

## 2014 AFP Golden Gate Chapter Programs

### ***Leading Edge Forum Series:***

#### ***Provocative thought leadership from the field***

Month: May

Title: Matures, Boomers, Gen Xers, Millennials: Myths & Truths About Generational Giving

Speaker: Kay Sprinkel Grace, CFRE

Month: October

Title: In These Times: The Ethics of Diversity & Inclusion

Speaker: Janice Gow Pettey, CFRE

Month: November

Title: Relationship Science Hosts the Leading Edge Forum @ NPD14

Speaker: Neal Goldman, CEO, Relationship Science

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### ***Breakfast of Champions Series:***

#### ***The quarterly series on leadership***

Month: April

Title: Partnership for Change: Working With Your Largest Donors

Speakers:

- Barbara Pierce, Founder, Transformative Giving
- David Madson, ACFRE, California Pacific Medical Center Foundation
- Jacquelyn Brown, Chief Advancement Officer, Sierra Club
- Scott Staub, ACFRE, Executive Director, Friends of the San Francisco Public Library

Month: May

Title: Where Development Ends and Finance Begins

Speakers:

- Theresa Nelson, MBA, CFRE, Principal, Theresa Nelson & Associates
- Susan Freundlich, Senior Director of Development and Marketing, Jewish Children & Family Services
- Elizabeth Schaffer, Chief Financial and Operations Officer, Global Fund For Women
- Jennifer Oliver-Goodwin, Chief Operating Officer, Pangaea Global AIDS Foundation

Month: July

Title: Hiring Consultants: Finding the Right Fit

Speakers:

- Michael L. Edell, CFRE, Senior Vice President, Netzel Grigsby Associates, Inc.
- Steve Lew, Senior Project Director, CompassPoint Nonprofit Services
- Juliana Schirmer, CFRE, Chief Development Officer, New Door Ventures
- Patricia L. Stirling, Founding Partner, Cardaronella Stirling Associates

Month: December

Title: Overcoming the 18 Month Syndrome: A Conversation with Development Directors & Search Consultants

Speakers:

- Robert M. Fisher, Ph.D., J.D., Rusher Loscavio Fisher Nonprofit Executive Search
  - Susan Corlett, Immediate Past Development Director, Sustainable Conservation
  - Scott E. Miller, Scott Miller Executive Search
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***Masterclass Series:***

***Latest practices, experienced***

Month: February

Title: Social Media Mastery in Three Easy Steps

Speakers:

- Y'Anad Burrell, CEO, Glass House Communications
- Andrew Alvarez, Digital Fundraising Specialist, KQED
- Shaun Tai, Founder & Executive Director, Oakland Digital Arts & Literacy Center
- Maggie Ferrill, Strategic Initiatives and Development Coordinator, Seneca Family of Agencies
- Beverly Mislang, Individual Giving Manager, Performing Arts Workshop

Month: August

Title: AFP's Planning To Keep Your Donors Workshop

Faculty:

- Michael L. Edell, President, AFP Golden Gate
  - Elizabeth Seja Min, AFP Golden Gate
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***Multicultural Alliance Workshops:***

***Safe space to exchange ideas and experiences***

Month: March

Title: Approaching Major Donors With A Social Justice Case

Speaker: Judy Patrick, President and CEO, The Women's Foundation of California

Month: May

Title: The Intersection of Fund Development and Leadership

Speaker: Linda Wood, Senior Director, Evelyn and Walter Haas Jr. Fund

Month: August

Title: Technology for Fundraising: Crowd Funding

Speaker: Andrea Lo, CEO, Piggybackr

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***Live Webinar Series:***

***Educating fundraisers in the 21<sup>st</sup> Century***

Month: February  
Title: Firing Lousy Board Members and Helping Others Succeed  
Speaker: Simone Joyaux, ACFRE

Month: April  
Title: Development from the Donor's Perspective  
Speaker: Alice Ferris, ACFRE and Jim Anderson

Month: May  
Title: Case Studies: 24 Hour Turn Around Campaigns  
Speaker: Michelle Conklin, CFRE

Month: May  
Major Gifts for Small Shops  
Speaker: Amy Eisenstein, ACFRE

Month: June  
Title: 6 Figure Fundraising: How to Create and Run Your First \$100,000+ Major Gifts  
Speaker: Sandy Rees, CFRE

Month: June  
Title: Creative Design for Fundraising Campaigns  
Speaker: Derrick Feldmann, CEO, Achieve

Month: July  
Title: Building Donor Loyalty: How to Double Your Major Gift Revenue  
Speaker: Rachel Muir, CFRE, Consultant

Month: July  
Developing a Relationship Management System  
Speaker: Jennifer Filla, President, Aspire Research Group

Month: August  
Title: Opening the Door to Major Gifts—Mastering the Discovery Call  
Speaker: John Greenhoe, CFRE

Month: September  
Title: Extreme Social Media Nonprofit Edition  
Speaker: Allan Pressel, CEO, PowerSite123

Month: September  
Title: Getting Your Organization Onboard with Fundraising: Weaving a Philanthropic Culture  
Speaker: Andrea McManus, President, The Development Group

Month: October  
Title: Incorporating Stories Into Your Fundraising Program  
Speaker: Leah Eustace, CFRE, Chief Idea Goddess, Good Works

Month: October

Title: Fundraising Basics

Speaker: Brian Bonde, ACFRE, Vice Chair, AFP Foundation for Philanthropy

Month: November

Title: Growth in Giving/Fundraising Effectiveness Project

Speaker: Erik J. Daubert, MBA, CFRE, Chair of the Growth in Giving Initiative and Chair FEP Advisory Board

Month: December

Title: Small Shop Success: Starting a Well-Rounded Development Program

Speaker: Amy Wolfe, MPPA, CREA, President and CEO, AgSafe

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### ***Achieving the CFRE:***

#### ***Distinguish yourself in the profession***

Month: October

Title: The CFRE Review Course

Faculty:

- Jack Alotto, CFRE
  - Mary Dunbar, CFRE
  - David Madon, ACFRE
  - Terence Kissack, FRE
  - David Bundesen, CFRE
  - Julie Ver Steeg, CFRE
  - Lenore McDonald, CFRE
  - Scott Staub, ACFRE
  - Ceilia Tonsing, CFRE
  - Therese Quinlan, CFRE
  - Karolo Aparicio, CFRE
  - Naomi Sultana Young, CFRE
  - Claire Axelrad, J.D., CFRE
  - James Armstrong, CFRE
  - Linda Frank, CFRE
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### ***AFP Unplugged:***

#### ***Friendly, informal gatherings to network and meet AFP friends***

Monthly gatherings held:

- January 8
- February 12
- March 12
- April 9
- May 14
- June 11 – with participants from The Mentor Program
- July 9

- August 13
- September 10 – Speed Netowrking with the Young Professionals Network-SF Bay Area
- October 8 – Unplugged goes to the Annual Members Meeting
- November 12