

Southern Impact 2026 Conference Schedule

Wednesday, August 26, 2026

7:00 – 8:00 AM: Registration Opens

8:00AM - Networking Breakfast by Specialty or Job Function

9:00AM – 10:00AM: Welcoming Remarks and Keynote Speaker, Cherian Koshy

10:15 – 11:00AM: Breakout Session #1

Session	Speaker	Key Topics	Room
The Lean Machine: Optimizing Small-Shop Fundraising for Growth	Susannah Darrow, sdarrow@purposepossible.com, Purpose Possible, CEO with nonprofit panelists	Small-Shop Friendly, Systems, Revenue Generation	Conference B
The Comeback Circle: Using Intimate Gatherings to Reclaim and Reignite Donor Giving	Shelly Francis-Lindsey Fundraising Advisor	Major Gifts, Donor Relations, Revenue Generation	Classroom 208
Powerful Stories, Protected People: The Ethical Client Testimonial Playbook	Erin Goodier - Founder & Videographer - Goodier Creative and Andrea Hipwell - Senior Director of Adult Services - Wellspring Living -	Marketing & Comms, Storytelling, Ethics	Classroom 212
Presence with Purpose: Leveraging How You Show Up to Elevate Fundraising Impact	Dr. Rosaria Meek LLC, founder, Leadership Presence and executive coach;	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, DonorPerfect	Technology, Revenue Generation	Easley Pavillion Main
Roll for Revenue: The Audit & Fundraising Adventure (990 Edition)	Elizabeth Scott, Escott@galeo.org, GALEO/GALEO Impact Fund, Development Director and Mindy Kaplan, President, MinKap, LLC,	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/Development Operations Manager/Georgia Conservancy	Data, Donor Relations, Stewardship	Classroom 208
Fundraising and the ADHD Brain: Soul Affirming Practices for Executive Function	Alisha Johnson Perry, CFRE, SAAFON, Director of Development	Personal and Professional Development	Classroom 223
Using Ethical Fundraising Principles to Grow Your Leadership Skills	Kate McNeely	Ethics, Executives, Leadership Principles	Classroom 212
Confessions of a Federal Grant Reviewer: What the Scoring Rubric Won't Tell You	Shavonn Richardson, Founder, Think and Ink Grants	Grant writing	Conference B
The Beatles Guide to Fundraising!	Martha Scott Reich, CFRE and Madhav Dave	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, Positive Equation	Revenue Generation, Annual Giving	Easley Pavillion Main

Noon – 1:15PM: Leadership Luncheon

Be Haas Presentation; Panel with Be Haas recipients

Conversation Pod / Roundtables***

1:30PM – 1:50PM: Conversation Pod #1

1:55PM – 2:15PM: Conversation Pod #2

2:20PM – 2:40PM: Conversation Pod #3

*****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 be 1:30PM – 2:40PM in the EP Room 1 (Larger)**

2:40PM – 3:00PM: Vendor & Email Break

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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/Founder & Principal Consultant/STB Consulting	Small Shop Friendly, Capacity Building	Conference B
Mindset Shift: You're not selling anything	Emily Carter, VP of Development, Goodwill of North Georgia	Personal and Professional Development; Storytelling; Donor Relations	Classroom 212
Unblocked: Breaking Down Giving Barriers—Starting in the Boardroom	Christal M. Cherry, Principal & CEO, The Board Pro	Board Relations, Executives, Major Gifts	Classroom 223
Manage Your Portfolio Like an Investor	Matt Garland, VP of Product Innovation, Atticus Technology	Major Gifts, Revenue Generation, Technology	Easley Pavillion Main
Are you ready to build a major gift program?	Elizabeth Goldberg; VP of Strategic Fundraising; Alloy Fundraising	Major Gifts, Donor Relations, Revenue Generation	Conference A
Fundraising in Flux: Fundamental Truths and Fresh Strategies for Today's Campaigns	Deborah Ryan, Senior Managing Director, Changing Our World	Capital Campaign, Major Gifts	Classroom 208

4:00 – 4:30PM: Closing Remarks

Conference Adjourned / Vendor Visits

5:00 – 6:30PM: Past President's Reception (Club Room - Downstairs)

5:00 – 6:30PM: MOCID Reception (Conference B/Board Room)