

**Association of Fundraising Professionals - Northeastern Pennsylvania
2011 Philanthropy Forum – Wednesday, April 13, 2011**

Part of THE Conference, in partnership with the Greater Wilkes-Barre Chamber

The Association of Fundraising Professionals NEPA Chapter has partnered with the Greater Wilkes-Barre Chamber's THE Conference to present our *Philanthropy Forum* – a full day professional development workshop on Wednesday, April 13, 2011 at The Woodlands Inn. The cost of the event is \$49 for nonprofit leaders and AFP members and includes a continental breakfast, lunch, networking mixer, keynote address, and five workshop sessions presented by master teachers and fundraising executives.



**AFP VERY STRONGLY ENCOURAGES THAT AT LEAST ONE REPRESENTATIVE
FROM YOUR ORGANIZATION'S FUNDRAISING OR LEADERSHIP TEAM
ATTEND ALONG WITH A BOARD MEMBER.**

Scholarships

The AFP NEPA Chapter will offer thirty \$25 scholarships to THE Conference taking the cost for one representative per organization to just \$24.00. Additionally, The Luzerne Foundation will offer ten \$35 scholarships to those organizations showing financial need.

Keynote Presentation: Creating Team: Breaking Down Barriers & Inspiring Change

It's fashionable to talk about the team approach to your work, but in reality, how do you make that happen? Staff, managers, board members, volunteers, and, of course, the customers are all members of your team and each has, in some cases, competing motivations and "turf" to protect. In this session, we'll address roles and expectations of team members, how to motivate people to play nice together, and how to influence and manage change.

**Given the severe cuts in funding at the State and Federal Levels, we have arranged for a special workshop:
"Self-Defense: Tools for Fundraising in Adverse Conditions" OR "Budget Cut: Now What?"**

Most of us got into the nonprofit sector to support a cause and make a difference. We're generally collaborative in this sector, but we need to be prepared for those times when there is competition – for attention, for participants, for donors. How do you deal with these situations in a positive and effective manner? Discuss how to assess obstacles and their impact, coping mechanisms and strategies for handling potentially negative situations, and how to plan for crises and other difficult times.

OTHER WORKSHOPS

Exceeding Your Goals Through Effective Donor Cultivation

In a perfect world, wealthy donors would find out about your cause and then mail you a check. You'd never have to leave your office! Oh wait, you probably wouldn't have a job either...In the real world, contributors of all dollar amounts like to be "courted." They want you to develop a relationship with them before you ask for a gift. But how do you manage the cultivation process? What are creative ways to get potential donors involved with your cause? How do you explain to your boss that cultivation activities are important when he or she is asking, "Show me the money"? This session will help you exceed your fundraising goals by helping you diversify cultivation techniques to meet the desires of your donor, identify cultivation "roadblocks" and how to break through them, and develop ways to emphasize the importance of donor cultivation with management and boards.

The Velvet Rope: Creating a VIP Experience

Are your donors and volunteers suffering from special event fatigue? What they may be looking for is an event that makes them feel special. Learn how to create the VIP experience for your donors, volunteers and sponsors, whether you are hosting a formal gala or a family picnic. This interactive session will cover how to align your special event with your mission; how to identify your target audience(s) and what motivates them to participate; how to conduct an "Event Makeover"; and how to implement creative ideas to make people feel special.

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“The Jedi Academy”: How to Ask Anyone for Anything

People say "I could never fundraise" because they think they can't ask for the gift! Asking is never about forcing someone to do what they don't want to do: it's about helping a potential donor fulfill their philanthropic needs. How will you "use the force" to understand which players will help and which will hinder your progress? We will provide tools to help you discover a donor's wishes, match the right asking strategy to your and the donor's personalities, overcome objections, and deal with the fear factor.

Curb Appeal: Optimizing Personal Communications in a Professional Setting

People make snap decisions about you whether you like it or not! That's why it's critical that you understand the nuances of verbal and non-verbal communication in a professional setting. Whether it's face to face, through letters, in email or by phone, you can make conscious decisions about how you would like to be perceived.

