



Virginia Fund Raising Institute  
*Energize. Educate. Empower.*

**VFRI 2016: For the Love of Fundraising**

July 27-28, 2016  
Omni Hotel, Charlottesville, VA

The 2016 VFRI will provide sessions that attract a multi-level audience and will energize, educate, and empower great fundraising. This year's theme is "For the Love of Fundraising" with a goal of inspiring the passion and joy of our profession.

**Call for Presenter Proposals**

The 2016 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 200 attendees, VFRI is the premiere educational event for development and non-profit professionals in the Commonwealth.

The theme of the 2016 institute is *For the Love of Fundraising*. VFRI 2016 will open with a pre-conference workshop presented by **Jeff Schreifels and Richard Perry of Veritus Group** focused on **It's Not JUST About the Money: Discovering the Heart of Fundraising and Building Your Major Gifts Program**. **Karin Cox, co-founder of Hartsook** will open the second day with a keynote session, **Fundraising Leadership: Boards That Make a Difference**. VFRI 2016 will close with a lunch session: **Unlocking the Potential of Major Gift Fundraising**, led by **Jay Love, CEO and co-founder of Bloomerang**.

Presenter proposals should keep in mind the overarching theme of the institute and focus of the opening and keynote speakers. Based on the definitions of the workshop tracks below, the committee invites proposals for **16 workshop sessions, either 60 or 90 minutes** each, depending upon the time slot.

**Emerging** – for professionals with 3 or less years of experience and exposure to the various aspects of fundraising. This track offers an opportunity to gain knowledge 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.

## **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  
CFRE basics  
Peer to peer fundraising/crowd funding/social media basics

### **Advancing Track**

Prospect research tools and effective database management  
Communication  
Strategic planning  
Social media best practices  
Advanced development planning  
Planned Giving: Understanding vehicle options, stewardship  
Ethics and Accountability: Responsibility of the development team  
Moves management  
Asking for major gifts  
Board Development: Motivating and stewarding your board  
Small shop development strategies  
Community partnerships  
Nonprofit collaborations  
Professional Development: Strategies for Career Advancement

### **Leading Track**

Impact of transformational gifts  
Ethics and Accountability: Understanding your real relationships with donors  
Creating a culture of philanthropy  
Advanced board management  
Training your CEO to fundraise  
Merging NPOs and how it affects fundraising  
The voice of philanthropy in organizational strategic planning  
Professional Development: Attaining your ACFRE

### **General Track**

Developing a case for Support  
Leading with emotional intelligence  
Team management  
Communication  
Transitioning into a fundraising career  
Time and resource management  
Campaigns: Capital, specialized, endowment, comprehensive  
Practicing exceptional leadership

## **RFP Submission**

Individuals interested in being considered to present a **60 or 90-minute workshop** should provide the information requested in this document. Client co-presenters and panel sessions are encouraged. Please return completed RFPs to **Mary Kidd** [admin@afpcentralva.org](mailto:admin@afpcentralva.org) (phone: 804-585-3150) no later than **February 19, 2016**. Those who submit presentation proposals can expect to receive a response from the VFRI Program Committee by **March 23, 2016**.

### **Please provide the following information:**

1. Name, position title, and organization of presenter(s) (lead contact should be listed first)
2. Contact information (mailing address, email, website URL, phone, and cell phone number) for presenter(s)
3. Presenter(s) bio (please list academic experience, certifications, degrees, volunteer experience, work experience, publications, and speaking experience – or attach a résumé, along with three references)
4. Please indicate the proposed audience (in terms of level of experience)
  - a. Emerging
  - b. Advancing
  - c. Leading
  - d. General
5. Brief description of workshop (and preference of 60 or 90 minute session)
6. Preliminary outline of presentation
7. Workshop goals and expected outcomes

## Presenter 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 an advance outline of their workshop agenda as well as any collateral materials **no later than July 1.**
- ★ VFRI will provide projectors and screens for presentations. Speakers are expected to bring their own laptop computers and should advise VFRI leadership if any additional audio visual equipment will be required.
- ★ 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.
- ★ 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.
- ★ Presentation participation in VFRI is voluntary. Speakers will not be financially compensated.

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

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Lead Presenter's Name

Date

Thank you for offering your expertise for consideration for inclusion in the 2016 VFRI Institute. If you have questions about completing the RFP or about VFRI 2016, please contact the **Program Committee Chair: Victoria Dietz**, [victoria@curtisgroupconsultants.com](mailto:victoria@curtisgroupconsultants.com), or the conference co-chairs: Cathryn Lowe, [cathryn.lowe@gmail.com](mailto:cathryn.lowe@gmail.com), Brad Snowden, [bsnowden@su.edu](mailto:bsnowden@su.edu)

**Please return your completed submission along with this form to  
Mary Kidd at [admin@afpcentralva.org](mailto:admin@afpcentralva.org) (phone: 804-585-3150)  
no later than February 19, 2016.**