

# AFG Edge Conference Virtual Program Agenda May 19, 2021 - 1:45 pm, EST

## Wednesday:

### 1:45-2:00 pm AFG Welcome Mini Town Hall:

Janet L. Hedrick, Director of Development, The Radiation Oncology Inst.  
Kathryn Dattomo, MNA, CAE, CFRE, AFG Immediate Past President  
Paula J. Eichenbrenner, MBA, CAE, Executive Director, AMCP Foundation

### 2:00-2:30 pm Flash Session (Micro-Learning)

**Benchmarking Fast & Furious**

Kurt McKinley, Corporate Vice President, CCS Fundraising

### 2:00-2:30 pm Executive Roundtable

**Integrating Virtual & In-Person Staff**

### 2:30-3:00 pm Flash Session (Micro-Learning)

**Writing in Plain Language:**

**Improving Internal and External Communications**

Grace Alderage Foster, Co-founder & Principal,  
Bold Type LLC // writing consultation & training

### 3:00-3:15 pm Break

### 3:15-3:45 pm Flash Session (Micro-Learning)

**From Good to Great:**

**Taking Your GivingTuesday Campaign to the Next Level**

Douglas H. London, Senior Vice President, CCS Fundraising

Paula J. Eichenbrenner, MBA, CAE, Executive Director, AMCP Foundation

### 3:45-4:15 pm Flash Session (Micro-Learning)

**You Could be Getting More Out of Your Donor Data**

Taj C. Carson, PhD, CEO, Carson & Research & Consulting

Jacob Joseph, MPS, Solutions Architect, Inciter

### 4:15-4:30 pm Break

### 4:30-5:00 pm Happy Half Hour

AGENDA 2021