

Schedule of Conference & Workshops

Sunday, May 6, 2001

1:30 p.m. - 2:30 p.m.

Pre-Conference Workshops

Regional Meeting for Presidents of NSFRE Chapters
Ellie Wymore—*Why CFRE*—for those considering certification
Panel Discussion—*Fund-Raising 101*—for those new to fund raising

2:30 p.m. - 3:00 p.m.

Break with Vendors

3:00 p.m. - 5:00 p.m.

Keynote Speaker—Marc Lee—*Using the Internet to Raise Capital Funds*

5:00 p.m. - 7:00 p.m.

Meet and Greet with Vendors

Monday, May 7, 2001

8:00 a.m. - 8:45 a.m.

Round Tables/Breakfast

Round Table Topics

Sallie Driscoll - *Donor Motivation/Relations*

Stacy Driscoll - *Strategic Planning*

Karl Kohnen - *Prospect Research*

Dee Vandeventer - *Direct Mail*

Carolyn Hamrock - *Capital Campaigns*

Dave Schmitz, CFRE - *Board/Volunteer Training*

Brenda Duello, CFRE - *Annual Fund Drive*

Ralph Savoy, CFRE - *Marketing*

Sue Hawn, CFRE - *Planned Giving*

Helen Arnold-Olson, CFRE - *Grant Writing*

Tim Coffey, CFRE - *Making the Ask*

Pat Mullen, CFRE - *Special Events*

9:00 a.m. - 10:15 a.m.

Paul Edwards—*Understanding Head and Heart*

Larry Stelter—*Relationships*

10:15 a.m. - 10:45 p.m.

Break with Vendors

10:45 a.m. - 12:00 p.m.

Paul Edwards—*Turn No Into a Gift*

Larry Stelter—*Relationships*

12:15 p.m. - 1:30 p.m.

Lunch/Keynote Speaker—Paul Edwards—
Listen to What the Prospect Isn't Saying

1:45 p.m. - 3:00 p.m.

Ruth Ellen Kinzey—*Board Planning Retreat*

Paul Edwards—*How to Make the Ask*

3:00 p.m. - 3:30 p.m.

Break

3:45 p.m. - 5:00 p.m.

Panel of Individual, Corporate & Foundation Philanthropists—
Why Do I Give

Ruth Ellen Kinzey—*Promotional Strategy, PR*

5:45 p.m. - 9:00 p.m.

Special Event—McLeod/Busse IMAX® Dome Theatre

Tuesday, May 8, 2001

- 7:45 a.m. - 8:30 a.m. Breakfast with Vendors
- 8:30 a.m. - 9:45 a.m. Jim Greenfield—*Evaluating Your Giving Programs*
James Gillespie—*Basics of Planned Giving*
- 9:45 a.m. - 10:15 a.m. Break with Vendors
- 10:15 a.m. - 11:30 a.m. Jim Greenfield—*Running a Cost-effective Program*
James Gillespie—*Planned Giving*
- 11:45 a.m. - 1:30 p.m. Lunch/Keynote Speaker—Jim Greenfield—*Communicating the Financial Benefits of Your Program*
- 1:45 p.m. - 3:00 p.m. Ron Mirr—*Grant Writing*
Paula Pillen—*Understanding Your Donor Via Hand Writing*



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