SESSION CHANGES & UPDATES

See page 4 for Session Cancellations

4/30 SUN

11:30 AM – 12:30 PM UPDATE

TRACK: CAREER DEVELOPMENT
ROOM: AFP Marketplace – Learning Lab 1
LEVEL: Intermediate
SECTOR: Education

The AFPeeps Present: AFPeeps U

The AFPeeps will be bringing AFPeeps U to San Francisco for the 2017 International Fundraising Conference! These special tutorials will be offered at Learning Lab 1 in the Marketplace during lunch each day of the event, and are specially designed to help you quick-start and enhance your online and social media success! Take one, take them all—we’d love to see you! Best of all—no grades! Don’t forget—you can stop by the AFPeeps Nest at the AFP Hub in the Marketplace at any time for all your social media questions.

11:40 AM – 12:00 PM
Social Media Meltdown: Crisis Communications in the 21st Century

Bad news travels fast, and now it travels even faster through social media. If faced with a crisis, do you have a plan? Learn how to prepare your organization’s communication strategy for crises big and small using social media tools.

Jim Anderson, CFRE
@goalbustersjim

12:05–12:25 PM
Drive Social Media So It Doesn’t Drive You

Join Chad Barger, CFRE, principal of Productive Fundraising, for a fast-paced overview of several online tools and processes that will make the limited time you have available to spend on social media more productive.

Chad Barger, CFRE
@cebarger

2:00–3:15 PM NEW SESSION

TRACK: RELATIONSHIP BUILDING
ROOM: AFP Marketplace – Learning Lab 1
LEVEL: Intermediate
SECTOR: Education

Engage and Enlist with AFP’s Publications/Info Resources Committee

Legendary communicator Marshall McLuhan famously said “we shape our tools and thereafter our tools shape us.” Join us for a lively discussion to shape AFP’s communications tools. Help us evolve Advancing Philanthropy quarterly magazine, update and upgrade our Ready Reference and Hot Topic resources, and strengthen other important research/media services to members. Help us make a difference in AFP’s communications and publishing firepower.

Robert Wahlers, MS, CFRE
Meridian Health Affiliate Foundations, Neptune, NJ

Stephanie Cory, CAP, CFRE
Kendal-Crosslands Communities, Wilmington, DE

3:15–4:00 PM NEW SESSION

Peeps Nest Session: “Social Media Ethics”
AFP Marketplace - Booth 435

This interactive dialogue will focus on the ethical challenges of social media, including “fake news,” dealing with trolls, and where to draw the line on sharing or not sharing on behalf of your organization or yourself.

AFPeeps Discussion: Social Media Ethics (Jim Anderson, CFRE @goalbustersjim; Heather Corey, CFRE @hrcorey; Alice Ferris, CFRE, ACFRE @aliceferris; Josh Hirsch @joshhirschl; Dave Tinker, CFRE, FAFP @davethecfre).

Nick Ricci
Association of Fundraising Professionals, Arlington, VA
### 5/1 MON

#### 8:00–9:30 AM  New Session

**TRACK: CAREER DEVELOPMENT**  
**ROOM:** 2003  
**LEVEL:** Advanced  
**SECTOR:** Education  

**Advanced Facilitation Skills**  
It’s a fact: adults learn best when they are actively engaged in the learning process. Further, people have different preferences in how they learn. In this session, you will review key concepts about the way adults gain and retain knowledge, and how to use case studies to enhance the classroom experience. You will explore the “flipped classroom” approach to training. In this approach, participants can inquire about content, test their skills by applying knowledge, and interact with one another in hands-on activities. Instructors function as coaches or advisors, encouraging learners in individual inquiry and collaborative effort. This session will be helpful to all trainers, but especially those who would like to apply to be facilitators for AFP’s new CFRE Refresher Course, debuting this year.

