

THE 2021 AFPGV ONLINE REGIONAL CONFERENCE

WHAT'S YOUR NEXT MOVE?

Professional Growth & Success in the Fundraising Game



Four Thursday Online Sessions – 11:00 a.m. to 12:00 noon
May 6 • May 13 • May 20 • May 27



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COMMUNITY
FOUNDATION

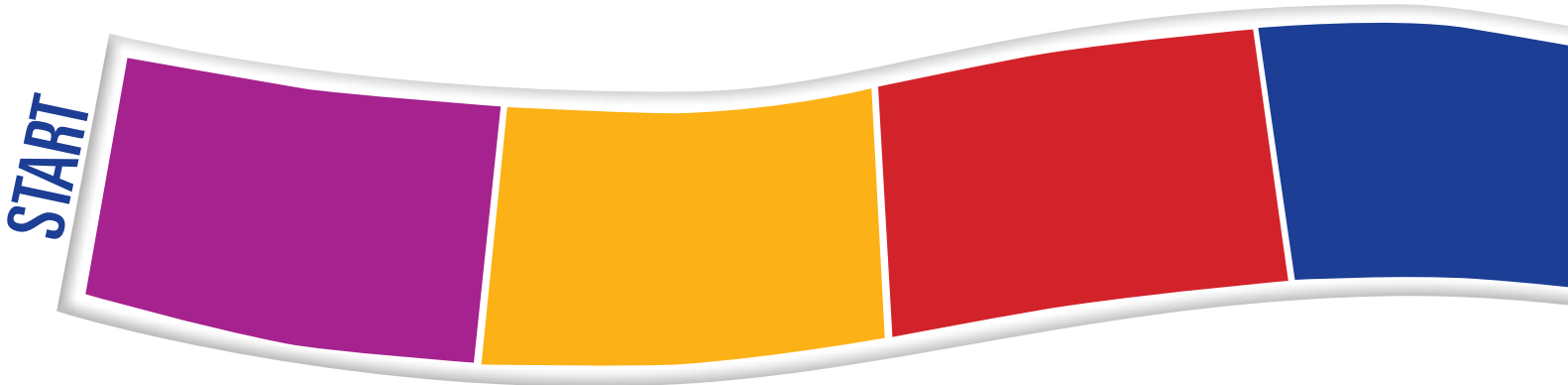
Your professional path should not be a game of chance.

In the fundraising game, do you ask yourself, "How did I get here?" When you meet other professional fundraisers, do you wonder, "How do I get **there**?"

Join us for this year's AFPGV Regional Conference for helpful insights on how to plan and pursue a successful career in fundraising, now and in the future.

During four one-hour online sessions, held on successive Thursdays in May, you will interact with some of the finest minds in professional development, exchange ideas with fundraising contemporaries, and connect with sponsors and exhibitors. For an affordable fee of \$49, it's a smart move with great learning and networking opportunities. All conference sessions will be sign language interpreted and captioned.

Read more about our exciting sessions on the following pages.



Who should attend?

This conference is ideal for those in fundraising, including board members, volunteers, and executives who work in resource development. Anyone who is interested in learning more about fundraising best practices and expanding their professional network would also benefit. As this is a virtual event, feel free to invite out of town colleagues to register and attend.

Sponsor or advertise!

Help support AFPGV and get great exposure!

Conference Sponsor: Starting at \$500, find a level of sponsorship and benefits that works for your organization. See last page for detailed sponsor opportunities.

Digital Program Booklet Advertising: See registration panel for sizes and pricing. For advertising specifications and material deadlines, please visit www.afpgv.org/conference-ad-specs

How to attend

With an online conference, you'll have the flexibility of attending one or all sessions. Each session will be recorded, so if you miss one, it will be available for viewing later at your convenience. Registrants will receive an email prior to each session with a link and instructions for joining the upcoming session.

CFRE credit

Full participation in this conference is approved for 4.0 points of continuing education credits per the CFRE International application.



