



AFP-CAC Annual Fundraising Conference

Thursday, March 12, 2020

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

Registration & Continental Breakfast.....	8:00 A.M.
Keynote & Morning Sessions.....	8:30 A.M.
Networking Lunch.....	11:45 A.M.
Afternoon Sessions.....	1:00 P.M.
Rush Hour Retreat.....	4:30 P.M.

To register today: bit.ly/afpcac2020

Keynote Session Title: **Social Justice and Progressive Philanthropy: Our Sector’s Moral Dilemma – Even in this Modern Age**



Featuring Keynote Speaker Simone Joyaux, ACFRE, Adv Dip

My credential, ACFRE, means Advanced Certified Fundraising Executive. I received my initial certification, CFRE, in 1984. I was one of the first to achieve the credential of Advanced Certified Fund Raising Executive (ACFRE) in 1994. I’m one of a small group worldwide holding advanced certification in the fundraising profession, accomplished through a rigorous peer review process that demonstrates an advanced level of fundraising knowledge and professional competency.

In 2013, I volunteered to participate in a new education program, the International Advanced Diploma in Fundraising (IADF). Nowhere before has there been an international masters level qualification in fundraising. But now there is! Through an alliance between AFP (Association of Fundraising Professionals), the IoF (Institute of Fundraising, U.K.), and the European Fundraising Association, this new common curriculum is being taught in Europe and North America. I’m proud to be in the first cohort that has earned the Adv Dip credential.

Colleagues around the world describe me as one of the nonprofit sector’s most thoughtful, inspirational, and provocative leaders. I’m proud of that description. I see myself as a change agent, an agitator. Whether it’s asking essential cage-rattling questions . . . or proposing novel approaches . . . or advocating for change . . . that’s me.



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Mid-Morning Session: All You Need to Know About High-Performance Donor Communications... in Just 60 Minutes



Featuring Speaker Tom Ahern, Ahern Communications

In November 2016, the New York Times called Tom Ahern "one of the country's most sought-after creators of fund-raising messages." He specializes in applying the discoveries of psychology and neuroscience to the day-to-day business of attracting and retaining donors. He's authored five well-received books on that topic, with two more in the pipeline. Each year, he trains thousands of fundraisers internationally through conferences and webinars.



Afternoon Session: Planning a Successful Capital Campaign
Rebecca Bahar-Cook, Capital Fundraising



Afternoon Session: Planned Giving 101
Erica Saldivar & Catherine Bush, Family and Elder Law of Mid-Michigan, P.C



Afternoon Session: Loving Your Work in an Age of Change
Simone Joyaux and Tom Ahern

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