



Association of Fundraising Professionals
2015 WEBINARS
Educating Fundraisers in the 21st Century

- **JANUARY 28, 2015, WEDNESDAY**
INTEGRATING PLANNED GIVING INTO YOUR CAMPAIGN/MAJOR GIFTS PROGRAM
BRIAN SAGRESTANO, JD, CFRE
- **FEBRUARY 18, 2015, WEDNESDAY**
MAKING EACH RUNG COUNT: HOW TO BUILD A DONOR LADDER THAT GOES FROM ANNUAL GIFT TO ULTIMATE GIFT
MICHAEL DELZOTTI, CFRE & CHRISTOPHER KASAVICH, MBA, CFRE
- **MARCH 4, 2015, WEDNESDAY**
IS YOUR ORGANIZATION SUSTAINABLE?
SIMONE JOYAUX, ACFRE
- **MARCH 17, 2015, TUESDAY**
DONOR RETENTION: CURRENT RATES ARE PLUMMETING! WHAT CAN EVERY FUNDRAISER DO TO REVERSE THE TREND
JAY LOVE
- **APRIL 14, 2015, TUESDAY**
FUNDRAISING ON A SHOESTRING (FUNDRAISING FOR THOSE WITH NO TIME TO FUNDRAISE)
ALICE FERRIS, ACFRE & JAMES ANDERSON, CFRE
- **APRIL 29, 2015, WEDNESDAY**
FIND HIGH CAPACITY PROSPECTS HIDING IN PLAIN SIGHT
RACHEL MUIR, CFRE
- **MAY 7, 2015, THURSDAY**
SEVEN SECRETS OF SUCCESSFUL SOLICITATIONS
ANNE MELVIN, J.D.
- **MAY 20, 2015, WEDNESDAY**
ENGAGING YOUR BOARD IN FUNDRAISING FOR THE SMALL SHOP
SANDY REES, CFRE
- **JUNE 3, 2015, WEDNESDAY**
MAKING FRIENDS WITH FINANCIAL STATEMENTS: ACCOUNTING AND BUDGETING CONCEPTS FOR FUNDRAISERS
STEPHANIE CORY, CFRE
- **JUNE 18, 2015, THURSDAY**
WHY AND HOW TO USE SOCIAL MEDIA TO SHOW GRATITUDE TO DONORS
STEVEN SHATTUCK
- **JULY 15, 2015, WEDNESDAY**
WIN WIN WIN: BUILD DEEPER RELATIONSHIPS WITH YOUR CORPORATE PARTNERS THROUGH CAUSE MARKETING
TANIA LITTLE, CFRE
- **AUGUST 12, 2015, WEDNESDAY**
WHAT YOU NEED TO KNOW ABOUT PLANNED GIVING WHEN PLANNED GIVING IS NOT ALL THAT YOU DO
TIMOTHY D. LOGAN, FAHP, ACFRE
- **AUGUST 25, 2015, TUESDAY**
THE CAMPAIGN PREQUEL: SUCCESS BEGINS BEFORE THE CAMPAIGN PLAN
MATTHEW COTTLE, CFRE
- **SEPTEMBER 16, 2015, WEDNESDAY**
IN IT FOR THE LONG HAUL: HOW DONOR RETENTION AND MAJOR GIFTS CAN TRANSFORM YOUR NONPROFIT
JOHN GREENHOE, CFRE
- **SEPTEMBER 29, 2015, TUESDAY**
CREATIVE AND COMPELLING FUNDRAISING MESSAGES FOR DIGITAL SOLICITATIONS
DERRICK FELDMANN
- **OCTOBER 14, 2015, WEDNESDAY**
SOCIAL MEDIA AND ETHICS IN FUNDRAISING
DAVID TINKER, CFRE & LISA CHMIOLA, CFRE
- **OCTOBER 28, 2015, WEDNESDAY**
HOW TO RAISE MAJOR GIFTS THE RIGHT WAY
AMY EISENSTEIN, ACFRE & DR. ADRIAN SARGEANT
- **NOVEMBER 18, 2015, WEDNESDAY**
TEN IDEAS TO ELEVATE YOUR SMALL SHOP FUNDRAISING PROGRAM
LIGIA PEÑA, CFRE
- **DECEMBER 10, 2015, THURSDAY**
THE WHATS, HOWS AND WHYS OF MAJOR GIFT SOLICITATION
JILL PRANGER, ACFRE



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AFP 2015 WEBINAR SERIES

- January 28, 2015 Brian Sagrestano, JD, CFRE: Integrating Planned Giving into Your Campaign/Major Gifts Program
February 18, 2015 Michael Delzotti, CFRE & Christopher Kasavich, MBA, CFRE: Making Each Rung Count: Building a Donor Ladder that Goes from Annual Gift to Ultimate Gift
March 4, 2015 Simone Joyaux, ACFRE: Is Your Organization Sustainable?
March 17, 2015 Jay Love: Donor Retention
April 14, 2015 Alice Ferris, ACFRE & James Anderson, CFRE: Fundraising on a Shoe String (Fundraising for Those With No Time to Fundraise)
April 29, 2015 Rachel Muir, CFRE: Find High Capacity Prospects Hiding in Plain Sight
May 7, 2015 Anne Melvin, J.D.: Seven Secrets of Successful Solicitations
May 20, 2015 Sandy Rees, CFRE: Engaging Your Board in Fundraising for the Small Shop
June 3, 2015 Stephanie Cory, CFRE: Making Friends with Financial Statements: Accounting & Budgeting Concepts for Fundraisers
June 18, 2015 Steven Shattuck: Why and How to Use Social Media to Show Gratitude to Donors
July 15, 2015 Tania Little, CFRE: Win Win Win: Build Deeper Relationships with Your Corporate Partners Through Cause Marketing
August 12, 2015 Timothy D. Logan, FAHP, ACFRE: What You Need to Know About Planned Giving When Planned Giving Is Not All That You Do
August 25, 2015 Matthew Cottle, CFRE: The Campaign Prequel: Success Begins Before the Campaign Plan
September 16, 2015 John Greenhoe, CFRE: In it for the Long Haul: How Donor Retention and Major Gifts can Transform Your Nonprofit
September 29, 2015 Derrick Feldmann: Creative and Compelling Fundraising Messages for Digital Solicitations
October 14, 2015 David Tinker, CFRE & Lisa Chmiola, CFRE: Social Media and Ethics in Fundraising
October 28, 2015 Amy Eisenstein, ACFRE & Dr. Adrian Sargeant: How to Raise Major Gifts the Right Way
November 18, 2015 Ligia Peña, CFRE: Ten Ideas to Elevate Your Small Shop Fundraising Program
December 10, 2015 Jill Pranger, ACFRE: The Whats, Hows and Whys of Major Gift Solicitation

This order is for [] Live Event, [] Download
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