**Dr. Mary Brumbach, CFRE**  
Dallas County Community College District, Dallas, TX

**Robbe Healey, ACFRE**  
Aurora Philanthropic Consulting, West Chester, PA

#### 9:30–10:00 AM  New Speaker

**TRACK: RELATIONSHIP BUILDING**  
**ROOM:** AFP Marketplace – Learning Lab 2  
**LEVEL:** Novice  
**SECTOR:** Technology/Online Fundraising; Computer Software/Hardware  

**Why You Need Fundraising Software and DonorPerfect Demo**  
Many nonprofits try to make do with general purpose business software products, but they aren’t designed to provide numerous critical features necessary for successful fundraising. It’s no surprise that organizations that start out with such programs soon encounter significant problems. If your nonprofit is struggling with the wrong software tools, you are missing out on the two key benefits of professional fundraising software — raising more money and saving your valuable time. Learn how you can improve both with fundraising software, as we show examples using DonorPerfect Fundraising Software.

**Nikkii Kashub**  
DonorPerfect Fundraising Software, Horsham, PA

#### 11:00 AM – 12:00 PM  Update

**TRACK: CAREER DEVELOPMENT**  
**ROOM:** AFP Marketplace – Learning Lab 1  
**LEVEL:** Intermediate  
**SECTOR:** Education  

**The AFPeeps Present: AFPeeps U**  
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#### 11:05–11:20 AM

**Social Media Listening and Content Creation**  
Latest trends, strategies, and tools to help you best tell your organization’s story. Learn key strategies to integrate before, during, and after your appeals to maximize communication potential and build buzz.

**Josh Hirsch**  
@joshhirsch1

#### 11:25–11:40 AM

**Instagram 101 - Branding, Scheduling and Hashtags**  
We’ll cut through the fluff, and get to the nitty gritty of what’s important for your Instagram profile and feed.

**Katherine Morris**  
@GratitudeChamps

#### 11:45 AM – 12:00 PM

**Snapchat and Fundraising**  
Snapchat is not just for “the kids!” Learn how you can use Snapchat in your fundraising strategies.

**Heather Corey, CFRE**  
@hrcorey

**Nick Ricci**  
Association of Fundraising Professionals, Arlington, VA

#### 3:15–4:45 PM  New Session

**TRACK: SECURING THE GIFT**  
**ROOM:** 3022  
**LEVEL:** Intermediate  
**SECTOR:** Trends  

**You Too Can Do Legacy Giving**  
As development professionals we too often race to technical detail, and too soon. Those with little or no experience are paralyzed with fear of the unknown, avoid the conversation, may think, “Let the experts...”
handle it.” Whatever your level of experience, what’s a staff member, professional advisor or volunteer to do? While most successful legacy programs are mission focused and readily visible through a nonprofit’s communication channels, lead generation usually stops at the direct mail check box.

Actively making legacy asks is relatively new territory, and for those already making the ask, mostly confined to staff with “planned giving” responsibility. Come hear Greg Lassonde weave these and other elements into an interactive session focused on moving away from the old planned giving paradigm of the “experts,” to the relatively new world of legacy giving embraced and practiced beyond the confines of the planned giving officer and development department. Participants will leave with tools and a checklist to build or expand a proactive legacy giving program with an emphasis on face to face solicitations by staff and volunteers.

Takeaways
A. Why the top two annual measurements are the numbers of qualified leads and new gift commitments obtained.
B. For most organizations, while marketing will help identify leads and gifts, one-on-one legacy asks will secure far more leads and gifts over time.
C. You don’t have to be a technical expert to engage your supporters in legacy giving. You simply need to know where to go to talk to an expert afterward when those few occasions that include a technical issue may arise.
D. The moves management cycle for legacy giving begins with someone being a legacy prospect, and lasts well after the passing of your legacy giver, most often a period of several decades. It’s not limited to your fiscal year, nor a campaign period of 3-5 years.

Greg Lassonde
Greg Lassonde - Legacy Program Specialists, San Francisco, CA

Our featured speaker, Brad Hutchins, Senior Vice President Development at Easter Seals recently published an article titled “Creating a Shared Values Agenda to Advance Child Health” in the Official Journal of the American Academy of Pediatrics.

