

2006 Association of Fund-Raising Professionals
Mid-America Fund-Raising Conference
Wichita, Kansas ▪ May 14-17, 2006
Hyatt Regency Hotel

SCHEDULE OF EVENTS

DAY ONE: Sunday, May 14, 2006

8:30 a.m. – 12:30 – **AFP Chapter Leadership Workshop**

9 a.m. - noon – Exhibitor registration and set-up

Noon-1:30 p.m. – Conference Attendee Registration
Exhibitors Open

1:30-2:45 p.m. SESSION ONE

Strategic Planning – Recapturing Your Organization’s Spirit

Presenter: Cordell Dick, CPA, CFRE
Cordell Dick Consulting

How does your organization measure success? Is your mission statement simply about process or is it truly about achieving results? How is strategic planning like the game of “Chutes and Ladders”? What does it take to move your organization to a whole new level of excellence? The answers may lie in conducting an organization-wide strategic planning effort. This workshop will discuss how the results of a properly conducted strategic plan can launch your organization to whole new levels of thinking...and success.

OR

E-TECHNOLOGY ON A SHOESTRING - How your non profit can implement and use technology for little or no cost and compete with those spending thousands of dollars

Presenter: Pam Dechert, CFRE
eTapestry

This session explores all the various aspects of technology that can aid in the fundraising process. From Accounting and e-Mail relationship building to Grant Research and Web Sites, you can see what is out there for free or close to it if you are a small to medium size charity. We will focus on numerous live case studies from the non-profit world. The promise of the Internet and Technology revolutionizing the development office and the art of fundraising is now upon us. Come listen to someone who is actively involved in enabling this technology cut through the hype and explain what does and does not work.

2:45-3:15 p.m. Break: Cold Beverage with Exhibitors

3:15-4:30 p.m. SESSION TWO

Making an Effective Ask – The Basic Skills of Fundraising

Presenter: Cordell Dick, CPA, CFRE
Cordell Dick Consulting

What's the problem you are trying to solve? How good is your organization? What do you communicate when you walk into the room? What do you truly know about the prospect? How do you make "the ask?" What do you do with the gift...and the enhanced relationship? This workshop will explore the answers to these and other questions that relate to the art...and science of asking for gifts. What a tremendous responsibility to do it well and what an awesome privilege of enjoying the benefits!

OR

Market Based Management: How it relates to Non-Profits

Presenter: Steve Daley, Koch Industries

Koch Industries business philosophy, Market Based Management®, is a value system and framework for action that encourages employees to think and act like principled entrepreneurs. This philosophy enables them to practice a process of creative destruction, constantly searching for opportunities to improve and grow. As a company, Koch Industries knows it must internally drive change to survive and prosper. This session will expose you to broader areas of organizational development, the importance of a strong vision and the need to understand the impact of our efforts. This session will show you how to answer two important questions for your organization: "Where are you going?" and "What does success look like for you and your organization?"

4:30-5:30 p.m. Conference Welcome and Opening Keynote - Maxine Shapiro
"Inside the Box™"

In this highly interactive presentation you'll begin to reveal the wealth of ideas and talent you have INSIDE yourself and your organization. This allows for more spontaneity and more fun. Using the components of improvisation, you'll experience the art of authentic engagement. There is a lot of competition out there for fundraising dollars. And, the only difference between you and your competitor...is you! When you give equal importance to the process, as you do the goal, what occurs may far exceed your expectations. Have fun in the process!

5:30-7 p.m. Opening Reception

DAY TWO: Monday, May, 15, 2006

7:30-8:45 a.m. Continental Breakfast

9-10:15 a.m. SESSION ONE

How to Get Million Dollar Gifts and Have Donors Say Thank You!

Presenter: Robert G. Swanson, MBA
President, Hartsook Companies, Inc.

Inspiring people to make extraordinary gifts is an exhilarating challenge. This session prepares you to meet the challenge with gifts from the "average persons of means." While the session is based on the book by the same name, new research and illustrations have been prepared exclusively for each session.

