director, GALEO/GALEO Impact Fund and Mindy Kaplan, President, MinKap, LLC	Welcome, brave adventurer. Do you feel like 990s and audit reports are written in a strange, ancient language? Join us as you level up your nonprofit financial know-how without needing a decoder ring. Join your guides, we travel together through the twists and turns of nonprofit financial documents to reveal the clues hidden within. • Where to find the 990's best "loot drops" for fundraisers (and what the stats actually mean) • Audit 101: what the audit covers, how to read the auditor's opinion, and how to navigate the notes like a pro	Grant Writing, Donor Prospecting, Executives, Major Gifts

Breakout Session #2 – 11:10AM to 11:55AM		
Session Title & Speaker(s):	Session Description:	Key Topics:
Quality Data – the Bedrock of Donor Stewardship Cheryl Hardt, <i>Development Operations Manager, Georgia Conservancy</i>	Despite the powerful technology built into today's CRMs, bad data remains one of the biggest challenges with donor databases. That's a serious problem because your team relies on accurate, reliable information to connect with, engage, and properly steward prospects and donors. In this session, you'll learn practical best practices for data entry that help maintain consistency and integrity across your database. We'll explore proven tips and strategies to improve data quality, highlight common pitfalls that can undermine your efforts, and identify red flags that signal deeper issues.	Data, Donor Relations, Stewardship
Fundraising and the ADHD Brain: Soul Affirming Practices for Executive Function Alisha Johnson Perry, CFRE <i>Director of Development, SAAFON</i>	You write three grant proposals in a day and spiral into Angry Birds at midnight. You hyperfocus for twelve hours, then can't start a single task. You are brilliant, exhausted, and running an ODO (only development officer) department on a nervous system that was never designed for infinite to-do lists. We'll explore what ADHD really looks like in a high-performing fundraising career — especially for Gen X women who were never diagnosed — and build a sustainable, soul-informed practice that honors how your brain actually works.	Personal and Professional Development
Using Ethical Fundraising Principles to Grow Your Leadership Skills Kate McNeely, CFRE, <i>Director of Development, Southern Center for Human Rights</i>	Ethics is more than following the rules. Policies, data protection, and public trust are important, but what does it really mean to be an ethical fundraiser? We explore some of the basics like the AFP Code of Ethical Standards and dive deeper to include the responsibility leaders have in the practice of ethical fundraising and organizational management. Through practical tips and lived experience, we'll show leaders how to make meaningful and lasting change by engaging our ethics alongside the principles of IDEA (inclusion, diversity, equity, access)	Ethics, Executives, Leadership Principles

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Confessions of a Federal Grant Reviewer: What the Scoring Rubric Won't Tell You Shavonn Richardson, <i>Founder, Think and Ink Grants</i>	Every year, competitive federal grants are won and lost not on the merits of a program, but on how well the proposal speaks the language of the reviewer — and most fundraising professionals never get to hear directly from the other side of the table. In this candid, insider session, Shavonn Richardson, MBA, GPC, draws on her experience as a former federal grant reviewer and corporate grantmaker to reveal the unwritten rules that separate funded applications from the rejected pile, including how review panels actually score, what triggers reviewer fatigue, and the structural mistakes that cost organizations hard-won points. Attendees will leave with a practical framework for writing federal grant proposals that anticipate reviewer behavior, align narrative to rubric.	Grant Writing
The Beatles Guide to Fundraising! Martha Scott Reich, CFRE <i>Development and Marketing Counsel and Madhav Dave</i> <i>Fundraising Specialist, Piedmont Healthcare Foundation</i>	An engaging and interactive session that will inspire development professionals through the timeless words and messages of the world's most beloved storytellers—Paul, John, George, and Ringo! Attendees will hear familiar tunes and lyrics reimagined in a new context: how to strengthen donor relations and stewardship efforts. Attendees will also discover how the lessons woven into these classic songs can help them connect more deeply, communicate more effectively, and make a greater impact on those who support the mission of the agencies they represent.	Major Gifts, Annual Giving, Donor Relations, Revenue Generation
Know Your Numbers: The 5-Step Framework to Build, Grow, and Sustain Monthly Giving Dana Snyder, <i>Founder, Positive Equation</i>	Most nonprofits can tell you exactly what they raised last year. Not many can tell you what their monthly donors will be worth three years from now. That gap is what this session closes. Monthly giving is the one revenue line you can forecast, budget against, and grow on purpose. Monthly donors retain at roughly 78% compared to 43% for one-time donors, and they give significantly more over their lifetime. Attendees leave knowing their own monthly donor lifetime value, their realistic first-year revenue projection, and the exact step of the framework where their program is stuck. Say goodbye to revenue uncertainty. Say hello to a number you can plan around.	Annual Giving, Donor Relations, Revenue Generation

