

GAINING THE EDGE

AFG 2019 National Conference

Wednesday, May 15, 2019
Washington, DC

2019  National
Conference

BREAKOUT SESSIONS

The Art and Science of Fundraising: Finding Balance with an Integrated Development/Communications Strategy

Sandi Smith, Director of Advancement, American Medical Association Foundation

Parker Lanigan, Advancement Manager, American Medical Association Foundation

Delivering Risk and Fraud Assessments Your Board Wants and Needs

Rob Eby, CPA, CGMA, Partner, Aronson LLC

Greg Plotts, CPA, Partner, Aronson LLC

Design with Empathy: How an Inclusive Digital Experience Benefits Your Foundation

Beka Wueste, VP | Director, Digital Strategy, GMMB

Exponential Growth: Building Partnerships for Sustainability and Visibility

Jennifer Harris, Ph.D., Senior Vice President, Graham-Pelton

Daniel H. Gillison, Jr., Executive Director, American Psychiatric Association Foundation

Fundraising Registration in the Digital Age

Ronald J. Barrett, VP Nonprofit Services, COGENCY GLOBAL INC.

Fundraising from a Multi-Faceted Membership

Jeff Borchardt, Vice President, Association Development Solutions

Frank Krause, CAE, Chief Executive Officer, Federation of American Societies of Experimental Biology

Getting on the Same Page

Luke Driscoll, Managing Director, CCS Fundraising
Anand Sethupathy, Managing Director, Programs, American Society of Mechanical Engineers

Launching A Consumer Outreach Campaign

Lewis Flax, President, Flax Associates
Cheretta A. Clerkley, MBA, CASE, CME, Chief Marketing Officer, Autism Society of America

Leveraging Corporate Partnerships to Provide Revenue and Member Value for Association Foundations

Bruce Rosenthal, Principal, Bruce Rosenthal Associates, LLC

Making the Case for Planned Giving

Janet L. Hedrick, BS, Med, Director of Development, Radiation Oncology Institute

Making the Donor Connection Through Social Media

Drew Navolio, Partner, Head of Client Services, The David James Group

Simple to Spectacular: Marketing and Storytelling for Association Foundations at Your Level of Budget and Expertise

Lara Kadylak, American Chemical Society
Elissa Leif, CEO, MiniMatters Video + Marketing
Barbara Haupt, President, MiniMatters Video + Marketing

Unleashing Your Superpower: Why Persuasive Communication is the Only Force You Will Ever Need

Jeff Tippett, Principal / Founder, Jeff Tippett Enterprises

And More to Come...