

48th AFP International Conference on Fundraising
March 20-22, 2011 Chicago, IL



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MP3	CD	Session Name
Pre-Conference Education Sessions		
		PRE1: Kick Off Your Relationship Building Skills and Make This Conference One to Remember! – Andrea Nierenberg
		PRE2: New Age Direct Response Panel – Larry May, John Murray, Debbi Barber, J.B. Mantz, Paulette Maehara
		PRE3: Take Your Board from Bored to Blazing: 7 Steps to Motivate and Fire Up your Board for Action – Gail Perry
		PRE4: The Next Generation of Giving - 1 Year Later – Matthew Mielcarek, Alanna Scott, Michael Johnston
ACFRE		
		ACFRE1: Called to Serve: A Vision of Philanthropic Work and Leadership – Paul Pribbenow
		ACFRE2: From Bonsai to Redwood - Cutting Edge Thinking From the Frontiers of Philanthropy – Jon Duschinsky
Annual Giving		
		AG1: Meeting Fundraising Goals - Where Do You Begin? – Cindy Adams, Rahim Balsara
		AG2: The Voice of Philanthropy – Frank Dickerson
		AG3: Moving from Mission-Based to Revenue Generating Social Networks –Suzanne Carawan
		AG4: Annual Giving...How to Change Lives through Loyal Donors... – Jill Pranger
Comprehensive Campaigns		
		CC1: Evaluating Potential and Your Constituency through Prospect Assessment and Studies – Chris Rollins, James Lyons
		CC2: Campaigning Successfully When Unconventional Approaches Test Conventional Wisdom – Jan Brazzell, Drew Ebersole, Jennifer Wolbrecht
		CC3: International Rescue Committee's Freedom Fund - Poonam Prasad, Janet Harris, Hugh Dwyer
		CC4: Campaign Clinic: Creative Solutions in Challenging Situations - Penelepe Hunt, Charles Katzenmeyer, Ross Crampton
		CC5: How to Run a Successful Endowment Capital Campaign while Keeping the Annual Fund Alive - Laura Fredricks
		CC6: Fab Case Statements: "Why Should I Give You My Hard-earned Money?" - Tom Ahern
		CC7: Are You Ready? Does a Campaign Meet Your Funding Needs? - Willem Brans, Lee Kappelman, Susan Shapiro
		CC8: Turning Leadership Donors Into Lifetime Partners - Roger Broome
Donor Relations		
		DN01: Donor Relations: A Defining Decade - Janet Hedrick
		DN02: Philanthropy of the Faithful: Engaging the Nation's Most Generous Donors - Julie Varee, Nora Ortiz Fredrick
		DN03: Creating a Culture of Philanthropy and Stewardship – A Sure Path to Big Gifts! Part I - Karen Osborne
		DN04: Creating a Culture of Philanthropy and Stewardship – A Sure Path to Big Gifts! Part II - Karen Osborne

MP3	CD	Session Name
Donor Relations – Cont.		
		DN05: Today's Students, Tomorrow's Donors - Lynne Wester, Allison Lewis
		DN06: How Tweet It Is to Have a Friend Like You(Tube) - Nicci Noble, Sean Sullivan
		DN07: A Facebook Fan Page Your Donors Will Like (or Even Love!) - Holly Ross
CXL	CXL	DN10: Building Websites to Enhance Donor Engagement – Slade Sundar, Derrick Feldmann
		DN11: Corporate Sponsorships Buy Results, Not Proposals – Diane Knoepke, Stacey Goldberg
Direct Response		
		DR1: Hispanic Marketing: A Guide to Success - Gustavo Gruber
		DR2: How to be so Good at Fundraising You only Need to Work Afternoons, Three Days a Week - Sean Triner
		DR3: How to Build a Highly Successful Monthly Donor Program - Harvey McKinnon
		DR4: Together at Last: The Happy Union of Online and Offline Fundraising! - Harry Lynch, Paul Habig
		DR5: CSI: Chicago – Copy Scene Investigation - Sonya Swiridjuk
Institutional Fundraising		
		IF1: The Art, Science, and Secrets of America's Top Grant Writers - Jane Hexter
		IF2: Corporate Relations and Fundraising: What is the Connection with the Bottom Line? - Theresa Haenn
		IF3: Leveraging Corporate Sponsorships: Stop Leaving Money on the Table - Peter Hansen
		IF4: How to Have Your Cake and Eat It Too! Mixing Cause Marketing and Individual Giving - Lynn Croneberger, Laura Goodman
		IF5: To Fund or Not to Fund - Eileen Sweeney, Patricia Lara Garza, Joseph Suarez
		IF6: Corporate & Foundation Grant Writing in a World of Changing Expectations - Karen Pelletier
		IF8: Beyond the Proposal: How to Jump-Start Your Foundation Grants Program - Susan Schaefer
Major Gifts		
		MA01: Developing Future Leaders - Grace Linhard, Ryan Carr, Suzanne Scanlon-Rabinowitz
		MA02: Constructing Your Policy Manual - Susan Moritz
		MA03: The Coming Gender Transition in Wealth - Susan Raymond
CXL	CXL	MA04: Wikis, and Blogs, and Waves, OH MY! – Daniela Mead
		MA05: Public Trust and Nonprofit Reporting: An Empirical Study on How the Public Views Nonprofit Websites - Sarah Mellon
		MA06: Finding, Recruiting, Motivating and Training Fundraising Volunteers - Larry Crouch, Mark Moshier
		MA07: International Perspectives to Inform Our Best Practices - Benjamin Mohler, John Olberding