William Fehrman
Easter Seals, Chicago, IL

12:15–1:30 PM

TRACK: CAREER DEVELOPMENT
ROOM: AFP Marketplace – Learning Lab 1
LEVEL: Intermediate
SECTOR: Education

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12:20–12:35 PM
Ten+ Tools in 10-ish Minutes

Learn about ten online tools that all fundraisers should have in their “back pocket” at all times—and they’re all free (or almost free)! Tools will include prospect/stewardship, project management, donor communication, cloud-based document management, form management, team communication and group texting.

John Dawe, CFRE
@johndawe

12:40–1:00 PM
Advocacy Online: A Case Study on the Award-winning Canadian Veterans ABC Campaign

How can you use online tools for advocacy? Harvey McKinnon will walk you through the award winning Canadian Veterans ABC Campaign to provide examples of an integrated, and effective, campaign.

Harvey McKinnon
@harveymckinnon

1:05–1:25 PM
#Hashtag Your Way to a Grant

Learn how a regional human service provider won a $5,000 gift using multi-channel social media on a local Day of Giving.

Dave Tinker, CFRE, FAFP
@davethecfre

Nick Ricci
Association of Fundraising Professionals, Arlington, VA
SESSION CHANGES & UPDATES

SESSION ROOM CHANGES
EDUCATION SESSIONS

4/30 SUN

10:00–11:15 AM NEW ROOM
TRACK: Management and Organizational Development
LEVEL: Intermediate
Room Change: Was 3024, now Room 2008
Fundraising with Volunteers: Is it Really Worth the Effort?

12:30–1:45 PM NEW ROOM
TRACK: Trends and Innovation
LEVEL: Intermediate
Room Change: Was 3024, now Room 2008
The Fundraising Effectiveness Project and How It Can Help Your Organization

2:00–3:15 PM NEW ROOM
TRACK: Management and Organizational Development
LEVEL: Intermediate
Room Change: Was 3024, now Room 2008
Young Fundraisers Make a Difference & Why You Need to Engage Them Now!

NEW SUNDAY NIGHT RECEPTION

6:00–7:00 PM
AFP Greater Houston and Dallas Chapter Reception
Room Sierra K
Howdy! Join your fellow Texans for a networking reception hosted by the Austin, Dallas and Houston AFP chapters for a Texas-sized reception and celebration of 2 of our very own International Awards winners, Houston’s Cherrelle Duncan, one of the 5 Outstanding Young Fundraising Professionals and Archer Hadley, the winner for Outstanding Youth Philanthropist.

SESSION CANCELLATIONS

4/30 SUN

10:00–11:15 AM CANCELLED
TRACK: BOARD GOVERNANCE
LEVEL: Intermediate
ROOM: 2004
Your Board’s Role in Mobilizing Resources: Global Perspectives

5/1 MON

12:15–1:30 PM CANCELLED
TRACK: MANAGEMENT AND ORGANIZATIONAL DEVELOPMENT
LEVEL: Intermediate
ROOM: 2014
Accessibility and Philanthropy – The Nuts and Bolts of Blind and Deaf Accessibility from Your Office to Your Donors
# EXHIBITOR CHANGES & UPDATES

See page 6 for Exhibitor Cancellations

## NEW EXHIBITORS

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<td>Peterson</td>
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**BOOTH 825**

**Amplo Advance**

Troy Ritchie, Sr. VP of Sales & Marketing
939 Westlake Ave. N.
Seattle, WA 98109
(206) 285-0323
www.amploadvance.com
Troy@AmploAdvance.com
facebook.com/GoWithAmplo

The Amplo Advance platform brings all of your digital outreach under one simple online giving platform.

**BOOTH 526**

**Classy**

Erin Stender
350 Tenth Ave., Suite 1300
San Diego, CA 92101
(860) 983-3222
www.classy.org
estender@classy.org

Classy is the world’s leading fundraising platform for social enterprises with the goal of solving social problems more effectively and efficiently. Since launching in 2011, Classy has helped more than 3,000 social enterprises including Oxfam, World Food Program USA, and National Geographic to raise hundreds of millions of dollars.

**BOOTH 835**

**Creative Bridge**

Janet Minasian
20001 Prairie Street
Chatsworth, CA 91311
(818) 717-1020
www.cbprint.com
creativebridge@ccrc4kids.org
facebook.com/ccrc4kids

Creative Bridge develops innovative and high impact business communications. Our team of qualified experts brings your story to life with graphic design, and full service digital and print solutions. As Child Care Resource Center’s non-profit social enterprise, your business = a direct investment in children, families and the community.