Join AFPGV!

Now, more than ever, invest in yourself! Your professional community, the Association of Fundraising Professionals Genesee Valley, can offer you the best resources – at the best value for your membership dollar – to help you and your organization succeed.

<https://afpgv.memberclicks.net/join-afp>



May 6 – Session One: Keynote Address



After a special welcome and conference kick off from Mike Geiger, President and CEO of AFP Global, we are pleased to be joined by Dr. Amir Pasic, the Eugene R. Tempel Dean of the Indiana University Lilly Family School of Philanthropy. Dr. Pasic will introduce our conference theme of professional pathways. The Lilly School is the world's first school devoted to research and teaching about philanthropy. He brings us the field's finest in scholarship and practice.

Prior to joining Lilly, Pasic held posts at the Council for Advancement and Support of Education (CASE), Johns Hopkins University, the Rockefeller Brothers Fund, and The George Washington University. He's been a librarian at the Library of Congress and on the faculty at Brown University. His own varied and interesting career pathway will certainly help to inform and enlighten conference attendees.

May 13 – Session Two: Mentor, Manager, Learner, Leader

Join some of Rochester's most experienced fundraising managers as they explore leadership roles and opportunities to ensure fundraising staff and organizations grow in skills, accomplishments and understanding. We will learn about ways successful managers create good pathways for employees to flourish. If you've been a fundraiser for decades, you're just starting out, or at any point between, the panel discussion is designed to speak to you.

Panelists:

- Craig Evans, Vice President for Development, Foundations, Rochester Regional Health
- Kelly Gagan, Associate Vice President for University Advancement at University of Rochester
- Steven Smith, CFRE, Vice President, Foundation at St. Ann's Community

Facilitator: Stephanie Reh, President & Founder, Accountability Evangelist

May 20 – Session Three: AFP 2050



Janice Gow Pettey is a nonprofit executive, an author, a teacher, and noted authority on diversity, ethics, and nonprofit governance. Janice is chair emeritus of both AFP Ethics Committee and the AFP Research Council. During her nonprofit career she has served as both CEO and led the development efforts of diverse organizations including The Asia Foundation, Sacramento Region Community Foundation, American Red Cross Bay Area, and United Way of the Bay Area.

To understand the fundraising community, donors and philosophies of the future, join Janice to explore our current landscape. How do multi-cultural, multi-racial teams add value? Are we mission driven, community driven or donor driven? Or all three?! How best can we embrace change? For the answers to some of these questions, and the chance to consider your questions, join this important conversation.

A decorative banner consisting of five colored rectangular segments: blue, purple, yellow, red, and blue, arranged in a slightly curved line.

May 27 – Session Four: How Did I Get Here? How Do We Get There?

Our final session features a panel discussion of distinguished fundraisers reflecting on personal pathways in their careers, and the benefits of continuity and transition in their organizations... and yours!

Panelists:

- Bonnie Butkas, Executive Director, Merrimack Repertory Theatre
- Bryan Hensel, Executive Director, NTID Office of External Affairs, Rochester Institute of Technology
- Shaunta Rankin, Director of Human Resources, Empowering People's Independence (formerly Epilepsy-Pralid)

Facilitator: Cassandra George Ramos, President, Wind and Water Consulting

Give it a spin!

Registration

Please complete the form below. Photocopy or reprint as needed for additional registrants. Mail completed form with credit card info or check payable to: AFP, Genesee Valley Chapter, PO Box 60413, Rochester, NY 14606.

You may also register by phone at 585.586.7810, by fax at 888.366.9196, or online at www.afpgv.org/regional-conference.

Name _____ Designation _____

Title _____

Organization _____

Address _____

City/State/Zip _____

Phone (work/home) _____

E-mail _____

Online Conference (\$49 includes all four sessions) \$ _____

Sponsorship (see details next page) \$ _____

Program Advertising (see below - materials due by April 28) \$ _____

I would like to contribute to the Gaffney Scholarship for new members \$ _____

TOTAL \$ _____

Program Booklet Advertising

Multi-page PDF booklet will be distributed electronically. All ad copy may be submitted in full color. Advertising specs available at www.afpgv.org/conference-ad-specs

Full page: \$300

Half page: \$200

Quarter page: \$150

All confirmations are sent via e-mail.