Breakout Session #3 – 3:00PM to 3:45PM		
Session Title & Speaker(s):	Session Description:	Key Topics:
From Plans to Progress: How Nonprofit Teams Execute Priorities with Limited Capacity Stacye Brim, <i>Founder & Principal Consultant, STB Consulting</i>	Nonprofit teams don't just struggle with getting things done—they often struggle to focus on the right priorities in the first place. Whether it's strategic initiatives, campaigns, or ongoing demands, competing priorities and limited capacity can make it difficult to move the most important work forward. This session introduces a practical approach to managing priorities as projects. Participants will learn how to clarify goals, define scope, assign ownership, and establish simple systems and rhythms to track progress—improving coordination, accountability, and follow-through without adding unnecessary complexity.	Small Shop Friendly, Capacity Building
Mindset Shift: You're not selling anything Emily Carter, VP of Development, Goodwill of North Georgia	Fundraisers aren't selling anything. We are connecting the people with the means to make a difference with the people who have the skills to make a difference. Learn how to shift your mindset to be confident in any room and for any ask.	Personal and Professional Development; Storytelling; Donor Relations
Unblocked: Breaking Down Giving Barriers—Starting in the Boardroom Christal M. Cherry, <i>Founder and CEO, The Board Pro</i>	Fundraising challenges often aren't about strategy. They're about barriers. In this interactive session, we'll unpack the real reasons board members hesitate to give and ask. Participants will explore personal and cultural beliefs about money, understand how those beliefs show up in board dynamics, and walk away with practical tools to shift from avoidance to action. This session blends reflection, real-world scenarios, and actionable frameworks to help fundraisers engage their boards more effectively and unlock greater giving potential.	Board Relations, Executives, Major Gifts

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Manage Your Portfolio Like an Investor Matt Garland, <i>VP of Product Innovation, Atticus Technology</i>	Every fundraiser manages a portfolio of donor relationships, but the best portfolios aren't managed by instinct alone. Drawing on principles from investing, technology, and decision science, this session explores how to prioritize opportunities, allocate limited time, and make better cultivation decisions in the face of uncertainty. Attendees will learn practical frameworks for evaluating prospects, balancing risk and opportunity, and focusing their efforts where they're most likely to produce long-term fundraising success. Whether you're managing 50 prospects or 500, you'll leave with a new way to think about your portfolio and the confidence to manage it more strategically.	Major Gifts, Revenue Generation, Technology
Are you ready to build a major gift program? Elizabeth Goldberg, <i>VP of Strategic Fundraising, Alloy Fundraising</i>	Individual donors who invest significantly in your organization improve financial sustainability, increase unrestricted funding, and contribute to a diverse stream of revenue sources. With the reduction in federal funding and competition for institutional donors higher than ever, organizations that invest in major giving programs will experience less fundraising volatility. In this session, we'll outline the key components to starting and maintaining a successful major gifts program - no matter the organization's size or budget.	Major Gifts, Donor Relations, Revenue Generation
Fundraising in Flux: Fundamental Truths and Fresh Strategies for Today's Campaigns Deborah Ryan <i>Senior Managing Director, Changing Our World</i>	Explore the evolving landscape of fundraising campaigns through real-world observations and actionable insights. This session reveals the enduring principles that anchor successful fundraising, while showcasing innovative, bespoke strategies that respond to today's rapidly changing donor behaviors and digital adoption. Attendees will leave equipped with practical tools and creative approaches to design campaigns that resonate, engage, and deliver results in a dynamic environment.	Capital Campaign, Major Gifts