**BOOTH 409**

**DonorCommunity**

David Blyer, CEO/Owner
3511 West Commercial Blvd., Suite 404
Ft Lauderdale, FL 33309
(305) 992-6041
www.donorcommunity.com
dblyer@donorcommunity.com

DonorCommunity helps nonprofit organizations cultivate donors, forge closer relationships with stakeholders, engage their communities and raise funds year-round. Our fully integrated, all-inclusive suite of cloud computing applications encompasses CRM, volunteer management, online marketing, online donations, event management, peer to peer fundraising, social networking and Web content management. For more information, visit www.DonorCommunity.com.

**BOOTH 751**

**Giveffect**

Kevin Shin, COO
630 8th Street, #10
San Francisco, CA 94103
(415) 851-0604
www.giveffect.com
contact@giveffect.com
www.facebook.com/Giveffect

Giveffect is the #1 All-In-One Nonprofit Software. Our solution bundles over 10 systems including: CRM, Relationship Management Database, Volunteer Management, Fundraising and Events System, Websites, Mobile Giving, Auctions, Wealth Screening, Email Marketing, Direct Mail and Grant Tracking. Our clients include leading nonprofits such as Habitat For Humanity, Big Brothers Big Sisters, United Way agencies and more.
EXHIBITOR CHANGES & UPDATES

BOOTH 848
**GivingTrend**
Jonathan Rubio  
5100 Edina Industrial Blvd., Suite 203  
Minneapolis, MN 55439  
(888) 704-2734  
www.givingtrend.com  
jon.rubio@givingtrend.com

GivingTrend provides analytics, online dashboards and really fast gift processing to grow your donor base for all your fundraising activities. Organizations that use GivingTrend are in control of their data delivering accurate reporting, timely access to mission critical metrics producing increased revenues at a lower cost making critical business intelligence data available from any device.

BOOTH 522
**Harris Made**
Mark Harris, CEO & Co-Founder  
472 East Illinois Road  
Lake Forest, IL 60045  
(312) 952-5568  
www.harrismade.com  
mark.harris@harrismade.com

Harris Made is passionate about working with Donor Professionals to create stunning donor recognition gifts that are unique to your institution and offer exquisite quality. Our ninth generation family-owned mill in England proudly weaves the scarlet uniform fabric worn by the Queen’s Guard at Buckingham Palace and is a recipient of a Royal Warrant.

BOOTH 749
**Hustle**
Monica Sherwood, Account Executive  
251 Kearny St., Suite 300  
San Francisco, CA 94108  
(415) 841-2841  
www.hustle.life  
monica@hustle.com  
www.facebook.com/TryHustle/

Hustle is a peer-to-peer text messaging platform that enables personal conversations at scale. It’s the most effective way to build meaningful relationships with your contacts and get them to show up, participate, and make an impact.

BOOTH 823
**Infinite Trading Inc.**
Lourdes Nims  
1810 E. Sahara Ave., Suite 1482  
Las Vegas, NV 89104  
(888) 415-9964  
lourdesinfinite@gmail.com

**EXHIBITOR CANCELLATIONS**

BOOTH 445
**Benchmark Merchant Solutions**
www.benchmarkmerchantsolutions.com  
info@benchmarkmerchantsolutions.com

BOOTH 624
**Engaging Networks**
www.engagingnetworks.net  
info@engagingnetworks.net

**EXHIBITOR NUMBER CHANGE**

NOW BOOTH 445  
**Brook Recognition**
www.brookrecognition.com  
shawn.plater@brookrecognition.com

**NEW ORLEANS CONVENTION & VISITORS BUREAU**
Rachel Avery, Director of Convention Services & Events  
2020 St Charles Ave.  
New Orleans, LA 70130  
(504) 566-5063  
www.neworleanscvb.com  
ravery@neworleanscvb.com

**PETERSON**
Teresa Dias, National & Strategic Lease Account Manager  
2595 Alvarado St.  
San Leandro, CA 94577  
(510) 846-7893  
http://petersontrucks.com  
tadias@petersontrucks.com

