

2020



EDGE

AFG Edge Virtual Conference

CONTINUING EDUCATION WEBINAR SERIES
SCHEDULE-AT-A-GLANCE

Wednesday, August 26 - Thursday, September 17

VIRTUAL CONFERENCE
CONTINUING EDUCATION WEBINAR SERIES



Wednesday, August 26th

1:00 PM, EDT - Plenary Session I
Gender Matters: A Practical Approach to Grow Women's Philanthropy
Kathleen Loehr, Senior Consultant, [Aspen Leadership Group](#)

2:15 PM, EDT - Educational Session I
Blended Gifts: A Funding Key to Growing Endowment Resources
James Connell, FAHP, CSA, [Connell and Associates](#)

*3:30 PM, EDT - Coaching Session I
Working with a Search Firm and Acing the Search Committee Interview
David S. Martin, CEO and Managing Partner, [Sterling Martin Associates](#)

Thursday, August 27th

1:00 PM, EDT - Educational Session II
No Sacred Cows: Leading a Foundation Through Change ... of Everything
Rikki Amos, Managing Director, [International Franchise Association Foundation](#)

*2:30 PM, EDT - Coaching Session II
Managing Career Transitions
David "DJ" Lloyd, Jr., Career Coach and Consultant, [DJ Career Coach](#)

Wednesday, September 2nd

1:00 PM, EDT - Plenary Session II
What Does Philanthropy Look Like in 2030?
Bond Lammey, Senior Vice President of Prospect Development, [BWF](#)

2:15 PM, EDT - Educational Session III
The Case of the One-Size-Fits-All-Contributions Request: How to Raise More Money by Offering Distinct Value to Your Donors
Karen Eber Davis, MBA, [Karen Eber Davis Consulting](#)

*3:30 PM, EDT - Coaching Session III
Non-profits
Elizabeth Humphreys, Managing Principal, [The McCormick Group](#)

Thursday, September 3rd

1:00 PM, EDT - Educational Session IV
Ethical Fundraising - It is Possible
Luke Driscoll, Managing Director and Partner, [CCS Fundraising](#), and
Marthea Wilson, Director of Membership, [American College of Cardiology](#).

*2:30 PM, EDT - Coaching Session IV
Honing Your Interview Skills
Barkley Payne, Executive Director, [American Medical Association](#)

Thursday, September 9th

1:00 PM Plenary Session III

Maintaining Your Brand Independence

Ron Zywicki, Managing Director & Partner, [David James Group](#)

2:15 PM, EDT- Educational Session V

How to Learn to Love Data as a Catalyst for Fundraising Growth

Barbara O'Reilly, CFRE, Principal, [Windmill Hill Consulting, LLC](#), and

Sandi Smith, Director of Advancement, [AMA Foundation](#)

*3:30 PM, EDT - Coaching Session V

Fine-Tuning Your Executive Presence

Carol Vernon, Certified Executive Coach, [Communication Matters, Executive Coaching & Training](#)

Thursday, September 10th

1:00 PM - Educational Session VI

Fundraising at a Virtual Conference: A Case Study

Evan Northrup, Associate Director of Development at the [AFP Foundation for Philanthropy](#)

*2:30 PM, EDT - Coaching Session VI

Leadership Development

David M. Coyne, CFRE, President, [The Sheridan Group](#)

Wednesday, September 16th

1:00 PM - Educational Session VII

Making the Most of Your Annual Giving Program

Doug London, Senior Vice President, [CCS Fundraising](#)

2:15 PM, EDT - Educational Session VIII

Screening and Planned Giving: Using the Most Predictive Data for Prospecting

Garet Turner, CAE, CMP, Vice President and Chief Development Officer, [ASAE](#) and [ASAR Foundation](#), and

Andy Suther, Director of Strategic Partnerships, [DonorSearch](#)

*3:30 PM, EDT - Coaching Session VII

Rediscovering Career Happiness

Anne Genduso, Certified Career Coach/Owner, [Building Your Best Life](#)

Thursday, September 17th

1:00 PM, EDT - Educational Session IX

Modify, Marry, or Kill Your Giving Tuesday Campaign?

Natalie Zundel, CFRE, Owner and Founder, [Raise Well Consulting](#)

*2:30 PM, EDT - Coaching Session VIII

How to Build a Personal Brand Strategy

Andrea Ball, President, President, [PlanIt World Consulting](#)

* Included with a full conference registration fee. Separate registration is required.