

2019 FUNDRAISING DAY IN BOSTON

	Major Gifts	Annual Giving	Talent Management & Career Management	Corporate & Foundation Relations	Small to Mid-Sized Shops	Leadership and Management	Ethics, Planned Giving, Marketing, Communications and Special Events		
8:05-9:05 a.m.	Breakfast/Plenary Session: The Future of Philanthropy, featuring Rich Palmer and Adam Martel of Gravyty - Grand Salon								
9:15-10:15 a.m.	<p>"Major Gifts: The Art of Persuasion" – Rob Ayles, Senior Associate Director of Development, School of Arts and Sciences, Tufts University (Moderator); Jeremy Cramer, Chief Development Officer, Facing History and Ourselves; Chris Mann, Vice President of Corporate Partnerships, City Year; Rebecca Scott, Senior Director of Development and Alumni Relations, Tufts University School of Medicine #majorgifts</p>	<p>"Annual Giving Analytics: Human Insight, at Scale" – Alex Oftelie, Senior Vice President, Decision Science, Bentz Whaley Flessner #annualgiving</p>	<p>"Breaking the Myth: You Can Change Sectors!" – Libby Roberts, Senior Vice President, Lindauer (Moderator); Alexandra Fuchs, Chief Operating Officer, Boston Symphony Orchestra; Mike McNally, Vice President of Development, Massachusetts General Hospital #careers, #talent</p>	<p>"Grant Writing By Committee" – Alison Glastein Gray, President, Pear Associates, LLC; Sue Marble Cuthbert, Director of Development, Project Hope; Trevor Wissink-Adams, Managing Director of External Affairs and Development, Phoenix Charter Academy Network #cfr, #leadership</p>	<p>"Doing More with Less: Essential Management Strategies for Small Shops" – Beth Garvin, Founder and Principal, Elizabeth Garvin Consulting; Elizabeth Saltonstall, Fundraising Consultant, Saltonstall Consulting #smallshops, #leadership, #annualgiving, #majorgifts, #talent, #marketing, #emergingleaders</p>	<p>"Trends in Fundraising" – A roundtable facilitated by Brian Nevins, Principal and Managing Director, CCS Fundraising and Sarah Krasin, Corporate Vice President, CCS Fundraising #leadership #campaigns</p>	<p>"Giving Black" – Bithiah Carter, President and CEO, New England Blacks in Philanthropy #leadership, #emergingleaders</p>	<p>"Vote Your Conscience: A Live Polling Session about Ethics in Fundraising" – Mary Doorley Simboski, Lecturer, Boston University and Gavan Mooney, President and Chief Client Officer, Changing Our World #ethics, #leadership</p>	<p>"Reputation Management in a Crisis" – Diana Pisciotta, President, Denterlein #marketing</p>
10:30-11:45 a.m.	<p>"Building a Culture of Philanthropy" – Arlene Fortunato, SVP for Advancement, Greater Boston Food Bank (Moderator); Liz Page, CFRE, Principal, Liz Page Associates; Sharon Reilly, Senior Director, Greater Boston Food Bank #majorgifts, #leadership, #annualgiving, #cfr, #special events, #marketing</p>	<p>"Speaking as a Donor... Are You Listening?" – Simone P. Joyaux, ACFRE, Adv Dip, FAFP, Joyaux Associates #annualgiving, #majorgifts, #talent, #plannedgiving, #innovation</p>	<p>"Social Justice Strategies to Combat Sexual Harassment" – Alexis Kanda-Olmstead, Director of Advancement Talent Management, Dartmouth College #careers, #talent, #leadership, #majorgifts, #specialevents, #ethics, #emergingleaders</p>	<p>"Ten Steps to Your Organization's Grant-Readiness" – Maura Harrington, Senior-level grant professional and nonprofit manager #cfr, #leadership, #marketing, #ethics, #innovation, #emergingleaders</p>	<p>"When Prospect Research Isn't Your Main Job But You Still Have To Do It" – Helen Brown, President, The Helen Brown Group; Suzy Campos, Director of Prospect Information & Strategy, Amherst College #innovation, #smallshops</p>	<p>"Building the Plane While Flying It" – Bill Weber, President, Development Guild DDI (Moderator); Cassandra Ryan, VP and Chief Development Officer, Unitarian Universalist Service Committee; Paula Sakey, VP Institutional Advancement, Wentworth Institute of Technology; Angela Yarde, Associate Director, Dorchester Bay Economic Development Corporation #leadership #majorgifts</p>	<p>"The Intersection of Race, Class, Diversity and Inclusion in Fundraising" – Jatrice Martel Gaiter, Executive Vice President External Affairs, Volunteers of America (Facilitator); Erica Cabag, Director of Annual Giving, The Cambridge School of Weston; Favin Gebremariam, Philanthropy Officer, Oxfam America; Earl Granger III, Associate Vice President, Development, William & Mary #leadership, #emergingleaders</p>	<p>"Pan-Mass Challenge: Maximize Fundraising Potential to Overcome Declining Industry Trends" – Billy Starr, Founder, Pan-Mass Challenge and Michele Sommer, Chief Financial Officer, Pan-Mass Challenge #leadership, #majorgifts, #cfr, #plannedgiving, #emergingleaders</p>	<p>"The Goldilocks Effect on Events: Too Small, Too Large, Just Right" – Laurie Maranian, Director of Development, Cardinal Cushing Centers; Katie Quackenbush Spiegel, Director, Philanthropy Communications & Donor Relations, New England Baptist Hospital; Jennifer Whitman, Owner, Saphier Events #specialevents</p>