2026 Speaker Bios

From Plans to Progress: How Nonprofit Teams Execute Priorities with Limited Capacity

Stacye Brim

Founder and Principal Consultant, STB Consulting

Stacye Brim, PMP, is the Founder and Principal Consultant of STB Consulting, where she helps mission-driven organizations bridge the gap between strategy and execution. Drawing on nearly three decades of experience spanning engineering, project management, and organizational strategy, she brings a practical, systems-oriented approach to helping leaders make better decisions and organizations translate strategy into action.

Stacye partners with nonprofit, foundation, and public sector leaders to facilitate strategic planning, advise executive teams, coach project leaders, and build practical systems that help organizations deliver on their strategy. She has partnered with organizations across the U.S. and internationally to advance missions in education, public health, chronic disease research and prevention, legal advocacy, youth workforce development, immigrant and refugee support, animal welfare, and more. Stacye is known for equipping leaders with practical tools and frameworks they can put into practice immediately to create meaningful, lasting impact.



Mindset Shift: You're not selling anything

Emily Carter

VP of Development, Goodwill of North Georgia

With 20 years of experience in the non-profit industry, Emily Carter has a passion for resource development. Throughout her career, Emily has built sustainable community partnerships to realize bold visions of transformations in the non-profit community. Emily is a native of Savannah and went to college at Mercer University in Macon. Currently, Emily lives outside of Atlanta with her husband, Sam, and 2 daughters, Rosie and Violet. Emily enjoys traveling, weightlifting, and recently started her own kid's tech business, Wanderwing.



Unblocked: Breaking Down Giving Barriers—Starting in the Boardroom

Christal M. Cherry

Founder and CEO, The Board Pro

Christal M. Cherry is the Founder and CEO of The Board Pro and a nationally recognized nonprofit consultant, speaker, and board leadership expert. With more than 20 years of experience in fundraising, governance, leadership development, and equity-centered strategy, she coaches CEOs and boards to lead with courage, inclusion, and impact. Known for her engaging style, humor, and practical wisdom, Christal transforms boardrooms into spaces for meaningful change. She is the founder of Fabulous Female Fundraisers, serves on multiple nonprofit boards, is a contributing author to *Collecting Courage*, and the author of two children's books. Learn more at www.theboardpro.com.



The Lean Machine: Optimizing Small-Shop Fundraising for Growth

Susannah Darrow, CFRE

CEO and Co-Founder of Purpose Possible

Susannah Darrow, CFRE, is a nonprofit strategist and leader with over 15 years of experience specialized in navigating the unique challenges of small-to-midsized organizations. As the CEO and Co-Founder of Purpose Possible, Susannah has led her firm in supporting more than 200 nonprofit organizations nationally, providing the strategic roadmap and operational support necessary to scale their missions.



Susannah spent over a decade in small-shop environments, including tenures as the sole fundraiser and Executive Director for two separate organizations. This experience gave her a firsthand understanding of how to maximize limited capacity, leverage technology as a force multiplier, and ruthlessly prioritize high-value activities over administrative friction.

A dedicated advocate for the fundraising profession, Susannah serves as the Chapter President of the Association of Fundraising Professionals (AFP) Greater Atlanta Chapter. Her commitment to industry excellence extends to national thought leadership; she serves on the Board of Directors for The Giving Institute and is a member of the Editorial Review Board for Giving USA, the seminal report on American philanthropy.

Manage Your Portfolio Like an Investor

Matt Garland

VP of Product Innovation, Atticus Technology

Matt Garland is Chief Scientist and Vice President of Product Innovation at Atticus Technology. His work helps fundraising organizations make better long-term decisions about where to invest their limited time and attention for the greatest fundraising impact. For more than 25 years, Matt has led AI research, product innovation, and engineering at high-growth technology companies, translating emerging technologies into products that solve complex business problems. Before joining Atticus, Matt led a portfolio of scientific research initiatives at Pindrop, where he continually decided how limited time, talent, and funding could produce the greatest long-term benefit—a decision-making framework that now informs his work with fundraising organizations. He brings together technology, decision science, and fundraising strategy to help organizations think more deliberately about balancing risk and opportunity when the future is uncertain.