ROI on Technology: Cost Savings through Tech Solutions (Presented by John Dawe, CFRE)

Exploring the technology that exists (or doesn't exist) within your organization and how adjustments to your technology infrastructure can help meet the needs of your organization and your constituents is something often delegated to the your company's IT Vendor, but have they considered the true return on investment? This workshop will examine the technology infrastructure of several businesses and organizations using language that you don't need a computer science degree to decipher!

Using Challenge Grants to Boost your Direct Mail (How To Theater 20-minute Session) (Presented by Barbara Vitcosky)

Challenge grants are one of the most effective fundraising tools you can use to boost your direct mail. We'll examine how challenge grants spotlight your organization while providing an endorsement from a major player, help people understand how their donation can go farther, and help honor the sponsor.

OUR HEADLINING PRESENTERS

Alice L. Ferris, MBA, CFRE, ACFRE, founding partner, has over twenty years of professional fundraising experience, not including her volunteer start at Wisconsin Public Television, blowing bubbles onto the set during pledge breaks for the Lawrence Welk Show. Alice specializes in strategic and development planning, capital campaign planning studies, board and organizational training, executive leadership coaching, direct mail, and grant proposal creation and editing. Alice is a member of the AFP International Board of Directors and served as 2009-2010 Vice Chair for Membership Services, supporting the Association's efforts for the almost 30,000 member organization with 214 chapters throughout the world. In addition, she is Past President of AFP Northern Arizona and is an AFP Faculty Training Academy graduate. In addition, she is a two-time honoree as AFP-Northern Arizona Fundraising Professional of the Year. Alice is the 90th fundraising professional in the world to attain the Advanced Certified Fundraising Executive (ACFRE) credential, and is presently one of the youngest to hold the designation. Alice is recognized for her on-air presence on many public television and radio pledge drives, and on the national PBS fundraisers, among them Timeless—A National Parks Odyssey and Andre Rieu Live in Vienna. Alice also teaches Chinese cooking and an occasional class in ballroom dance.

James S. Anderson has more than 25 years of sales and sales training experience through his positions with local media and national research companies such as Nielsen Media, Simmons and Scarborough Research. Consistently recognized as a top revenue producer (\$30 million+), Jim earned "Sales Executive" and "Negotiator of the Year" awards. Jim has an extensive background in media production, and has created projects ranging from training videos for television stations nationwide, to promotional videos for client events. As an instructor at Northern Arizona University, he received superior evaluations from the 500+ students who participated in his "Communications Analysis" and "Sales, Research, Marketing and Promotion" classes. Jim specializes in marketing and branding strategy, social media marketing, multimedia production, sales and sponsorship programs, and board and organizational training. Jim serves as Vice President of external relations for the AFP Northern Arizona Chapter, President of Flagstaff Communicators, and is an AFP Faculty Training Academy graduate. In addition, Jim was honored as the 2010 Association of Fundraising Professionals Northern Arizona Fundraising Professional of the Year. Jim speaks Spanish and is an avid photographer.

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SCHOLARSHIP APPLICATION

Name of Applicant: _____

Organization of Applicant: _____

Address: _____

E-mail Address: _____

Phone Number: _____ Cell Number: _____

Organization's Annual Operating Budget (if applicable) _____

Is your organization a charity under 501(c)3 of the Federal Income Tax Code? YES NO

Does your organization employ paid, professional staff? YES NO

Which of the following describe you (Check all that apply):

_____ Paid Fundraiser _____ Exec. Director/CEO _____ Other Paid Staff

_____ Volunteer Fundraiser _____ Board Member

_____ Seeking Nonprofit Employment

_____ Other: _____

There are no 100% scholarships available this year. Instead, scholarships are 50% (attendee pays \$24). There are also a very limited number of 80% scholarships (attendee pays \$10).

Please include a personal statement of no more than 200 words (approximately ½ page typed) as to why you are requesting a scholarship.

Please submit this form via fax to 570-300-2124 or to:

THE Conference Scholarship
ATTN: John Dawe
67 Public Square, Suite 500
Wilkes-Barre, PA 18701

Any questions or concerns, please contact John Dawe at 570-763-9876 or john@daweconsulting.com or Donna Sedor at 570-823-2101 or dsedor@wilkes-barre.org.

SCHOLARSHIP APPLICATION DEADLINE IS APRIL 2, 2011

Scholarship status will be notified via e-mail or telephone call.