

2010 VFRI CONFERENCE: THRIVE IN A CHANGING LANDSCAPE

July 26-27 | New Location: Virginia Crossings Hotel & Conference Center, Richmond, VA

This year's VFRI conference delivers 20 valuable, information-packed workshops with strategies, methods and techniques to maneuver and thrive in this changing landscape of fundraising. You'll learn from national and local fundraising professionals. Plus, you'll experience four educational tracks that address each stage of the fundraising cycle.

You'll receive beneficial, real-world advice at a convenient location, making it a cost-saving value.

Gain Knowledge. Network with Peers. Become Inspired.

Keynote Addresses

“Major Donors Evolve from Everywhere: The Newest Internet Tools for Relationship Building” - Jay B. Love

Jay Love explores the current research regarding on-line nonprofit relationship building tools. He will focus on on-line tools relating to communications, newsletters, web sites, social networking and others. The promise of the Internet revolutionizing the development office and the art of fundraising is now upon us. Come listen to one of the pioneers of this enabling technology cut through the hype and explain what does and does not work. Actual examples of breakthrough usage and results within this exciting new arena will be illustrated.

“Charity on Trial – In the Court of Public Opinion” - Doug White

What is the role of charity in society and how can fundraisers best serve that role? What is the relationship between public policy and philanthropy? Whether as good stewards of our organization's mission or by how we deal honorably with donors to ensure that their wishes – as well as the organization's purposes – are realized. Fundraisers play an essential role in the success of not only the charities that employ them but in how charities fare in the ever-growing philanthropic sector of society. Doug White will review the third sector's most pressing challenges and offer recommendations on how to best address them.



Jay B. Love is the CEO and co-founder of eTapestry. Prior to starting eTapestry, Jay served 14 years as president and CEO of Master Software Corporation. Jay is a well-known speaker for the charity

sector in the U.S., Canada, Mexico, Australia and the United Kingdom, having delivered nearly 1,000 speeches. He is a graduate of Butler University. He currently serves on the Board of the School of Liberal Arts at Butler, as well as Gleaners Food Bank and is a founding board member of the TechPoint Foundation. He serves on the boards of numerous national and local nonprofits. He is currently a member of AFP and AHP. He is also on the board of the nationwide e-Philanthropy Foundation and NPower of Indiana.



Doug White is a national leader in the philanthropic community. He works with nonprofit organizations of all types and sizes on planned and major giving, as well as on the many issues related

to organizational development and strategic planning. He teaches ethics-based philanthropy and serves on the senior staff of the Center for Philanthropy and Fundraising at New York University. Doug is the author of *Charity on Trial* and *The Art of Planned Giving*, which in 1996 was awarded the top research prize by the Association of Fundraising Professionals. In 2002 the National Capital Gift Planning Council in Washington, DC presented Doug with its Distinguished Service Award. Today he chairs that council's Ethics Committee and writes the monthly column, Ethics Corner.

Conference Agenda

Monday, July 26

	Building the Foundation	Moving to Action	Completing the Cycle	Embracing Professionalism
9:00-5:00 pm	Registration			
12:00-1:30 pm	Lunch & Keynote Doug White, "Charity on Trial – In the Court of Public Opinion"			
1:30-2:00 pm	Break with Sponsors			
2:00-3:30 pm	Valerie Lambert, "How to Incorporate Online Giving Into Your Annual Fund... And Track It!"	June Kim, "New Decade Donor"	Jim Barney, " 'Before Google, Of Whom Did You Ask Questions?' Embrace technology; it can be easy, fun and productive"	Laura Goodwin, "Building a Culture of Philanthropy"
3:45-5:15 pm	Ty Toepke, "One: Planning and Managing Your Annual Campaign from One Document"	Sandy Rees, "Four Simple Steps to Building Donor Relationships and Fully Funding your Mission Using Donor-Based Fundraising"	Sue Acri, CFRE, "Major Gifts and Stewardship: Ready, Set, Jump... and Cool Down!"	Doug White, "The Nonprofit Challenge: Integrating Ethics into the Purpose and Promise of our Nation's Charities"
5:30-7:00 pm	Sponsors Reception			
7:00 pm	Dinner			