MP3	CD	Session Name
Major Gifts – Cont.		
		MA10: Fundraising Strategies to Build a Sustainable Organization - Steven Zimmerman
		MA12: Firing Lousy Board Members - Simone Joyaux
		MA13: The Ever-Changing World of Small Non-Profit Boards... -Sean Hammerle
Management Trends		
		MG1: The New Philanthropists: In Their Own Words - Edith Falk & Panelists
		MG2: Begin at the End...Ease and Clarity in Testamentary Planning - Jim Normandin
		MG3: Mastering the Art of Discovery Calls - Eli Jordfald
		MG4: How to Successfully Involve the Leadership and Volunteers in THE ASK - Laura Fredricks
		MG6: Major Gifts for Major Impact - Debra Minton
		MG7: Women, Wealth and Giving- Niki McCuiston, Margaret Damen
		MG8: 30 is the New 50: Engaging Major Donors Across the Generations - June Bradham, Tucker Branham, Rachel Hutchisson
		MG9: Are You Listening? - Martha Schumacher
Marketing and Communications		
		MKT01: Five Steps to Multi Channel Monthly Donor Acquisition - Sean Triner
		MKT03: Mobile Giving: Why You Need to Get Started Now - Lisa-Anne Uhrmacher
		MKT04: Sales and Marketing are Not 4-Letter Words - Jeffrey Mendola
		MKT05: Grow 27% This Year - Todd Baker, Eric Overman
		MKT06: The Power of Passion: Creating Spokespeople Who Shine - Wendy McCown
		MKT07: How to Engage the Media: Increase Your Visibility to Boost Your Bottom Line - Juana Hart Akers
		MKT08: Donor-Centered Gift Planning Marketing - Brian Sagrestano
		MKT09: Increasing Donations for AFP Members – Bill Dobbins
		MKT10: Increasing Donations for AFP Members – Bill Dobbins (Repeat of MKT9)
Professional Development		
		PD1: Fundraising for Introverts - Eva Aldrich, Tyrone Freeman
CXL	CXL	PD2: Passion-Centered Fundraisers – Ann Fritschner, Kelly Brandon
		PD3: Development Work - It's All Improv! - Marcy Heim
		PD4: Passion-Centered Fundraisers – Ann Fritschner, Kelly Brandon (Repeat of PD2)
Philanthropic Planning		
		PG1: Rights and Responsibilities of Charitable Beneficiaries in Decedent's Estate and Trust Administration - Fredrick Weber
		PG2: Blending Traditional Direct Marketing Techniques With New Media - Michael Brach, Anthony Burchard, Joseph Suarez
		PG3: Donor-Centered Marketing Tips to Boost Planned Giving Results - Michael Rosen
		PG5: Language to Open Conversation About Bequests and Other Gift Plans - William Samers
		PG6: Reaching Seniors! - David Whitehead, Jay Steenhuysen

MP3	CD	Session Name
Ethics/Public Policy		
		PP2: Donors, Data and Dignity - Robbe Healey, William Bartolini
		PP3: The IPO Standard: Aligning Individual, Professional and Organizational Values - Bob Shoemake
		PP4: AFP Ethics Presents: First Things First in Spanish - Edith Tovar de Castro, Roberto Soto Acosta
		PP5: Weaving Ethics into Your Fund Raising - Yulanda Davis-Quarrie, Art Taylor
		PP6: Regulation, Ethics and Philanthropy: A Sector Wide Dialogue in the Interest of the Public Good - Audrey Kintzi, Janice Gow Pettey
		PP7: What to Do When State Regulators Are Looking at You - Shaun Petersen, Helen MacMurray
Special Events		
		SE1: A Strategic Approach to Old Fashioned Parties - Jill Dotts
		SE2: Using Cultivation Events to Build Your Donor Base - Amy Karazsia, Catherine Nichols
		SE4: The Velvet Rope: Creating a VIP Experience at Your Special Event - James Anderson, Alice Ferris
		SE5: The Latest in Innovative Fund-Raising Events - Chad Kaydo, Linsey Foster, Lee Kite
Specialized Interests/Targeted Fundraising		
		SI01: A Case Study in Global Women's Philanthropy in the 21st Century - Bernadette Lane, Una Osili, Peter Lynch
		SI02: Top Ten Technology Trends for Nonprofits - Bo Crader, Kristen Fulks
		SI03: Engaging an Inclusive Definition: Understanding Higher Education Alumni Giving in the LGBTQIQI Communities - Noah Drezner, Jay Garvey
CXL	CXL	SI04: Engaging and Cultivating Donors of Color – Marybeth Gasman, Nelson Bowman, III
		SI05: Outlook for the US and Global Economies: What Does This Mean for the Wealth of Philanthropists and Potential Giving? - Jonathan Ashworth
		SI06: Beyond Screening: Using Modeling to Build Your Prospect Base – Tricia Ambler
		SI07: Reinventing the Constituent Experience: How to Harness Your Data and Communications - Wells Jones, Lee Hornstein
		SI08: Women, Money and Philanthropy - Sondra Shaw-Hardy, Martha Taylor
		SI09: How to Maximize Matching Gifts Dollars and Create a Matching Gift Program - Carl Pitruzzello
		SI10: Holy Cow - Successful Fundraising Strategies for Faith-Based Organizations - James Peak, John Rivas, Frederick

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