

INTERNATIONAL
FUNDR**ISING**
CONFERENCE SAN FRANCISCO, CA
APRIL 30 - MAY 2, 2017

First Timers' Information Session

**Everything You Need to Know to Make the Most Out of
the AFP 2017 International Fundraising Conference**

presented by Annie Fritschner, ACFRE



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APRIL 30 - MAY 2, 2017

San Francisco April 30 – May 2, 2017
Welcome session is Sunday the 30th
8:00-8:30 am





The 54th International Fundraising Conference will be in San Francisco:
For more details, visit www.afpfc.com



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REGISTRATION (Moscone Center West, 1st Floor Lobby)

GET YOUR BADGE AND WEAR IT!!!!!!!!!!!!!!!!!!!!!!

Saturday 7:30 am–5:00 pm

Sunday 7:00 am–5:00 pm

Monday 7:00 am–6:00 pm

Tuesday 7:00 am–3:00 pm



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Top Tip# 6:

Wear comfortable walking shoes and business casual attire.

Bring 300+ business cards and leave with none.



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SCHEDULE (S)



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2017 PROGRAM SCHEDULE

4/28 FRI 8:00 am–5:30 pm

AFP Pre-Conference Workshops: fee extra

4/29 SAT 8:00 am–5:30 pm

AFP Pre-Conference Workshops: fee extra



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PreConference Workshops: Additional fees apply

Two Day Workshops

- 1. [Fundamentals of Fundraising](#)
- 2. [Leadership Development for Fundraisers
What You Really Need to Know](#)

Advance	Regular	On-Site
Member: \$389 / Nonmember: \$489	Member: \$399 / Nonmember: \$499	Member: \$439 / Nonmember: \$549



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One Day Workshops

[*1. CFRE Refresher](#)

[*2. The Major Gift Challenge
How to Get Started Raising Major Gifts](#)

[3. Donor Retention
A Self-Assessment Workshop](#)

[4. The Future of Fundraising
Important and Emerging Trends and Innovations](#)

Advance	Regular	On-Site
Member: \$289 / Nonmember: \$359	Member: \$299 / Nonmember: \$369	Member: \$329 / Nonmember: \$399



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4/30 SUN

8:00–9:45 am First Timers Welcome and Affinity Networking

10:00–11:15 am Education Sessions

11:30 am–12:30 pm Marketplace Lunch

12:30–1:45 pm Education Sessions

2:00–3:15 pm Education Sessions

3:15–4:00 pm Marketplace Showcase

4:00–5:30 pm Opening General Session—Shiza Shahid

6:00–7:30 pm Community Group Receptions at the San Francisco Marriott Marquis

6:00–9:00 pm Chapter Event—A Night at LinkedIn (fee extra)



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5/1 MON

8:00–9:30 am Education Sessions
 9:45–11:15 am Education Sessions
 11:00 am–12:00 pm Marketplace Lunch
 12:15–1:30 pm Education Sessions
 1:45–3:00 pm Education Sessions
 3:15–4:45 pm Education Sessions
 5:00–6:00 pm Marketplace Happy Hour
 6:00–8:00 pm Local Chapter Dine-Around (fee extra)
 9:00–12:00 am 50 Summers of Love - The AFP After
 Dark Party



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5/2 TUE

8:00–9:00 am Marketplace Coffee
 9:15–10:30 am Education Sessions
 10:45 am–12:15 pm Closing General Session:
 Cleve Jones
 12:15–1:30 pm Marketplace Lunch
 1:15–3:00 pm Education Sessions
 3:15–4:30 pm Education Sessions



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Chamberlain Scholars meeting and photo

Sunday morning from 11:15 – 12:00 noon

Picture and a short meeting



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The AFP Bookfair

Moscone Center 2nd level lobby

Saturday 8:00 am–5:00 pm

Sunday 7:00 am–5:00 pm

Monday 7:00 am–5:00 pm

Tuesday 7:00 am–3:00 pm



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Top Tip #5:

Plan ahead by reading the program before you come and print/load one or two handouts per session in case you can't get into your first choice.

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How to find colleagues in similar organizations:

Affinity Roundtable Topics

immediately following our session; divide your team for maximum coverage.



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Sessions will include:

- African American
- Animal Welfare
- Arts/Cultural
- Asian
- Association Foundations
- Education
- Faith-based
- Food Banks
- Francophone
- Health
- Hispanic
- International Fundraising
- Jewish
- Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ)
- Public Radio/TV
- Rural
- Small nonprofits
- Special Events
- Young Professionals
- Youth in Philanthropy
- Zoos & Aquariums



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Rebels, Renegades & Pioneers Sessions

Sunday | April 30

Game Changers: How to Disrupt the Status Quo in Your Organization **Marcia Coné**

Monday | May 1

Is Your Business Model Broken? The Truth About Fundraising and Capitalization **Brian Bonde, ACFRE, Janet Browne**
Amplifying Philanthropy and Disruption **Emmett C arson, Ph.D. , Aaron Dorfman**
Fundraising for Social Change **Kim Klein, Cathy Mann, MA, CFRE, Andrea Medina Rosas**

Age Is Just a Number: Managing Intergenerational Teams **Kishshana Palmer**
Demolish This Fundraising Animal and Start Over **Ashley Belanger, Cherian Koshy, CFRE, Tycely Williams, CFRE**

Tuesday | May 2

The Moment We've Been Preparing for: It's Still All About Relationships **Farah Brelvi, Abdi Soltani, Cori Stell**



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Sunday, 4:00 – 5:30 PM

Opening General Session with **SHIZA SHAHID**: Women's Rights Advocate, Co-Founder of The Malala Fund and Now Ventures

Shiza Shahid is a social entrepreneur, television personality, speaker and women's rights advocate. She is passionate about leveraging philanthropy, venture capital, technology and the media to drive scalable social impact and women's empowerment. Shiza co-founded the Malala Fund with Nobel Prize winner Malala Yousafzai, and led the organization as founding CEO.



