



Association of Fundraising Professionals

2012 WEB/AUDIOCONFERENCES

Educating Fundraisers in the 21st Century



- **JANUARY 25, 2012, WEDNESDAY**
Revitalizing Your Development Program, 30 Steps in 30 Days
Linda Lysakowski, ACFRE
- **FEBRUARY 7, 2012, TUESDAY**
Blue Ribbon Recipes for Capital and Endowment Fundraising Success
Penelope Cagney, MA, CFRE
- **FEBRUARY 23, 2012, THURSDAY**
How to Create a Written Fundraising Plan in 6 Easy Steps
Sandy Rees, CFRE
- **MARCH 8, 2012, THURSDAY**
Nonprofit Branding: Strategies to Stand Out and Win Donors
Jocelyne Daw
- **MARCH 20, 2012, TUESDAY**
Fundraising is a Crowded Field: Compose A Compelling Message that will Bring in Bucks!
Mark Grimm
- **APRIL 12, 2012, THURSDAY**
Spinning Like a Top: 8 Secrets to Well-Oiled Fundraising Operations
Christopher Cannon, CFRE
- **APRIL 24, 2012, TUESDAY**
Analytics for Successful Fundraising
Joshua Birkholz
- **MAY 9, 2012, WEDNESDAY**
Online Success Strategies, Tools and Trade Secrets
Ted Hart, ACFRE
- **MAY 22, 2012, TUESDAY**
Fundraising from Canada
Mark Blumberg, B.A., LL.B, LL.M, TEP
- **JUNE 6, 2012, WEDNESDAY**
Big Gifts for Small Shops
Alice Ferris, MBA, CFRE, ACFRE
- **JUNE 21, 2012, THURSDAY**
The Feasibility Study...Start to Finish
Jill Pranger, ACFRE
- **JULY 10, 2012, TUESDAY**
Small Shop Success: Juggling 101 – Knowing How to Keep the Right Development Balls in the Air
Amy Wolfe, MPPA, CFRE
- **JULY 26, 2012, THURSDAY**
How to Talk to Your Board – Creating a Long-Term Development Vision
Marcy Heim, CFRE
- **AUGUST 1, 2012, WEDNESDAY**
How Planned Giving and the Annual Fund Work Together
Timothy Logan, ACFRE and Heather Albrecht, CFRE
- **AUGUST 8, 2012, WEDNESDAY**
The New Face of Fundraising – Smartphone & Mobile Web Technology
Tonia Zampieri
- **AUGUST 23, 2012, THURSDAY**
Ethics
Paul Pribbenow, CFRE and Barbara Levy, ACFRE
- **SEPTEMBER 13, 2012, THURSDAY**
Building a Major Gifts Pipeline despite BIG Obstacles
Adrienne Capps, MBA, CFRE
- **SEPTEMBER 25, 2012, TUESDAY**
My Job's Not What I Want it To Be – Should I Fix it or Forget It?
Valerie Lambert
- **OCTOBER 4, 2012, THURSDAY**
How to Turn Your Volunteers (Board and Non-Board Members) into Great Fundraisers
Amy Eisenstein, MPA, CFRE
- **OCTOBER 23, 2012, TUESDAY**
The Planned Giving Toolbox
Greg Hammond, CFP, CPA
- **NOVEMBER 6, 2012, TUESDAY**
The Ever Changing World of Small Non-Profit Boards
Sean Hammerle, CFRE
- **NOVEMBER 28, 2012, WEDNESDAY**
Year-End Fundraising ... It is Still Not too Late
Alphonse Brown, ACFRE
- **DECEMBER 6, 2012, THURSDAY**
Building A Winning Team: Recruiting, Retiring and Refining Nonprofit Boards
Tom Nisbett, Ph.D, CFRE
- **DECEMBER 13, 2012, THURSDAY**
Fundraising Trends ... What worked over the last few years ... What we can expect for 2013 and BEYOND!
Laura Fredricks, JD



CFRE Approved Continuing Education Provider

*Please note each Web/Audioconference session offers CFRE points!

Web/Audioconferences will be held at 1:00-2:30 p.m. Eastern / 12:00-1:30 p.m. Central
11:00 a.m.–12:30 p.m. Mountain / 10:00-11:30 a.m. Pacific / 9:00-10:30 a.m. Alaska

FEES: \$159 (U.S.) per member session; \$295 (U.S.) per nonmember session

Special AFP Member Bundle - \$99 per session when registering for 10 or more programs at one time!



