



# 2017 Webinars

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### January 10, 2017

Strategies for Improving Volunteer Retention

Presenter: B.J. Bischoff

### January 30, 2017

Building a High Revenue Major Gift Program: The 5 Major Hurdles that are Holding You Back and How to Overcome Them

Presenter: Gail Perry, CFRE

### February 7, 2017

Following the Path to Donor Nirvana: The Six Realizations Approach

Presenter: Tom Ahern

### February 15, 2017

Small Shop Success: Building Your Development Dream Team

Presenter: Amy Wolfe, MPPA, CFRE

### March 8, 2017

The Use of Virtual Reality in Fundraising

Presenter: Brad Lichtenstein

### March 14, 2017

The State of Online Fundraising

Presenter: Mike Snusz

### March 20, 2017

Powerful Events Where Philanthropy Thrives: How to Engage New Donors with Four Vital Audience Development Strategies

Presenter: Kathy Kingston

### April 4, 2017

High Touch Philanthropy – How You Can Raise More with “Concierge Service” to Donors

Presenter: Beth Ann Locke

### April 19, 2017

Getting to Know You: Donor Surveys for the Win!

Presenter: Shanon Doolittle

### April 26, 2017

Investing in Major Gift Fundraising: Make it a Priority!

Presenter: Kay Sprinkel Grace, Distinguished Fellow, AFP

### May 23, 2017

Wired Boards: Driving Hi-Tech Innovation from the Boardroom

Presenter: John Dawe, CNP, CFRE

### June 5, 2017

I Wish I'd Thought of That 10 Years Ago! Launching a Successful Legacy Program

Presenter: Ligia Peña, CFRE

### June 20, 2017

Using Neuroscience to Improve Your Fundraising Results

Presenter: Simone Joyaux, ACFRE

### July 12, 2017

10 Secrets to Optimizing Your Online Donation Process for Maximum Dollars Raised and Retained

Presenter: Steven Shattuck

### July 24, 2017

Rock It! How to be a Great Manager and a Fundraiser at the Same Time

Presenter: Kishshana Palmer, CFRE

### August 1, 2017

Metrics Matter: How to Measure and Grow Major Gifts

Presenter: Amy Eisenstein, ACFRE

### August 16, 2017

Mission Possible: Get in the Door and Get What You Came For

Presenter: Anne Melvin, J.D.

### August 23, 2017

You Can Do It: Research at Your Fingertips

Presenter: Annabel Ocuillo

### September 5, 2017

What Does Your Employer Want? Aligning the Boss's Expectations with the Realities of Fundraising

Presenter: Nancy Racette, CFRE

### September 18, 2017

Storyliving: Creating Transformational Donor Engagement Experiences to Inspire Major Gifts

Presenter: Tammy Zonker

### September 27, 2017

Four Steps to Successful Endowment Building

Presenter: Diana Newman

### October 4, 2017

Strategic Planning for Maximum Fundraising Success

Presenters: Martha Schumacher, CFRE, ACFRE, MInstF (Adv. Dip) & Bob Carter, CFRE

### October 17, 2017

The Capital Campaign: How to Prepare for the 59th Minute in Your Busiest Hour

Presenter: Vivian Smith, CFRE

### November 6, 2017

Re-Energize and Re-Event Your Fundraising Career

Presenter: Laura Fredricks, J.D.

### November 14, 2017

Secrets of Data Driven Nonprofits

Presenter: Steve MacLaughlin

### December 4, 2017

Why Today's Tactics Won't Work with Tomorrow's Donors

Presenter: Laura MacDonald, CFRE

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