

SCHEDULE AT-A-GLANCE

AFPMA, Conference on Philanthropy, Tuesday, December 2, 2008

7:30 - 8:00 AM Pre-Plenary

8:00 - 9:15 AM Early Morning

9:30 - 10:45 AM Plenary

10:45 - 11:15 AM

11:15 - 12:30 PM Late Morning

AS AF CC CT CF DC DR MG M PG SE

Advancement Services

Annual Fund

Capital Campaign

Career Transitions

Corporate and Foundations Relations

Development Communications

Donor Relations

Major Gifts

Management

Planned Giving

Special Events

Registration Opens

- | AS | How to Choose Software for Your Organization
- | AF | Securing Major Annual Gifts Through Direct Mail
- | AF | Opened Doors and Golden Tickets: Leadership Giving
- | CC | View from the Top: Campaigns as a Force for Change
- | CC | They Come in all Sizes – Campaigns from A-Z!
- | CT | Get Your Foot in the Door and Step Forward
- | CF | Corporate Partnerships: A Guide to Assessing Partnership Appeal and Viability
- | DC | E-Technology on a Shoestring Budget
- | DC | Branding Your Organization: A Key Element of Your Strategic Plan
- | DR | Communications and Donor Relations – One Plus One Makes Three
- | MG | The Major Gift Dance: It Takes Two to Tango
- | M | Organizational Development for the Development Officer
- | M | Management 101
- | PG | Lemons into Lemonade – Opportunities in a Cold Climate for Lead Trusts, Gifts of Real Estate, etc.
- | SE | Top Ten Event Bloopers and Lessons Learned

Swanee Hunt

Networking Coffee Break

- | AS | Using Analytics and Projection for Effective Campaign Planning and Execution
- | AS | Wealth and Philanthropy in America: An Inside Look at the Most Philanthropic World Citizens
- | AF | Creating a Communications Plan for Your Annual Fund
- | CC | Feasibility Redux
- | CC | Maintaining Momentum During Post-Campaign Transition
- | CT | Climbing the Non-Profit Ladder: Best Practices and Biggest Mis-steps
- | CF | The Corporate Giving Dance: Perspectives from Corporate Funders
- | DC | Green Marketing: Reducing Environmental Impact and Increasing Audience Impact
- | DR | Bolder Giving: Helping Donors Take a Quantum Leap
- | DR | The Donor Relations Toolkit
- | MG | The Economy's Effect on Major Gifts
- | MG | A Development Shop's Guide to Goal setting and Managing Expectations
- | M | Unbundled and Flexible Planning
- | M | Thrive, Not Just Survive: A Leadership Change
- | PG | Bequests Gone Bad
- | SE | Production & Décor: Creating the "WOW" Effect

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Advancement Services	Annual Fund	Capital Campaign	Career Transitions	Corporate and Foundations Relations	Development Communications	Donor Relations	Major Gifts	Management	Planned Giving	Special Events

12:30 - 1:45 PM

1:45 - 3:00 PM Early Afternoon

Roundtable Lunch

- | AS | Living Between the Tides: How to Grow and Thrive During Technological Change
- | AF | Sustaining Monthly Giving to Strengthen Your Bottom Line
- | AF | "Tipping Points" for Annual Giving
- | CC | The Dark Side of Campaigning: Inconvenient Truths
- | CT | Your Personal Value Proposition
- | CF | Corporate Annual Giving 101: The Best of the Basics
- | CF | Successful Grants Management and Stewardship
- | DC | Fund raising in the Virtual World
- | DC | Creative Approach to Campaign Communications
- | DR | Planning Perfect Stewardship Events
- | MG | Major Gift Case Study
- | MG | After the First Visit, Then What?: Developing Winning Prospect Strategies
- | M | Weathering the Storm: Managing the Fund raising Impact During a PR Crisis
- | PG | The Gift That Should Have Gotten Away: Lessons Learned from Gifts Gone Awry
- | PG | Incremental Steps to Success: Working with Trustees and Senior Managers
- | SE | Changing Auctions for Changing Times

3:00 - 3:30 PM

3:30 - 4:45 PM Late Afternoon

Networking

- | AS | Using Analytics and Projection for Effective Campaign Planning and Execution
- | AF | New Horizons for Online Marketing
- | AF | Running a Successful Charity Golf Tournament in Difficult Times, Anywhere, Anyplace, Anytime of the Year
- | CC | The Yin and Yang of Capital Materials
- | CT | From Generalist to Specialist: Making the Move into Major Gifts
- | CF | From Fumbling to Funding: Writing Successful Grant Proposals
- | DC | Optimizing Your Relationship with Print Vendors
- | DC | Special Purpose Newsletters
- | DR | Stewardship for Your Highest Level Donors
- | DR | Donor Relations During Times of Change
- | MG | Orchestrating the Dance between Major Gift Prospects and Gift Planning Officers
- | M | Nonprofit Mergers: Serving the Greater Good
- | PG | Building Authentic Relationships: Moving Beyond Moves Management
- | PG | Everything You Wanted Answered: Helping You Solve the Planned Giving Puzzle
- | SE | How Green is Your Gala?
- | SE | From Zero to Sixty in Under a Year: Securing a \$1 Million Gift

5:00 - 6:00 PM

President's Reception