



Virginia Fund Raising Institute
Energize. Educate. Empower.

VFRI 2017: Innovating Philanthropy

July 19-20, 2017

Omni Richmond Hotel in Historic Shockoe Slip, Richmond VA

The 2017 VFRI will provide sessions that attract a multi-level audience and will energize, educate, and empower great fundraising. This year's theme is "*Innovating Philanthropy*" with a goal to make us "think out", to sometimes think differently, and approach the future with courage!

Call for Speaker Proposals

The 2017 VFRI will feature a broad range of workshop topics of value to development professionals, executive directors, board members, and other volunteers who wish to advance their professional skills. Drawing more than 250 attendees, VFRI is the premiere educational event for development and nonprofit professionals in the Commonwealth.

Speaker proposals should keep in mind the overarching theme of the institute. Based on the definitions of the workshop tracks below, the committee invites proposals for 20 workshop sessions, either 60 or 90 minutes each, depending upon the time slot.

Emerging – for professionals with less than 5 years of experience and exposure to the various aspects of fundraising. This track offers an opportunity to gain knowledge in fundraising as a profession and in preparation for transition to new levels of expertise and responsibility.

Advancing – for professionals with 5-10 years of experience, who have a broad base of fundraising knowledge, supervisory and volunteer management responsibilities. This track will help to develop expertise in one or more areas of development program management.

Leading – for professionals with 10 + years of experience, who are the lead development officer in their organization, have a broad base of fundraising knowledge and expertise, and are responsible for development program management and volunteer and board engagement.

General – addresses topics of interest to all professionals, regardless of experience.

Professional Development – Addresses topics related to the ongoing development of the individual professional. Of interest to all professionals, regardless of experience.

Individuals interested in being considered to present a 60 or 90-minute workshop should provide the information requested in this document. Client co-Speakers and panel sessions are encouraged. Please return completed RFPs to Mary Kidd admin@afpcentralva.org (phone/fax: 804-585-3150) no later than **February 21, 2017**. Those who submit presentation proposals can expect to receive a response from the VFRI Program Committee by March 21, 2017.

Suggested/Desired Topics

Emerging Track

Fundraising 101
Making the Ask
Communication/Marketing Basics
Creating and Implementing a Development Plan
Donor Cultivation and Stewardship
Strategic Events: How to Turn Special Events into Fundraising Opportunities
Corporate and Foundation Giving Basics

Annual Fund Management
New Donor Acquisition
Planned Giving Basics
Board and Volunteer Management
Day of Giving Campaigns
Peer to Peer Fundraising/Crowd Funding/Social Media Basics

Advancing Track

Prospect Research Tools and Effective Database Management
Social Media Best Practices
Planned Giving: Understanding Options
Planned Giving: When to Approach a Donor
Ethics and Accountability: Responsibility of the Development Team
Moves Management Strategies for Major Gifts Programs
Donor Advised Funds

Major Gift Program Essentials
Board Development: Stewarding Your Board
Small Shop Development Strategies
Value of Community Partnerships
Nonprofit Collaborations: What Makes Them Work
Marketing/PR and its Relationship to the Development Office

Leading Track

Impact and Issues of Transformational Gifts
Ethics and Accountability: Understanding Your Real Relationships with Donors
Creating a Culture of Philanthropy in Your Organization
Boards and Bosses: The CEO, CDO, Board Chair Relationship

Training Your CEO to Fundraise
Merging NPOs and How it Affects Fundraising
The Voice of Philanthropy in Organizational Strategic Planning
Engaging Women in Philanthropy

General Track

Case for Support: Perfecting Your Message
Leading with Emotional Intelligence
Building an Effective Team
Digital Fundraising
Time and Resource Management
Running Successful Campaigns

What's the Difference in Campaigns: Capital, Comprehensive, Endowment
Meaningful Board Engagement
The Power of Story Telling and Why It is an Essential Skill
Generational Attitudes on Philanthropy

Professional Development Track

Coaching Your Staff to Excellence
Managing Organization Change
Setting Staff Expectations: Assessing Performance for Real Success
Transitioning Into a Fundraising Career

Measure What Really Matters to Move your Organization Forward
Inspiring Women to Strong Leadership
Using Appreciative Inquiry to Effective Organization Change

RFP Submission

Please provide the following information:

Name, position title, and organization of Speaker(s) (lead contact should be listed first)

Contact information (mailing address, email, website URL, phone, and cell phone number) for Speaker(s)

Speaker(s) bio (please list academic experience, certifications, degrees, volunteer experience, work experience, publications, and speaking experience – or attach a résumé, along with three references)

Please indicate the proposed audience (in terms of level of experience. Please be thoughtful about this. Feedback tells us that too often the sessions are not on par with the Advancing and Leading tracks)

Emerging

General

Advancing

Professional Development

Leading

Brief description of workshop (and preference of 60 or 90 minute session)

Preliminary outline of presentation

Workshop goals and expected outcomes

VFRI Speaker Guidelines

- Workshops should be informative, energizing and inspiring – for both the speakers and the participants. Feel free to be creative in formulating your presentations. Creative learning approaches are encouraged.
- If the speaker is a consultant, it is encouraged he or she co-present with a client/practitioner, if possible.
- Speakers will provide in advance an outline of their workshop agenda as well as any collateral materials no later than June 23, 2017.
- VFRI will provide projectors and screens for presentations. Speakers are required to provide their own laptop and adapters.
- While a free exchange of various and diverse points of view is essential to education, speakers must take caution to clearly identify personal opinion from factual contents. In addition, speakers may not use their workshop to espouse any type of personal agenda or to promote a particular religious group, political party, social movement, or ideological theme.
- Speakers should feel free to provide business cards and supplemental collateral materials for participants in their workshops. They may not, however, attempt to sell a product or professional service to the attendees or promote a business in which the speaker has a personal or financial interest.
- Speakers who have published a book will have the opportunity to sell it at a designated book table. Please contact Mary Kidd directly for further information at admin@afpcentralva.org.
- Presentation participation in VFRI is voluntary. Speakers will not be financially compensated, however will receive a 50% discount on the registration rate.

By my signature below, I indicate my agreement to and acceptance of the above-stipulated guidelines.

Lead Speaker's Name

Date

Thank you for offering your expertise for consideration for inclusion in the 2017 VFRI Institute.

If you have questions about completing the RFP or about VFRI 2017, please contact the Program Committee Chair: Kate Renalds, krenalds@vmrc.org, or the conference co-chairs: Victoria Dietz, Victoria@curtisgroupconsultants.com, or Cathryn Lowe, cathryn.lowe@gmail.com.

Please return your completed submission to
Mary Kidd at admin@afpcentralva.org (T/F: 804-585-3150)
no later than **February 21, 2017**.