Matt lives in Atlanta with his wife and two daughters. Outside of work, he's a dedicated volleyball dad and enjoys bluewater sailing.



Are you ready to build a major gift program?

Elizabeth Goldberg

VP of Strategic Fundraising, Alloy Fundraising

Elizabeth Goldberg, an expert in strategic fundraising, individual and major gift giving programs, and moves management with over 25 years of non-profit experience, joined Alloy Fundraising in 2024. A passionate leader who can rally and mobilize both internal and external stakeholders, Elizabeth is known for being results-driven, having a collaborative work style, and helping nonprofits engage donors to fulfill their philanthropic goals.

In 2018, Elizabeth joined the CHRIS 180 team as a senior development professional, bringing her experience in fundraising and resource development, cultivating major donors, and mentoring staff. She created and implemented a development plan, and she was promoted several times. In 2021, she became the Chief Development Officer. Elizabeth is very proud to have started and maintained CHRIS 180's major gifts program and grown CHRIS 180's annual fund from \$1.8M to a \$5.8M campaign.



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At Alloy Fundraising, Elizabeth leads the Fundraising Strategy practice, supporting development assessments and plans, individual and major giving strategies, and training and coaching for nonprofit staff and board leadership.

Powerful Stories, Protected People: The Ethical Client Testimonial Playbook

Erin Goodier

Founder, Goodier Creative

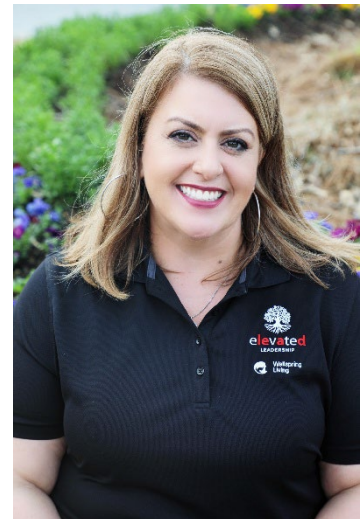
Erin Goodier is the Founder of Goodier Creative, a video production company she launched in 2018 to tell ethical, people-centered stories for nonprofits and mission-driven foundations. A former in-house videographer at the United Nations Foundation and the Arthur M. Blank Family Foundation, she brings a unique perspective shaped by years inside the organizations she now serves, along with a strong commitment to storytelling that protects the dignity of the people on screen. Erin combines hands-on production craft with deep nonprofit experience to create fundraising, education, and connection videos for clients including the Atlanta Women's Foundation, Girl Scouts of Greater Atlanta, and Big Brothers Big Sisters. She proudly serves as a Board Member of the Association of Fundraising Professionals, Washington DC Metro Area Chapter.



Andrea Hipwell

Senior Director of Adult Services, Wellspring Living

Andrea Hipwell has been a dedicated member of the Wellspring Living team since 2009 and currently serves as the Senior Director of Adult Services. A graduate of Wellspring Living's Women's Residential Program, she brings a unique survivor-leader perspective and a strong commitment to advancing survivor leadership, services, and engagement. Andrea combines lived experience with professional expertise to train teams on topics such as boundaries, trauma-informed care, ethical storytelling, and stages of change. She earned a Bachelor of Science in Criminal Justice from Georgia Gwinnett College in 2016, is actively involved in statewide task forces and coalitions across the state of Georgia and beyond, and she proudly serves as a Board Member on the SafeHouse Certification Review Board. The highlight of Andrea's career so far was being appointed by two Presidents to the U.S. Advisory Council on Human Trafficking to serve two terms from 2020-2024.



Quality Data – the Bedrock of Donor Stewardship

Cheryl Hardt

Development Operations Manager, Georgia Conservancy

Cheryl Hardt is a donor database manager and fundraising professional. Currently she serves as the Development Operations Manager for the Georgia Conservancy.