Tuesday, July 27

	Building the Foundation	Moving to Action	Completing the Cycle	Embracing Professionalism
7:30-9:00 am	Breakfast Buffet with Sponsors			
9:00-10:30 am	Amy Nisenson & Steven Clementi, "Successfully Navigating Support from Corporations and Foundations"	Gail Perry, CFRE, "Take Your Annual Fund to New Heights: Out of the Box Strategies to Help Catapult Your Fundraising Results"	Dr. Scott R. P. Janney, CFRE, RFC, "Building Your Team of Helpful and Influential Donor Advisors"	Cathryn Lowe, "Board Development & Engagement: Rebalancing the Equation"
10:30-11:00 am	Break	Break	Break	Break
11:00-12:00 pm	Roundtable Discussions	Roundtable Discussions	Roundtable Discussions	Roundtable Discussions
12:00-1:30 pm	Lunch & Keynote Jay Love, "Major Donors Evolve from Everywhere: The Newest Internet Tools for Relationship Building"			
1:45-3:15 pm	Tricia Ambler, "Building a Comprehensive Prospect Identification Program"	Shannon L. Bucklew, CFRE, "Designing a Dynamic Direct Mail Campaign"	Candra Parker, CFRE, GPC "The Collaborative Grant Application Process: Rules of Engagement and Beyond"	Keith Curtis & Wendy McGrady, "Giving USA: An Overview of the 2010 Data and What It Means to Your Fundraising"
3:30-5:00 pm	Allan Burrows, "The Art of the Ask"	Robert Stein, CFRE, "Moves Management for Planned Giving"	Les, CFRE, & Phil Helmuth, "Dev Talk (not Car Talk): Frick & Frack: The Heckler Brothers"	Najmah Thomas & Cindy Elmore, "Foundation Perspective: The Moving Target of Effective Grantmaking"

Virginia Fund Raising Institute

The 2010 VFRI is hosted by the members of the Virginia Caucus (Central Virginia, First Virginia, Hampton Roads, Piedmont, Shenandoah, and Tri-State Chapters) and assisted by VAFRE (Richmond).

REGISTRATION FEES

Registration fees include keynote speakers, workshops, networking events, breakfasts, lunches and the VFRI sponser reception. Fees for AFP and VAFRE members are \$165; for non-AFP or VAFRE members, \$190. If there are two or more people from the same organization, the second non-AFP member may register for \$175. If you have questions about registration, please contact the VFRI Registrars, Dee Dee Barbour ddebarbour@discoverymuseum.net and Jane Helfrich j.helfrich@betterhousingcoalition.org.

*Make checks payable to
Central VA AFP-VFRI.*

*Return this form with payment
John R. Melleky, CFRE
Central Virginia AFP
Post Office Box 70610
Richmond, VA 23255*

Registration

Name _____

Title _____

Organization _____

Address _____

City/State Zip _____

Phone _____

Fax _____

Email _____

Print name as you'd like it to appear on your name tag,
example: "Bob" instead of Robert Jones

AFP Member: Yes No Are you: CFRE ACFRE

AFP Chapter Member (please circle one):

Central First VA Piedmont Hampton Roads
Shenandoah Tri-State Other

Special Needs: If you have special needs, please check here and someone will contact you.

Please check here if you prefer a vegetarian menu.

Scholarships may be available through your local chapter.

Payment Information

	Fee June 30	2nd Person Same Organization Non-AFP Member	
All AFP Chapter Members	\$165	\$175	\$ _____
Non-AFP Members	\$190	\$175	\$ _____
		TOTAL:	\$ _____

Conference Committee

VFRI Caucus:

Jeff Fulgham, CFRE, VFRI Caucus President, Piedmont Chapter;
Kathleen Culver, CFRE, Tri-State Chapter; Ed Hamilton, First Virginia Chapter; Les
Helmuth, CFRE, Shenandoah Chapter; Thomas McCarty, Ph.D., CFRE, Central
Chapter and Wendy McGrady, Hampton Roads Chapter

Co-Chairs:

Sally Boucher, CFRE, Shenandoah Chapter and Susan Stone, Hampton Roads
Chapter

Treasurer:

John Melleky, Ph.D., CFRE, Central Chapter

Secretary:

Shannon Bucklew, CFRE, Piedmont Chapter

Sponsored by:



Program Coordinators:

Carl Manfield, ACFRE, Co-chair, Piedmont Chapter and Robin Zanotti, MBA,
ACFRE, Co-chair, Tri-State Chapter
Sue Acri, CFRE, Central Virginia Chapter; Kathleen Culver, CFRE, Tri-State Chapter;
Les Helmuth, Shenandoah Chapter and Ty Toepke, Central Virginia Chapter

Registration:

Dee Dee Barbour, Tri-State Chapter and Jane V. Helfrich, Central Chapter

Host Committee:

Virginia Carlson, Central Chapter; Thomas McCarty, Ph.D., CFRE, Central Chapter
and Tassie Pippert, Shenandoah Chapter

Sponsorship:

Jeff Fulgham, CFRE, Piedmont Chapter; Wendy McGrady, Hampton Roads
Chapter and Joe Payne, Piedmont Chapter

Marketing:

Carolyn Cuthrell, Hampton Roads Chapter; Cindy Elmore, Central Chapter; Jackie
Lorenzo-Meachum, Hampton Roads Chapter and Patricia Morris, CFRE,
Central Chapter

KNOWLEDGE. NETWORKING. INSPIRATION.

2010 VFRI Conference: Thrive in a Changing Landscape July 26-27, 2010

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Institute

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