OR

The Basics of Planned Giving – How to Set up a Program

Presenter: Betty Johnson, CFRE
President, Betty Johnson and Associates

Are you afraid of all of the terms and legalities of planned giving? Come learn in a layperson's terms how to set-up a planned giving program including volunteer involvement, policies and marketing that will add another dimension to your development program.

10:15-10:45 a.m. – Break: Coffee with Exhibitors

10:45 a.m.-noon SESSION TWO

Your Fast Track to Funding: Finding the Right Grant Maker

Presenter: Cynthia M. Adams
CEO/President, GrantStation.com, Inc.

Finding the right grant maker to fund your program or project is critical to achieving a high success rate when applying for grants. Once you locate the appropriate grant maker the likelihood of receiving a grant award increases dramatically. Learn how to quickly identify the right grant maker for your project using GrantStation.com as your research tool. Participants will walk away with knowledge on how to identify the right grant maker and develop a mini-funding strategy around each project. Participants will also receive a 30-day free trial period so they can use GrantStation as their research tool when they return home.

OR

Fundraising in a Rural Environment

Presenter: Robert G. Swanson, MBA
President, Hartsook Companies, Inc.

You may ask yourself "How is rural fundraising so different from traditional fundraising?" If you have ever lived in a rural area or raised funds for an organization that is predominantly supported by rural America, you may understand those differences. The thought processes may be similar but priorities, timing and commitment have a different tone and appearance in rural communities. This session dispels the myths of rural fundraising and focuses on strategies that lead to major gifts and help the nonprofit achieve their goals.

12:15-1:30 p.m. Keynote Address - Larry Hatteberg, KAKE TV Anchor/Reporter
"The Silent Philanthropists"

In every community there are those people who work silent miracles without public knowledge and without fanfare. Larry Hatteberg meets these people in Wichita and its surrounding communities, who make a difference, and he tells their stories.

1:45-3 p.m. SESSION THREE

Corporations and Foundations – Why They Give, Giving Trends and How to Get Some Money

Presenter: Betty Johnson, CFRE

President, Betty Johnson and Associates

Everyone thinks corporations and foundations have all the money and that it is easy to get – come learn in a fun interactive session how to approach them, where they give and how to form a successful partnership to enhance not just your development program, but your organization as well.

OR

Ethics in Fund-Raising

Presenter: Elizabeth H. King, PhD
President and CEO, Wichita State University Foundation

In your work as a fund-raiser, have you ever faced an ethical dilemma, one where you think you know what is right but you are unsure? And if you're sure, is it still sometimes hard to respond in the ethical manner? If you work in our field long enough, you are sure to face such situations. In this session, we will review steps for creating structures which diminish the likelihood of ethical conflicts. In this highly interactive session, your thoughts and opinions will be sought in response to case studies presented.

3-3:15 p.m. Break: Cold Beverage with Exhibitors

3:15-4:30 p.m. SESSION FOUR

Branding Your Organization

Presenter: Sonia Greteman
President/Creative Director, Greteman Group

If prospective donors can't describe what your organization stands for in just a few words, then you don't have a brand. Everyone needs a brand, even non-profit agencies! Without a brand you are just another generic organization among thousands of other organizations competing for a donor's attention. The Greteman Group is a branding agency, and this session will explore how you can make your organization more creative, expose you to examples of powerful brands, and show you how to integrate this creativity in all of your communication pieces.

OR

Diamonds in Your Database

Presenter: Diana V. Hoyt, CFRE
President, Heritage Designs, LLC (MatchMaker FundRaising Software)

Your fundraising database contains all the hopes, desires, and aspirations of your organization. This session will address the importance of planning, developing, and using your database for excellent donor stewardship and raising more money. We will also explore the role of technology in supporting the process of mining your diamonds.