Cheryl has more than 20 years of experience helping nonprofit organizations elevate their fundraising operations, deepen donor relationships, and streamline internal processes. Her expertise spans annual giving strategy, donor stewardship, digital and direct mail campaigns, and of course, fundraising database management. She is highly proficient in The Raiser's Edge, DonorPerfect, and Bloomerang. Cheryl has experience in Arts and Culture, Healthcare, Foundations, Faith-based organizations, and the Environment – including statewide organizations, multi-state organizations, and national campaigns. Prior to the Georgia Conservancy, she held positions at the PruittCares Foundation, the Catholic Foundation of North Georgia, St. Joseph's Hospital/Mercy Foundation, and The Georgia Trust for Historic Preservation.



Fundraising and the ADHD Brain: Soul Affirming Practices for Executive Function

Alisha Johnson Perry, CFRE

Director of Development, SAAFON

Alisha Johnson Perry hails from New Orleans, Louisiana, and lives in Biloxi, Mississippi, where she serves on local community boards and works as Director of Development for SAAFON, a regional Black farmer and food systems service network.

Alisha's 19-year fundraising career is characterized by effective and collaborative leadership that has resulted in the acquisition and stewardship of more than \$25 million in philanthropic support for causes spanning racial justice, immigrants' rights, education, and food justice. Her juris doctorate in Civil Law and dual undergraduate degree in Journalism and Spanish provide a good foundation for clear and persuasive technical writing, and her relational donor engagement style — described by colleagues as a "slow cooker," mission-driven and kindred spirit — has directed millions of philanthropic dollars toward racial justice advancements across the U.S. Gulf South.



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A decade working as a Louisiana Legislative Assistant, a federal flood, and eventually a law degree ground Alisha as a fundraising professional. Spiritual, cultural and community traditions illuminated a post-Hurricane Katrina recovery path into skilled grant writing and donor relationship development, deepening her understanding of transformational giving and philanthropy.

Alisha has been a Certified Fundraising Executive (CFRE) since November 2021, and a member of the Association of Fundraising Professionals since 2012. She joined SAAFON as Director of Development in January 2024, bringing her fundraising experience into a rich tapestry of Afroecological culture and tradition bearers across the U.S. Southeast and Virgin Islands.

Alisha's self-decolonization work includes deference to the indigenous people who stewarded the U.S. Gulf Coastal Plain, as well as her West African and Caribbean predecessors, who provide her rich Louisiana Creole ancestry. Beyond her professional work, she enjoys walking, gardening, Scrabble, and writing in community.

The Comeback Circle: Using Intimate Gatherings to Reclaim and Reignite Donor Giving

Shelly Lindsey

Fundraising Advisor

UPDATE

Using Ethical Fundraising Principles to Grow Your Leadership Skills

Kate McNeely, CFRE

Director of Development, Southern Center for Human Rights

Kate McNeely, CFRE serves as Development Director for the Southern Center for Human Rights. With more than fifteen years experience in nonprofit fundraising, communications, and administration, Kate builds brand strategies and communications efforts alongside complex annual development plans, and promotes a model of ethical fundraising that is rooted in care, community, and collective impact.

Kate has previously held senior leadership roles at the Children's Museum of Atlanta and Georgia Asylum and Immigration Network (GAIN). Additional experience includes Planned Parenthood Southeast and the Woodruff Arts Center. She is a Past President of the Association of Fundraising Professionals (AFP) Greater Atlanta Chapter, and a graduate of Leadership Buckhead Class of 2020. She has presented locally and at national nonprofit conferences on the subjects of ethical storytelling, authentic leadership, and the connective strategies bridging fundraising and communications work.

Kate believes in giving back to nonprofit organizations as a mentor, volunteer, and donor. She lives in Avondale Estates with her spouse, several unruly pets, and far too many plants.



Presence with Purpose: Leveraging How You Show Up to Elevate Fundraising Impact

Dr. Rosaria Meek

Founder, Dr. Rosaria Meek LLC

Dr. Rosaria Mangiavillano Meek is an executive presence expert, style coach, and founder of The Oracle of Style, where she helps leaders elevate how they show up, communicate, and lead with confidence and intention. Originally from Italy, she brings a global perspective and refined eye for style, blending authenticity with strategy to help individuals embody their full presence.

