



May 15, 2019
DeSales University
Institute.AFPEasternPA.org



Conference Schedule at a Glance			
7:30 – 8:00	Registration and Continental Breakfast with Exhibitors		
8:00 – 8:15	Welcome and Sponsor Recognition		
Opening Keynote 8:15 – 9:15	The Rise of Women as Family Philanthropic Leaders Amy Castoro, President & CEO, The Williams Group Kathleen Loehr, Senior Philanthropic Family Coach, The Williams Group		
9:15 – 9:30	Coffee with Exhibitors		
	Essentials	Relationships	Insights
Session One 9:30 – 10:30	10 Tips to Supercharge Your Fundraising Appeal I Chad Barger, CFRE Productive Fundraising	Are You Ready for the Boomer Legacy Wealth Wave? A Phil Cubeta, CAP The American College of Financial Services	Does Your Organization Have a Shared Understanding of How Fundraising Really Works? F, I Jason Lewis, CFRE Lewis Fundraising (Part 1)
10:30 – 10:45	Coffee with Exhibitors		
Session Two 10:45 – 11:45	Coaching Your CEO to Fundraising Success I, A Bill Crouch & Scott Koskoski, CFRE BrightDot	Top 3 Giving Strategies In the New Tax Environment I Carrie Fellon Agili	Does Your Organization Have a Shared Understanding of How Fundraising Really Works? F, I Jason Lewis, CFRE Lewis Fundraising (Part 2)
11:45 – 12:45	Networking Lunch with Exhibitors		
Afternoon Keynote 12:45-1:45	Society in Crisis: How Philanthropy Can Change Narratives and Bridge Divides Elizabeth Zeigler, President & CEO, Graham-Pelton		
1:45 – 2:00	Dessert with Exhibitors		
Session Three 2:00-3:00	Lead from Where You Are F, I Shanna Hocking, CFRE Children's Hospital of Philadelphia	Everything I needed to know about Major Gifts I learned in Kindergarten I Panel Discussion Moderated by Greg Wilson Good Shepherd Rehabilitation Network	Effective Fundraising Data I Michael Buckley, CFRE The Killoe Group
3:00 – 3:15	Break		
Session Four 3:15 – 4:15	Marketing Essentials Every Fundraiser Needs to Know F Matt Hugg HuggDotNet, LLC	5 Steps to Build Your Major Gifts F, I Gail Perry, CFRE (via web) Fired Up Fundraising Anthony Luna, CFRE Pearl S. Buck International	Networking + Fundraising = Success F, I Elizabeth Vibber Catalyst Center for Nonprofit Management

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 F Fundamental
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