• 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 CHIOLIA, 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 PENA, CFRE

• DECEMBER 10, 2015, THURSDAY
THE WHATS, HOWS AND WHYS OF MAJOR GIFT SOLICITATION
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