



Call for Speakers

The Association Foundation Group is the only organization dedicated to advancing the knowledge and education of association foundation and association fundraising professionals. We are now looking for engaging speakers with exceptional content that will lead to dynamic dialogue at our **15th Annual National Conference: Getting on the Path to Success**.

Registration/Travel Costs

AFG is not permitted to pay honoraria or expenses including travel costs. All speakers must register for the conference at the reduced rate speaker rate or attend just for his/her session. Speaking engagements may qualify for CAE and CFRE credit. The session leader will be asked to adhere to a timeline that will be provided by AFG, and provide AFG with handout materials in advance of the conference.

Selection Process

To apply to be a speaker, please complete the application form and include the name of the session leader and the name of the second presenter, where applicable. (Please note that the maximum number of presenters for a session is two.) Please attach a brief description of your proposed session including two to three learning objectives. A typical breakout session/workshop is 50 minutes, including Q&A.

Consultants and vendors are invited to submit. However, we will only consider proposals from consultants and vendor if an association/foundation executive is the co-presenter. Sessions must be educational in nature and not sales orientated. Sales pitches or distribution of marketing materials is strictly prohibited. In fairness to those who submit proposals, please note that speakers are limited to participation in one session at the conference.

Session Topic Suggestions

The objective is to have sessions that are appropriate for beginners in development (100 level), those new to association foundation fundraising (100 level), those who are intermediate (200 level), and those with many years of experience (300 level). The following topics are suggestions for your consideration as you prepare your application.

- 📍 Annual Giving: Using member data to develop a donor conversion strategy
- 📍 Integrated Development: Strategies for creating a multi-channel fundraising program
- 📍 Marketing: Designing a website that tells your story and raises money
- 📍 Corporate Giving: Building stronger ties with association corporate sponsors through the foundation
- 📍 Association-Foundation Relationship: Differentiate projects between the association and the foundation
- 📍 Association-Foundation Relationship: Partnering to raise visibility for both entities
- 📍 Planned Giving: Planned Giving for Association Foundations
- 📍 Planned Giving: Planned giving and non-cash gifts
- 📍 PAC and Foundation: Collaboration or Competition?
- 📍 Evaluation: Evaluating Development Program Performance
- 📍 Financial Management: Learning the Accounting Lingo
- 📍 Donor Relations: Recognition Best Practices

Call for Speakers - Application

Association Foundation Group

15th Annual National Conference: Getting on the Path to Success

Thursday, May 11, 2017

FHI 360 Conference Center

Washington, DC



Proposed Education Session Title: _____

Session Leader: _____

AFG Member: Yes No

Title: _____

Organization: _____

Mailing Address: _____

Phone: _____ **Email:** _____

Twitter Handle: _____

2nd Session Leader (max=2): _____

AFG Member: Yes No

Title: _____

Organization: _____

Mailing Address: _____

Phone: _____ **Email:** _____

Twitter Handle: _____

Learning Objectives: Complete the following, "Following my presentation participants will be able to.."

1. _____
2. _____
3. _____

My presentation is appropriate for the following groups (check all that apply):

- Beginners in Development (Level 100)
- New to Association Fundraising (Level 100)
- Moderate Experience of 3-5 years (Level 200)
- Extensive Experience of 5 years+ (Level 300)

Supporting Documents: Include one descriptive paragraph and a listing of any previous speaking engagements (if applicable). Professional quality photo of session leader(s) is encouraged, but not mandatory. **To be considered, your proposal must reach AFG by end of business on Friday, January 20, 2017.**

Please return to AFG: info@afgnet.org