

2024 Schedule of Events

Association Foundation Group (AFG)



AFG 2024 EDGE CONFERENCE

Wednesday, August 21, 2024 from 10am to 4pm
American College of Cardiology
2400 N Street NW, Washington, DC 20037

Contact us: 202.449.9551

www.associationfoundationgroup.org



Wednesday, August 21st, 2024
American College of Cardiology
2400 N Street NW, Washington, DC 20037

9:00 - 10:00 AM: Registration

10:00 - 10:15 AM: Welcome & Introductions, Luke Driscoll, Managing Director CCS Fundraising, AFG President

10:15 - 11:00 AM: Solving the Philanthropic Puzzle

Panel: Aly Mennuti, Vice President CCS, Christina Santos, Executive Director, AMGA Foundation and Brynne MacCann, Director of Philanthropic Giving, American College of Cardiology

The association landscape is constantly evolving and as organizations emerge from the pandemic, many are turning to philanthropy to diversify their revenue streams and support their long-term strategic priorities. Join this panel discussion of executive and marketing leaders from two unique associations to discuss the practical strategies for successful fundraising.

Discover how to demystify the philanthropic puzzle to create a sustainable financial foundation for your association. Uncover strategies to foster meaningful relationships with members and identify opportunities for financial support that extend far beyond member dues alone. Participants will leave this session with a clear understanding of the role of philanthropy in associations, practical tools for fundraising, and the ability to apply these principles to their own organizations

11:00 AM - 11:15 AM: Break

11:15 AM - 12:00 PM: Attracting the Next Generation of Social Impact Leaders

Julio Suarez, Managing Director Social Impact Sector, DRiWaterstone Human Capital

The nonprofit and philanthropic sectors are crucial in addressing societal challenges and elevating the quality of life in our communities. As the torchbearers of social change, nonprofits and foundations must actively seek out and cultivate the next generation of leaders to sustain their missions. This means making succession planning a priority!

When it comes to succession planning, you have two options: identifying and nurturing the next-generation leaders within your organization or attracting them from outside your current workforce.

12:00 - 1:00 PM: Lunch – Affinity Group Tables

1:00 PM - 1:45 PM: How to Diversify Fundraising with Corporate Sponsorship Program

Bruce Rosenthal, Principal Bruce Rosenthal Associates, LLC

Association and association foundation executives report that (1) associations, and their foundations lack the revenue to develop programs needed by members and (2) generating non-dues revenue is an increasingly important priority. Sponsorships can provide diversified revenue increases to ensure sustainability of associations and their foundations.

- Understand sponsorship trends and the sponsorship marketplace
- Identify your association's value proposition for sponsors
- Discover how to propose sponsorships that sponsors' want
- Explore how to create sponsorships that support foundation's education and research
- Learn how to conduct an association sponsorship self-assessment
- Find out how to develop a sponsorship strategy

1:45 PM - 2:30 PM: Nonprofit Compliance Requirements When Fundraising Online

Ronald Barrett, Vice President of Nonprofit Services, Cogency Global Inc.

Donors are increasingly making their donations online, which requires updated guidelines on when, where and what nonprofits and charities need to file. Thankfully, our "Nonprofit Compliance Requirements When Fundraising Online" seminar/webinar will answer many of your questions – and also outline the perils of non-compliance. Presented by Ron Barrett, Cogency Global Vice President of Nonprofit Services, author of "Nonprofit Fundraising Registration: Nolo's 50-State Digital Guide", and Standards for Excellence Institute Licensed Consultant, this seminar/webinar will focus on the implications of modern-age fundraising activities on fundraising compliance.

2:30 – 2:45 PM: Break

2:45 - 3:30 PM: From Trends to Triumphs: Unleashing the Potential of Association Fundraising

Luke Driscoll, Managing Director CCS Fundraising, AFG President

David M. Coyne, CFRE, President, The Sheridan Group

In the dynamic landscape of association fundraising, trends emerge and evolve. Yet, true triumphs lie in personalized strategies that engage members, leverage technology, and foster meaningful connections. By embracing innovation and understanding donor motivations, associations can unleash their fundraising potential and create lasting impact.

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