12:30-1:30 p.m.	Keynote Luncheon featuring Bill Cummings, Author and Philanthropist - Grand Salon								
2:00-3:15 p.m.	<p>"Inspiring the Largest Gifts of Your Lifetime" – Judy Sager, Executive Director of Planned Giving, American Technion Society (Moderator); Melany Duval, Chief Philanthropy Officer, Dana-Farber Cancer Institute; Patricia Jackson, Vice President for Development, Brown University; Cameron Mason, Chief Development Officer, Museum of Fine Arts Boston #majorgifts</p>	<p>"Donor-Retention Strategies: What the Research Tells Us" – Tom Ahern, Author and Direct Marketing Specialist #annualgiving, #leadership, #majorgifts, #marketing, #innovation, #emergingleaders</p>	<p>"Why and How to Become a CFRE" – Ashley Gatewood, Marketing Manager, CFRE International #careers, #talent</p>	<p>"Meet the Funders: A Panel of Funding Organizations" – Wendy Ballinger, Director of Development, Associates of the Boston Public Library (Moderator); Katie Everett, Executive Director, The Lynch Foundation; Gioia Perugini, Associate Director, Hemenway & Barnes; Joel Swets, Executive Director, Cummings Foundation; #cfr</p>	<p>"From Namebadge to Naming Gift: Turning Event Attendees into Donors" – Mike Peluse, VP of Development, Handel and Haydn Society (Moderator); Maggie Burns, VP of Philanthropy and External Affairs, St. Francis House; Anuradha Desai, Vice President for External Relations, Edvestors #smallshops #specialevents</p>	<p>"Fundraising Challenges and Opportunities for Local Chapters of Large National Nonprofits" – Cathy Needham, VP, Development, American Heart Association; Anne Holden, Senior Director, Development, American Heart Association #leadership, #annualgiving, #cfr, #specialevents, #marketing, #equity</p>	<p>"Diversity: The Value Side of the Equation" – Beth Chandler, President & CEO, YWBoston (Moderator); Aixa Beauchamp, Managing Director, Beauchamp & Associates; Elsa Gomes Bondlow, Chief Development Officer, International Institute of New England; Zena Lum, Senior Consultant, Lindauer #leadership, #emergingleaders</p>	<p>"Planned Giving Intensive" – Sam Samuels, Director of Gift Planning, Smith College; Mary Moran Perry, Director of Planned Giving, Milton Academy #plannedgiving</p>	<p>"Drive Donor Engagement with Social Media" – Julia Campbell, Marketing and Social Media Expert #marketing</p>
3:30-4:30 p.m.	<p>"Making the Ask: A Fundamentals Session featuring Bottom Line Skills" – Kristina Lentz Capano, Assistant Dean for Development and Alumni Relations, Boston University's Sargent College of Health and Rehabilitation Sciences #majorgifts, #annualgiving, #plannedgiving, #ethics, #emergingleaders</p>	<p>"Beyond Asking for Money: How Seeking Donor Feedback Can Inspire Transformational Giving" – Tiffany Reed, Vice President, CCS Fundraising; Elizabeth Cunningham, Senior Development Officer, Archdiocese of Boston #leadership #campaigns #annualgiving</p>	<p>"Etiquette in Fundraising" – Libby Roberts, Senior Vice President, Lindauer (Moderator); Erica Cabag, Director of Annual Giving, The Cambridge School of Weston; Rebecca Crawford, Executive Vice President, Development, Boys & Girls Clubs of Boston; Lynd Matt, Associate Director, WGBH #careers, #talent</p>	<p>"Navigating Leadership Transitions at Foundations" – David Gordon, Senior Director of Foundation Relations, MIT (Moderator); Dayna Cunningham, Executive Director, Community Innovators Lab at MIT; David Gillerman, Director of Foundation Relations, Boston University School of Medicine; Melinda Marble, Executive Director, Patrick J. McGovern Foundation #cfr</p>	<p>"Planned Giving Basics: Everything you need to know about planned giving you learned in Kindergarten" – Meryl Cosentino, JD, Senior Director of Gift Planning, Stony Brook University #smallshops, #plannedgiving</p>	<p>"Building a Collaborative Vision with Constituents using Collective Intelligence and Artificial Intelligence" – This session was cancelled. AFP will work toward hosting this session at another time.</p>	<p>"How to work with donors who want specific things: Case studies on transformational philanthropy in small, medium, and large shops" – Martha Hanlon, AVP, Newton-Wellesley Hospital (Moderator); Kim Cayer, Philanthropy Director, The Children's Room; Nicole Dumas, Director, Boston Latin School Association; Shawn Fitzgibbons, Senior Director of Principal Gifts, MGH #leadership, #annualgiving, #campaigns, #majorgifts</p>	<p>"Beyond Philanthropy: Economic Justice through Impact Investing" – Aliana Pineiro, Director of Impact, Boston Impact Initiative; Lucas Turner-Owens, Fund Manager, Boston Ujima Project #leadership, #emergingleaders #impact investing</p>	<p>"Stages of Campaigns: A Marketing Perspective" – Neal Kane, President, Libretto; Katelyn Quynn, Chief Development Officer, Hebrew SeniorLife; Terri Robinson, Director, Brand Advancement and Content Strategy, Hebrew Senior Life; Anne Callahan, Partner, Brand and Creative Strategy, kor group #campaigns, #marketing</p>