

Join a presentation with a national expert at an affordable rate! Webinars will be offered ten times during 2012. Detailed information about each Webinar is available on our website.

AFPGV invites you to attend our Web/Audio Conferences for only \$15/members and \$30/non-members, per Webinar. See our year-long pass information below.

Registering online is fast, easy, and secure! Visit our website at [www.afpgv.org](http://www.afpgv.org)

All webinars will be held at the University of Rochester Alumni & Advancement Center, Room 101, 300 E. River Road, Rochester, NY 14623. **A map and driving directions are available on our website at [www.afpgv.org](http://www.afpgv.org). Free parking in the main (employee) parking lot.**

**Blue Ribbon Recipes for Capital and Endowment Fundraising Success**

**Tuesday, February 7, 2012**

**Presenter: Penelope Cagney, MA, CFRE, President, The Cagney Company**

1:00—2:30 p.m.

**Online Success Strategies, Tools and Trade Secrets**

**Wednesday, May 9, 2012**

**Presenter: Ted Hart, ACFRE, CEO, Hart Philanthropic Services**

1:00—2:30 p.m.

**How to Create a Written Fundraising Plan In 6 Easy Steps**

**Thursday, February 23, 2012**

**Presenter: Sandy Rees, CFRE, Nonprofit Coach and Consultant**

1:00—2:30 p.m.

**The Feasibility Study... Start to Finish**

**Thursday, June 21, 2012**

**Presenter: Jill Pranger, ACFRE, Founder and President, Pranger Philanthropic**

1:00—2:30 p.m.

**Fundraising Analytics**

**Tuesday, April 24, 2012**

**Presenter: Joshua Birkholz, Principal, Bentz Whaley Flessner**

1:00—2:30 p.m.

**How to Talk to Your Board—Creating a Long Term Development Vision**

**Thursday, July 26, 2012**

**Presenter: Marcy Heim, CFRE, Coach and Trainer to Non-Profit Executives**

1:00—2:30 p.m.



**The New Face of Fundraising and Engagement— Smartphone and Mobile Web Technology**

**Wednesday, August 8, 2012**

**Presenter: Tonia Zampieri, Pioneer in Mobile Nonprofit marketing**

1:00—2:30 p.m.

**Building a Major Gifts Pipeline Despite BIG Obstacles**

**Thursday, September 13, 2012**

**Presenter: Adrienne Capps, MBA, CFRE, Assistant Dean for Development and External Relations, UC Davis School of Education**

1:00—2:30 p.m.

**How to Turn Your Volunteers (Board and Non-Board Members) Into Great Fundraisers**

**Thursday, October 4, 2012**

**Presenter: Amy Eisenstein, MPA, CFRE, Principal, Tri Point Fundraising**

1:00—2:30 p.m.

**The Ever Changing World of Small Non-Profit Boards**

**Tuesday, November 6, 2012**

**Presenter: Sean Hammerle, CFRE, Founder and President, PLAID Consulting, LLC**

1:00—2:30 p.m.

**YEAR-LONG PASS!** Attend all ten webinars for only \$127.50/AFP members and \$255/non-members. Year-long passes are non-transferrable and non-refundable. Please register by February 7.

AFPGV also offers **BREAKFAST AND LUNCHEON PROGRAMS** throughout the year, on topics such as “Meet the Grantmakers”, “Recruiting Ideal Board Members Who Achieve Successful Outcomes” and more. Please visit our website at [www.afpgv.org](http://www.afpgv.org) for details.

**Cancellation Policy:** Cancellations are accepted up to 48 hours before the meeting. No refunds are issued for late cancellations. No shows are expected to pay.

## About AFP

The Association of Fundraising Professionals (AFP) represents more than 28,000 fundraisers in more than 180 chapters throughout the world, working to advance philanthropy through advocacy, research, education and certification programs.

AFP fosters the development and growth of its members and promotes high ethical standards in the profession. The Genesee Valley Chapter represents more than 240 fundraisers in the Rochester area.

## Join the Network

AFP is the only association representing the entire fundraising profession and works with every conceivable type of group—health, education, social services, the environment and arts, to name just a few—and is involved in every aspect of fundraising, including donor relations, board development, planned giving and special events. AFP is dedicated to ensuring that members have the necessary skills, knowledge and resources to get the job done, including:

- Networking opportunities
- Chapter educational programs
- Informative e-newsletters
- Executive referrals
- AFP online resource center
- Advancing Philanthropy magazine
- Member discounts

## For more information:

- Visit [www.afpgv.org](http://www.afpgv.org)
- Call (585) 586-7810
- Email [info@afpgv.org](mailto:info@afpgv.org)

## AFPGV 2012 Programs Committee

Committee: Deb Howe Allen, Tammy Cohen, CFRE; Brian Kane; Larry Lehner, Krystyna Staub, Chairperson; Pamela White

## AFPGV Officers

Kim Clark ..... VP of Marketing  
Karen Gaffney, CFRE ..... Treasurer  
Kyle Polite ..... VP of Membership, Diversity Chair  
Debra Salmon ..... Secretary  
Carolyn Slack, CFRE ..... Immediate Past President  
Samantha Standing, CFRE ..... President  
Debbie Zeger, CFRE ..... VP of Prof. Advancement

## Board of Directors

Natalie Anderson ..... Board Member  
Tammy Cohen, CFRE ..... CFRE Chair  
Jeffrey Hough ..... Executive Referral Chair  
Anne McKenna ..... Every Member Campaign Chair  
Patricia Miller ..... Great Lakes Regional Conf. Chair  
Christopher Raimy ..... Resource Dev. Chair  
Diane Shoger ..... Ethics Chair  
Melanie Barnas-Simmons ..... Comm. Chair  
Krystyna Staub ..... Programs Chair

## Other Chapter Leadership

Carolyn Khanna ..... Membership Chair  
Julie Murawski ..... Scholarship Chair  
Brad Schreiber ..... Awards Chair  
Liz Wilder ..... Government Relations Chair  
Gretchen Wood ..... NPD® Chair

## Chapter Administrator

Brenda Thornton, Thornsoft Development, Inc.

## Volunteer. Network. Advance.

Membership and participation in AFP brings you the opportunity to share and advance with your professional peers the ethics, high standards, and best practices in fundraising. Join a committee and get the most for your membership!



# 2012 Webinar Schedule

*Funded in part by AFP Foundation for Philanthropy's Every Member Campaign*

## AFP Genesee Valley Chapter

P.O. Box 425, Spencerport, NY 14559  
Tel. (585) 586-7810; Fax (888) 366-9196  
[info@afpgv.org](mailto:info@afpgv.org)  
[www.afpgv.org](http://www.afpgv.org)