Dr. Meek partners with executives, entrepreneurs, and organizations to strengthen visual capital, nonverbal communication, and professional presence, empowering clients to align their image with



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their impact. Her approach integrates confidence, modern etiquette, and intentional style to create lasting impressions in high-stakes environments.

Known for her dynamic and engaging presentations, Dr. Meek is a sought-after speaker for corporate, community, and leadership events. She has also served as a red-carpet host for high-profile occasions, where her ability to elevate, celebrate, and connect with leaders and creatives has become a signature strength.

Beyond the stage, she offers executive styling, closet edits, and her signature travel styling service, creating curated wardrobes that help clients navigate business and leisure travel with confidence and elegance. Through every engagement, Dr. Meek inspires others to recognize that presence is not accidental—it is intentional, authentic, and powerful.

AI @ EOY: how to use generative Artificial Intelligence (AI) to raise more money this calendar year end.

Tara Petersen

Nonprofit Relationship Manager, DonorPerfect

Tara Petersen is a career fundraiser with 20 years of experience helping nonprofits of all sizes secure the resources needed to advance their missions. She holds a master's degree in Nonprofit Management, but the core of her work has always been a belief in the power of relationships to activate generosity and change the world.



After a career on the front lines of fundraising, Tara now serves the sector in a new way as Nonprofit Relationship Manager at DonorPerfect. In this role, she builds strategic partnerships and leverages her insights to help nonprofits strengthen fundraising strategies, build meaningful donor relationships, and leverage technology that is delightfully easy to use.

Having firsthand experience with limited staff capacity, competing priorities, and the constant pressure to do more with less, Tara brings a grounded, authentic perspective to her work. Her goal is simple: to make it easier for nonprofits to do more good by spending less time wrestling with systems and more time focused on what matters most: advancing their mission.

The Beatles Guide to Fundraising!

Martha Scott Reich, CFRE

Development and Marketing Counsel

Martha Scott Reich is a Senior Fundraising and Development leader and a Certified Fundraising Executive (CFRE) with remarkable success in non-profit fundraising and marketing across multiple revenue streams and channels. Over her 30+ year career, Martha has partnered with local, national, and international non-profit agencies and provided leadership to plan and execute targeted development and communication strategies.



Martha is a trusted advisor to organizations as she helps identify and implement strategies to strengthen development initiatives. She's known for empowering organizations to work across organizational teams, ensuring a collaborative approach that delivers results, and growing donor engagement and retention. Martha's specialties include: Integrated Direct Response Marketing, Development Audits, Revenue Stream Analysis, Major Gift Identification and Program Development, Grant Writing, and Team Training.

Throughout her career, Martha has combined marketing and fundraising to deliver results that support organizational growth and donor loyalty. She understands the value of networking, growing relationships, and fostering connections which is an additional benefit for her clients. The Thomasville, Georgia, native and University of Georgia Terry College of Business graduate has an active professional presence in Atlanta and the Southeast. One of her favorite Beatles song is "Good Day Sunshine"!

Madhav Dave

Fundraising Specialist, Piedmont Healthcare Foundation

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Confessions of a Federal Grant Reviewer: What the Scoring Rubric Won't Tell You

Shavonn Richardson

Founder and CEO, Think and Ink Grant Consulting

Shavonn Richardson, MBA, GPC, is Founder and CEO at Think and Ink Grant Consulting®, a B Corp Certified company. Shavonn has over 20 years of experience delivering practical, real-world advice to nonprofit leaders and grant writers nationally as a former nonprofit leader, grantmaker, and federal grants reviewer. Shavonn earned the GPC (Grant Professional Certified) credential from the Grant Professionals Certification Institute in 2020 and is one of less than 700 Grant Professional Certified (GPC) grant professionals with this credential nationwide. Shavonn is the immediate past President of GPA and volunteers as a Sustainer member of the Junior League of Atlanta. Shavonn earned a BBA from Howard University and an MBA from Emory University.