As the Bay Area’s official International Trucks Dealer, Peterson Trucks is dedicated to providing Northern California commercial vehicle fleets with a full line of trucking products and services. With highly trained technicians, an unmatched parts inventory, and state-of-the-art repair shops at multiple locations, Peterson Trucks can help you maximize the profitability of your fleet.
DRAWINGS, GIVEAWAYS & BOOTH SESSIONS IN THE MARKETPLACE

Agilis
BOOTH 553
Fitbit

The Alford Group
BOOTH 630
10 $25 Starbucks Gift Cards

Booth Sessions:
Strategic Planning: Best Practices and Best Results (Sunday, 1:50 p.m.)
Shifting Political Tides: Full Steam Ahead! (Monday, 12:00 p.m.)

AlumniFinder
BOOTH 723
Three $100 American Express Gift Cards

Auction Packages
BOOTH 334
Seven-Night Tuscany Villa Experience with a Private Chef Prepared Dinner and Guided Wine & Cheese Tour for 8

Bay Path University
BOOTH 525
$100 Visa Gift Card

BidPal
BOOTH 744
Apple Watch (Series 2 - 38mm)

Brook Recognition
BOOTH 445
iPad

Capellic LLC
BOOTH 922
Adopt a 6.5’ Teddy Bear!

Charity Compliance Solutions
BOOTH 741
Apple Watch

Chris Carter Marketing
BOOTH 626
iPad Mini

Donorly
BOOTH 350
20 Hours of Donor Research under Donorly’s “Project Pack”
$150 Visa Gift Card

DonorPerfect Fundraising Software
BOOTH 509
Four 32” Flat Screen TV’s

donorworx
BOOTH 653
Snap a selfie with our loveball & your business card will be entered into the draw for a fitbit!

Eleo Online Donor Management Software
BOOTH 328
Amazon Echo Dot

Firespring
BOOTH 924
$100 Gift Card

Frontstream
BOOTH 335
Custom Cocktail & Piggy Banks

Givergy
BOOTH 345
Delicious Givergy Cupcakes

Grant Professionals Association
BOOTH 531
Free annual membership to the Grant Professionals Association
Set of 5 books from fundraising experts

Greater Giving
BOOTH 729
Wine & Cupcakes to the first 100 visitors to our booth at the 5:00 p.m. Happy Hour on Monday, May 1st! Meet the Shoe Guy!
Ladies Coach Clutch or Men’s Wallet (Winner’s Choice)

GTech Sport
BOOTH 326
iPad

Handbid
BOOTH 318
Three Amazon Echos

Hummingbird Digital Media
BOOTH 844
e-book of your choice from hundreds of thousands, current best-sellers included

iWave Information Systems
BOOTH 618
Fitbit

Kindful
BOOTH 645
Two iPad Air Tablets

Lane Services
BOOTH 529
Apple iPad Air 2

Mitch-Stuart, Inc.
BOOTH 444
Four-night Hotel Stay Raffle/Drawing

NACHA - The Electronic Payments Association
BOOTH 752
$250 Donation to your Organization via ACH
$250 Gift Card

North Park University
BOOTH 912
Tablet

Rapid Technologies
BOOTH 722
iPad Mini
40 Complimentary Hours of Salesforce Nonprofit Consulting Services

ResultsPlus Fundraising
Donor Management CRM Software
BOOTH 818
$50 Visa Gift Card

Spirit Sox USA
BOOTH 827
Socks & $25 Starbucks Gift Card

Union & Fifth
BOOTH 528
$500 in Visa Gift Cards (Various Amounts)

Winspire
BOOTH 444
Four-night Hotel Stay Raffle/Drawing
Big things are coming to the Big Easy in 2018—and not just the city’s 300th anniversary! We’re talking the world’s biggest and baddest conference for professional fundraisers. Meet us in New Orleans, the home of jazz and Mardi Gras, for three days of learning, connecting, and culture; with a side of gumbo, of course.

SUPER EARLY BIRD REGISTRATION NOW OPEN THROUGH MAY 19
visit afpfc.com/2018