Evening event – Fundraising melodrama – extra fee

DAY THREE: Tuesday, May 16, 2006

7:30-8:45 a.m. Continental Breakfast

9-10:15 a.m. SESSION ONE

How to Build the Perfect Donor Newsletter

Presenter: Tom Ahern, ABC
Ahern Communications

Do donors really want a newsletter? "Absolutely," research says. Yet most donor newsletters are unread. Why? Join award-winning journalist, Tom Ahern, for a fast, in-depth look at the secrets behind great donor newsletters. One national organization that followed the advice in this workshop doubled the income from its newsletter immediately. You'll learn how to craft a powerful headline (and why that matters). You'll learn how to invent news when you think you have nothing to say. And you'll learn how to avoid common but fatal graphic design mistakes. Two valuable bonuses: a proven formula for using your newsletter to solicit gifts, and a comprehensive handout. This workshop was packed at both the 2004 and 2005 AFP international conferences and summarizes Tom Ahern's new book on donor newsletters. Note: A portion of Tom Ahern's two sessions are the same. You need not attend both.

OR

Entrepreneurs as Philanthropists

Presenter: Matt Beem, CFRE
President, Hartsook Essential

Small businesses create more than 70 percent of the jobs in the United States each year. Many of the individuals who start and own small businesses have been professionally and financially successful in previous entrepreneurial ventures. And although entrepreneurs are more difficult to attract as major donors than other categories of people, they are, by their very nature, also more devoted once they commit to an organization.

10:15-10:45 a.m. – Break: Coffee with Exhibitors

10:45 a.m.-noon SESSION TWO

Maximize Your Annual Fund – Ideas from A to Z

Presenter: Vern Henricks
Senior Vice President, Hartsook Companies, Inc.

A strong annual giving plan is building strong relationships not tactics. The human element is critical. It is an attitude about ongoing communication and appreciation of relationships and is everyone's responsibility. This workshop discusses more than two dozen techniques for building and maintaining a strong annual fund.

OR

How to Build a Successful Fund-Raising Campaign

Presenter: Elizabeth H. King, PhD
President and CEO, Wichita State University Foundation

How do you decide if your organization is ready to launch a fund-raising campaign? How do you get started? How do you determine the case statement, the goal, the volunteers, the prospects, and the marketing strategies? How do you keep up the momentum? In this session, we will cover these topics, using several existing campaigns as examples. Bring your questions and be ready to be engaged as you are given tools to help you launch a successful campaign for your organization.

12:15-1:30 p.m. **Roundtable Discussions** – lunch provided

1:45-3 p.m. **SESSION THREE**

Would You Please Consider...Board Members Making the Ask

Presenter: Vern Henricks
Senior Vice President, Hartsook Companies, Inc.

This interactive session explores the reasons many board members are uncomfortable asking for money. The session continues by presenting ways to ease your board members' uneasiness when making an ask. Mock solicitations are utilized to help visualize the concepts and foster additional discussion for developing strategies to work for your board.

OR

Are You Ready to Succeed? A Detailed Look at Capital Campaign Planning

Presenter: Jeffrey Byrne, AAFRC
President and CEO, Jeffrey Byrne and Associates, Inc.

"Succeeding Before You Begin: How to Prepare for a Capital Campaign" leads participants through the components necessary to prepare for a successful capital campaign. Led by an expert who has partnered side-by-side with hundreds of nonprofits throughout the county, Jeffrey Byrne provides workshop attendees with practical, hands-on strategies that will help them compel their volunteers, community leaders and donors to commit to their individual organizations. These strategies include practical foundational issues that must be considered before and during a campaign. Following the workshop, attendees receive direct access to the Jeffrey Byrne & Associates Resource Portal which contains desktop resources that can be downloaded for daily use in planning and conducting both capital and endowment campaigns.

