

Registration Deadline Extended to Friday, March 1, 2019

Association of Fundraising Professionals – Capital Area Chapter



AFP-CAC Annual Fundraising Conference

Thursday, March 7, 2019

Register Now!

This conference has been approved for 6.5 CFRE continuing education credits.

MSU Kellogg Hotel and Conference Center – Big Ten Room C
219 S Harrison Rd., East Lansing, Michigan

Registration & Continental Breakfast.....	8:00 A.M.
Morning Session.....	8:45 A.M.
Networking Lunch.....	12:00 P.M.
Afternoon Session.....	1:00 P.M.

Morning Session Title: **Secrets of the 2nd Gift - the Key to Donor Retention**



Featuring Jay Love as Keynote Presenter

Jay B. Love is the CRO and Co-Founder of **Bloomerang**. He has served this sector for 35 years and is considered the most well-known senior statesman whose advice is sought constantly. He has been the CEO of four companies serving the sector.

He is a graduate of Butler University. Over the years he has given more than 2,500 speeches around the world for the charity sector and is often the voice of new technology for fundraisers.

He is current Member of the AFP Ethics Committee and former member of the AFP International Board. He was the Founding Chairman of NPower Indiana, Founding Member of Tech Point Foundation and Founding Member of the AFP Business Member Council. He is a former board member of The Lilly School of Philanthropy at IU and Gleaners Food Bank. Jay currently serves on the board of Conner Prairie Interactive History Park, The Butler University Innovation Fund, and The Fundraising Effectiveness Project. He is also on the board of several technology companies.

He and his wife Christie, the former Executive Directive for the Lawrence Township Schools Foundation, served as Co-Chairs for the Indianapolis Fort Harrison YMCA 2011 Capital Campaign and are the proud parents of three children as well as seven grandchildren.

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Mid-Morning Session: Generational Marketing: Understanding Generational Differences for Better Messaging & Marketing



Featuring Heather Vida as Mid-Morning Speaker

Heather Vida, CFRE started her fundraising career as an undergrad at Northern Michigan University, working with annual giving programs in the development office. Upon leaving NMU, Heather joined the staff and students at the University of California, Los Angeles (UCLA) where she held the position of director of the 45-station UCLA call center and then promoted to the Director of Chancellor Associates. After UCLA, Heather joined the RuffaloCODY team as Vice-President and Consultant for Religious and Educational Fundraising Services until 2013. Currently, Heather is the Director of Fund Development for Hospice of Lansing, Ionia Area Hospice & Stoneleigh Residence. She is an active member of the Association of Fundraising Professionals (AFP), serving as a current board President and been recognized for her efforts in higher education and is listed among United Who's Who in Executives & Professionals.

Afternoon Session Title: The Fundraiser's Edge: The Art of Telling Your Story

Featuring Vickie Gould as Afternoon Presenter

Vickie Gould is a speaker, coach and best-selling author. She believes that storytelling is the key to creating long term relationships with customers who rave and refer business. Your story is the critical marketing piece that builds the right connection so you can grow your reach, following, clientele and create more impact. Vickie is the author 10 international best-selling books like *Easy Writer* and *Standing in the Gap*, and has helped nearly 100 others become best-selling authors as well. She has been seen on ABC, NBC, CBS and FOX, and contributed to Entrepreneur.com, Writer's Digest, HuffPost, Thrive Global, Funnel Magazine, YFS Magazine, OM Times, The Mighty and more.

Vickie uses her sense of humor, master story-weaving ability, true heart for people, and fun spirit to change lives, renew minds and create more zeal for her clients and audience.

She is known for her unique shoes which are a symbol of her overcoming the confines of Chronic Lyme Disease and being able to enjoy living life to the fullest, in heels!



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