Payment

Check enclosed, payable to AFP, Genesee Valley Chapter

Please charge my credit card:

VISA MasterCard American Express Discover

Cardholder Name _____ Exp. Date _____

Card # _____ Security Code _____

Billing Address _____

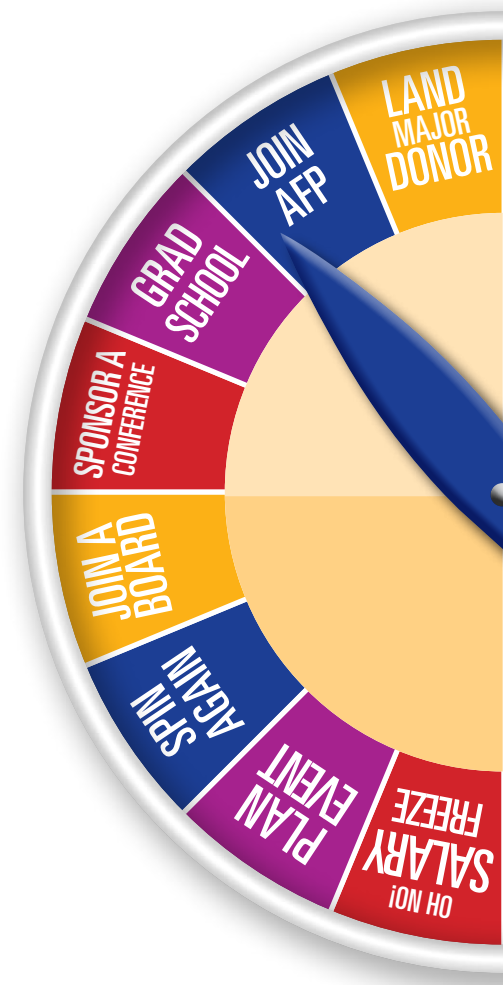
Cancellations:

Cancellations received in writing by April 30 are eligible for a full refund, less a \$12 administrative fee.

\$49

One low price includes:

- All four sessions
- Up to 4 CFRE credits



Register by mail, phone, fax, or online by April 30.

Get in the game.

Be part of the action with a conference sponsorship! Attended by professionals of all levels in the fundraising world, this dynamic series of four one-hour virtual sessions will have broad appeal to the audience you want to reach. Help Greater Rochester imagine and understand the "Next Move."

SPONSOR OPPORTUNITIES*

Trailblazer \$5,000+

- Industry exclusive at this level
- Inclusion of a 30-second promotional pre-roll video before all four online sessions
- Co-branded email to all conference attendees highlighting sponsor
- Prominent logo placement on collateral materials
- Prominent logo placement on afpgv.org
- Distribution of logo materials to attendees
- Early and final registration lists
- Four job postings
- Full-page ad in PDF program book
- Sixteen registrations for virtual conference

Leader \$2,500 - \$4,999

- Inclusion of a 30-second promotional pre-roll video before all four online sessions
- Secondary logo placement on collateral materials
- Co-branded email to all conference attendees highlighting sponsor
- Full-page ad in PDF program book
- Final registration list
- Two job postings
- Eight registrations for virtual conference

Innovator \$1,000 - \$2,499

- Inclusion of a 15-second promotional pre-roll video before all four online sessions
- One job posting
- Full-page ad in PDF program book
- Final registration list
- Four registrations for virtual conference

Implementer \$500 - \$999

- Four registrations for virtual conference
- Full-page ad in PDF program book
- Final registration list

Sponsors also receive social media posts, logo weblinks, and more!

*Opportunities subject to change without notice.