AFP 2012 WEB/AUDIOCONFERENCE SERIES

- January 25, 2012 Linda Lysakowski: **Revitalizing Your Development Program, 30 Steps in 30 Days**
- February 7, 2012 Penelope Cagney: **Blue Ribbon Recipes for Capital and Endowment Fundraising Success**
- February 23, 2012 Sandy Rees: **How to Create a Written Fundraising Plan in 6 Easy Steps**
- March 8, 2012 Jocelyne Daw: **Nonprofit Branding: Strategies to Stand Out and Win Donors**
- March 20, 2012 Mark Grimm: **Fundraising is a Crowded Field: Compose a Compelling Message that will Bring in Bucks!**
- April 12, 2012 Christopher Cannon: **Spinning Like a Top: 8 Secrets to Well-Oiled Fundraising Operations**
- April 24, 2012 Joshua Birkholz: **Analytics for Successful Fundraising**
- May 9, 2012 Ted Hart: **Online Success Strategies, Tools and Trade Secrets**
- May 22, 2012 Mark Blumberg: **Fundraising in Canada**
- June 6, 2012 Alice Ferris: **Big Gifts for Small Shops**
- June 21, 2012 Jill Pranger: **The Feasibility Study...Start to Finish**
- July 10, 2012 Amy Wolfe: **Small Shop Success: Juggling 101 – Knowing How to Keep the Right Development Balls in the Air**
- July 26, 2012 Marcy Heim: **How to Talk to your Board – Creating a Long-Term Development Vision**
- August 1, 2012 Timothy Logan and Heather Albrecht: **How Planned Giving and the Annual Fund Work Together**
- August 8, 2012 Tonia Zampieri: **The New Face of Fundraising – Smartphones & Mobile Web Technology**
- August 23, 2012 Paul Pribbenow and Barbara Levy: **Ethics**
- September 13, 2012 Adrienne Capps: **Building a Major Gifts Pipeline despite BIG Obstacles**
- September 25, 2012 Valerie Lambert: **My Job's Not What I Want It To Be – Should I Fix It or Forget It?**
- October 4, 2012 Amy Eisenstein: **How to Turn Your Volunteers (Board and Non-Board Members) into Great Fundraisers**
- October 23, 2012 Greg Hammond: **The Planned Giving Toolbox**
- November 6, 2012 Sean Hammerle: **The Ever Changing World of Small Non-Profit Boards**
- November 28, 2012 Alphonse Brown: **Year-End Fundraising ... It is Still Not Too Late**
- December 6, 2012 Tom Nisbett: **Building a Winning Team: Recruiting, Retiring and Refining Nonprofit Boards**
- December 13, 2012 Laura Fredricks: **Fundraising Trends ... What worked over the last few years ... What we can expect for 2013 and BEYOND!**

This order is for [] Live Event, [] Download, [] CD (\$5.00 for shipping in the U.S., \$20 for International orders)

*Webconferences will be held at 1:00-2:30 p.m. Eastern / 12:00-1:30 p.m. Central
 11:00 a.m.–12:30 p.m. Mountain / 10:00-11:30 a.m. Pacific / 9:00-10:30 a.m. Alaska
 FEES: \$159 (U.S.) per member site per session; \$295 (U.S.) per nonmember site per session
 Special AFP Member Bundle - \$99 per session when registering for 10 or more programs at one time!*

Four ways to register:

- Online: <http://afp.peachnewmedia.com>
- Fax: 781-723-0433
- Phone: 770-805-6292
- Mail: Peach New Media, 3300 Highlands Parkway, Suite 290, Smyrna, GA 30082

Please print clearly (especially the email address)

Name _____ Member ID# _____ Title _____
 Organization _____
 My Site is sponsored by an AFP Chapter Chapter Name _____
 Street Address _____
 City _____ State/Province _____ Zip/Postal Code _____ Country _____
 Phone _____ Fax _____ Email _____

Can't make a Webconference? Purchase the recorded session as a download or on CD.

Call 877-728-3904 or visit our website at <http://afp.peachnewmedia.com>

(Payment must accompany registration and must be paid in U.S. funds)

Method of payment (check one):

- Check enclosed payable to *Peach New Media*
- MasterCard VISA AMEX Discover

Card # _____ CVV Code _____ Exp. _____ Signature _____
3-digit code on back of card

Billing Address: _____ City _____ State _____ Zip _____