3-3:15 p.m. **Break:** Cold Beverage with Exhibitors

3:15-4:30 p.m. **SESSION FOUR**

Writing to Strangers - The Science and Secrets of Effective Donor and Prospect Communication

Presenter: Tom Ahern, ABC
Ahern Communications

Truth be told, we know next to nothing about our prospects and donors, except for this: they all have brains. By understanding a few ABCs of human psychology you can significantly improve your chances of raising money. In this practical session, you'll learn: What donors are really interested in, How to speak to the four distinct personality types that lurk inside each of us, How to use key emotional triggers to raise more money, Why statistics often do such a poor job at persuading, and How to make your publications less laborious (a common flaw). Writing to

Strangers is practical, fun and rich with insights. See dozens of real-life good and bad examples from nonprofits across the US and Canada. Writing to Strangers will change the way you write and design your newsletters, case statements, annual reports, program brochures, direct mail and Web sites. Note: A portion of Tom Ahern's two sessions are the same. You need not attend both.

OR

What Every Fundraiser Needs to Know About Endowments

Presenter: Paul J. Strawhecker, MPA, ACFRE
President, Paul J. Strawhecker, Inc.

This session will provide an overview of endowments for the non-profit organization. The presentation will explore the issues involving endowments from the fundraising point of view. The presentation will identify fundraising issues related to endowments focusing on both soliciting and accepting current and planned gifts. In addition, the session will talk about managing endowment funds including gift processing and dealing with donor restrictions and designations. Endowment investment considerations regarding goals, rate of return and state regulations will also be discussed. This session is not intended to be of a technical nature relating to investments or managing, but an overview for the fundraiser to appreciate and understand the complexities involved in endowment management.

DAY FOUR: Wednesday, May 17, 2006

7:30-8:45 a.m. Continental Breakfast
 Donor Panel

9-10:15 a.m. SESSION ONE

Demystifying Project Evaluation – Finding Outcomes

Presenter: Elizabeth G. Tatarko, MA
Vice President, The Austin Peters Group

Fundraising professionals are being required by funders to design and implement project evaluation as a part of the receipt of funding support. The purpose of this session is to help fund raising professionals design and implement a strong program evaluation component. Beth will walk you through a step-by-step evaluation process answering the questions: why should you evaluate your project, what should you evaluate, and how should you evaluate. You will leave with a primer on project evaluation that can be incorporated into your funding proposals.

OR

Personal Visits - Major Gifts vs. Planned Giving

Presenter: Jodie Nolan, CFRE
Paul J. Strawhecker, Inc.

This session will give you the tools and confidence on how to conduct a major gift visit compared to a planned giving visit. They are both very unique and challenging elements of a development officer's responsibilities and this session will explore the techniques involved in preparing for and implementing a personal visit with a major gift and planning giving focus.

10:15-10:30 p.m. Break

10:30-11:45 a.m. SESSION TWO

Career Advancement in Fund-Raising

Presenter: Lynn J. Hawks, MA
Chief Development Director, Wichita Art Museum

Over the past 10 years, career development for the fundraising professional has advanced as rapidly as the profession. Many educational opportunities currently exist to enhance successful fundraising practices; some practices provide a journey of self-educated professionals, while others offer traditional methods of advanced degrees in philanthropy and development at universities across the country. This closed-door interactive session will confidentially discuss your current career track and explore the best objectives for your future. The focus of the course is intended for the fundraiser with less than five years experience or a mid level professional in transition.

OR

Proposal Writing – How to be a More Effective Fundraiser

Presenter: Elizabeth G. Tatarko, MA
Vice President, The Austin Peters Group

This session will provide the keys to successful proposal writing, what funders look for in proposals, and how to evaluate a proposal. Participants will have a chance to play the part of a funding organization and critique new proposals. We will also share some resources for seeking grant funding that we find most helpful.

11:45-1:30 p.m. Lunch on your own

1:30-4:30 p.m. **Board and Volunteer Development Workshop**

Who is the ideal board member? What are the development staff's roles? What role should your board take in fundraising? How can you effectively evaluate your board? Should you form a development committee? You will find the answers to these questions and many more at this board development and volunteer management workshop.