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Tuesday, 10:45 am – 12:15 PM

CLOSING GENERAL SESSION

CLEVE JONES: Human Rights & AIDS Activist

Cleve Jones is an American human rights activist, author and lecturer. Jones joined the gay liberation movement in the early 1970s. He was mentored by pioneer LGBT activist Harvey Milk and worked in Milk's City Hall office as a student intern until Milk's assassination in 1978.

Jones co-founded the San Francisco AIDS Foundation in 1983 and founded The NAMES Project AIDS Memorial Quilt, one of the world's largest community arts projects, in 1987.



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Top Tip #4:

If you are coming with a friend or colleague, plan your conference sessions together to maximum coverage.



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EDUCATIONAL TRACKS AND INFO



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Track Titles and Areas

Leadership/Volunteers

Relationship Building

Boards/Governance

Securing the Gift

Career Development

Trends, Innovation and Research

Management, Organizational Development and Ethics

Rebels, Renegades and Pioneers



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CFRE CREDIT

Full participation in the Association of Fundraising Professionals (AFP) 54th International Fundraising Conference is applicable for 14 points of CFRE credit in category 1.B – Education of CFRE International application for initial certification and/or recertification. This does not include Pre-conference Workshop CFRE credit, which ranges from an additional 8-16 CFRE points.



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LUNCHTIME LEARNIN' WITH THE AFPEEPS!

Hungry for some social media savvy? The AFPeeps got you covered! Once again, the AFPeeps will be bringing AFPeeps U (a.k.a. "The Peep Show!") 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 in the AFP Hub (Booth 435) in the Marketplace at any time for all your social media questions.

AFPEEPS RULE THE #AFPFC ROOST!

Go to afpfc.com/afpeeps or scan this QR Code to get a complete listing of all the AFPeeps to follow during conference (virtually, that is—no groupies, please!) and their AFPeeps U sessions, as well as links to all of AFP's online experience sites—and more!



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There's a whole virtual conference experience waiting for you on AFP's vast network of social media sites and forums. Be sure to visit and bookmark the following to enhance your conference value before, during and after the main event! Also remember to check out and follow the AFPeeps—AFP's social media vanguard team—as they saturate Twitter, Facebook, Instagram, and more with the sights, sounds and smells (ok, that technology's not quite there yet...) of San Francisco! And stop by the AFPeeps Nest in the AFP Hub (Booth 435) in the Marketplace to meet the AFPeeps and take in their special sessions and tutorials on how to rev up your social media success!

#AFPFC ONLINE

The official AFP 2017 Conference website is: afpfc.com This is your one-stop shop for all things San Francisco—sessions, speakers, exhibitors and more!

THE AFP 2017 APP

Download **AFP 2017**—the official AFP International Fundraising Conference app—for your iPhone, iPad, Android or BlackBerry—and you are all set for San Francisco! Have all the sessions, speakers, exhibitors, and more at your fingertips, and create your own personalized conference experience. You can also set up a profile, connect with fellow attendees, post updates and pictures to the activity feed and social media, and more. Visit afpnet.org/app to download and learn all about the app!

TWITTER

Stay on top of all conference and San Francisco details—follow [@afpihq](https://twitter.com/afpihq) and our conference hashtag [#afpfc](https://twitter.com/afpfc).

FACEBOOK

In addition to our AFP [facebook.com/AFPFan] and AFP Canada [facebook.com/AFPCanadaFan] Facebook pages, we have a special fan page for the 2017 San Francisco conference: facebook.com/AFPConferenceFan. Check it out!

LINKEDIN

There is always a lively discussion happening on AFP's LinkedIn page—linkedin.com/company/878282—especially in our conference discussion group!



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Lunches, Learning Labs,
 Freebies and Coffee:
GENERAL INFORMATION



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COAT/LUGGAGE CHECK

Moscone Center West, 1st Floor Lobby

DRESS CODE:

Dress is business casual for the meetings and sessions. You might want to bring a sweater or light jacket, as meeting rooms in the convention center can be cool. SHOES...



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There will be free WiFi in all lobby areas and the Marketplace.
Best signal will be on the first floor.



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All hotels are within walking
distance of the Convention Center



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Exhibitors:

TOP TIP #3

PLAN AHEAD



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Plan ahead – check the AFPFC.com website or mobile app for the latest information regarding the Conference.

Print/load handouts of sessions you're interested in attending ahead of time.

Note: Not all speakers share their handouts ahead of time.



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MONDAY: 9:00 PM–12:00 AM

**THE AFP
 AFTER-DARK
 PARTY**

**50
 SUMMERS
 OF LOVE
 1967-2017**

Join our groovy celebration of the 50th anniversary of The Summer of Love. We'll have dancing, karaoke, cash bar, and don't forget to wear your '60's best for our hippie costume contest!

Monday, May 1, 9:00pm-12:00am
 Mezzanine, 444 Jessie Street



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Top Tip #2:

Introduce yourself everywhere: old timers will be glad to help and newcomers will be grateful you took the step.



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Top Tip #1:

AFP Booth on the Exhibition Floor has knowledgeable people to answer all your questions.



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I'll see YOU in San Francisco on
Sunday, April 30th at 8:00 am
SHARP to get a seat (and a treat
to make **your** conference even
better!)

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