Fundraising in Flux: Fundamental Truths and Fresh Strategies for Today's Campaigns

Deborah Ryan

Senior Managing Director, Changing Our World

Deborah Ryan is a Senior Managing Director at Changing Our World. With over 25 years of experience as a nonprofit fundraiser and executive, Deborah partners with her clients to develop comprehensive strategies and solutions that help them meet and exceed their fundraising goals. She brings a wealth of strategic and practical knowledge across all areas of fundraising and nonprofit management.

Since joining Changing Our World in 2017, Deborah has worked with clients across faith communities, education, healthcare, arts and culture, and associations. Her client engagements range from campaign planning, oversight, and implementation; feasibility and planning studies; board development and trainings; and comprehensive fundraising strategies. Her clients include Summit Country Day School, Galloway School, SSM Health Cardinal Glennon Children's Foundation, Children's Healthcare of Orange County, National World War II Museum, Girl Scouts of Greater Atlanta, City Park Conservancy, American Revolution 250 Commission (VA250) and the Trust for the National Mall.

Prior to joining Changing Our World, Deborah served as a consultant to Atlanta-based clients. Before consulting, Deborah held fundraising and executive leadership roles at



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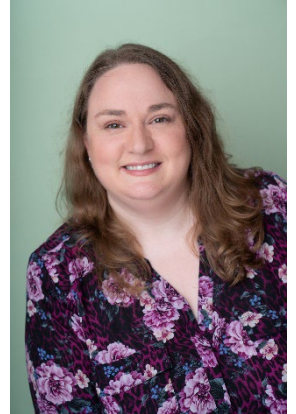
several prominent Atlanta nonprofits, including the Atlanta Women's Foundation, the Atlanta History Center, Georgia Conservancy, AID Atlanta, Oglethorpe University, and the Atlanta Contemporary Art Center. A resident of Atlanta, Deborah has a B.A. in history from Auburn University.

Roll for Revenue: The Audit & Fundraising Adventure (990 Edition)

Elizabeth Scott, CFRE

GALEO/GALEO Impact Fund, Development Director

Elizabeth Scott, MPA, CFRE has been with the GALEO and GALEO Impact Fund as their Development Director since 2021. Her recent position was with Operation Homefront as the Area Manager for Region 5 – East, covering Alabama, Florida, Georgia, and Mississippi. In this role, Elizabeth supported military families and led her team to achieve and exceed their goals. Prior to this position, she also worked at TechBridge, where she planned and implemented the Digital Ball, which raised over \$1 million. Additionally, Elizabeth has worked at the League of Women Voters of Georgia, StandUp For Kids- National, and Voices of Note.



Elizabeth graduated from Georgia Southern University with a BS in Political Science (06) and Georgia State with an MPA in Nonprofit Management (16). She is a member of the Georgia Center for Nonprofits Leadership Group – Emerge – Class of 2021.

Elizabeth is a committed member of the community, participating in organizations such as Voices of Note and Saint Luke's Presbyterian Church. In her free time, she enjoys reading, playing board games, participating in nerdy/geeky activities, and spending time with family and friends. Atlanta native Elizabeth lives in Norcross with her three cats, Madeline "Maddie" Albright, Alexander "Alex" Hamilton and Frederick "Fred" Douglass.

Mindy Kaplan

President, MinKap, LLC,

UPDATE

Know Your Numbers: The 5-Step Framework to Build, Grow, and Sustain Monthly Giving

Dana Snyder

Founder, Positive Equation

Dana Snyder is the founder of Positive Equation, creator of the Monthly Giving Builder, a sought-after keynote speaker and workshop facilitator, and the author of *The Monthly Giving Mastermind: A Framework to Build, Grow & Sustain Subscriptions for Good*. She is also the host of the global nonprofit podcast *Missions to Movements*, and host of the Monthly Giving Summit, a worldwide event for nonprofit professionals focused on building stronger recurring revenue programs.



Dana helps nonprofits use modern digital marketing, storytelling, and technology to attract supporters and build reliable, recurring giving programs that fuel long-term impact. She was recently recognized as a Top 5 Zoom Solopreneur 50.