



Energize | Educate | Empower
VIRGINIA FUND RAISING INSTITUTE • JULY 18 - 19, 2018 • RICHMOND, VA

Virginia Fund Raising Institute

Energize. Educate. Empower.

Celebrating 26 Years

July 18-19, 2018, Omni Richmond Hotel
adjacent to Historic Shockoe Slip, Richmond

The Virginia Fund Raising Institute hosts interactive educational workshops and keynote presentations designed to inspire and equip development professionals, board members, and executive directors to excel in fundraising and nonprofit management. The 2018 VFRI will provide sessions that attract a multi-level audience and will energize, educate, and empower great fundraising. Development and nonprofit executives can take advantage of professional networking, workshops, and roundtable discussions to gain valuable insights into the challenges facing the nonprofit world.

Call for Speaker Proposals

The 26th Annual 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.

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. ***We ask that individuals submit no more than two (2) proposals each.***



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@vfri.org (phone/fax: 804-368-3397) no later than February 23, 2018. Those who submit presentation proposals can expect to receive a response from the VFRI Program Committee by March 21, 2018.

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 & Database Management
Social Media Best Practices
Planned Giving: Understanding Options
Planned Giving: When to Approach a Donor
Ethics and Accountability
Moves Management Strategies
Donor Advised Funds

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

Leading Track

Impact and Issues of Transformational Gifts
Ethics and Accountability
Creating a Culture of Philanthropy
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

Successful Campaigns
Meaningful Board Engagement
The Power of Story Telling
Generational Attitudes on Philanthropy

Professional Development Track

Coaching Your Staff to Excellence
Managing Organization Change
Setting Staff Expectations: Assessing Performance

Transitioning Into a Fundraising Career
Measure What Really Matters to Move your Organization Forward
Inspiring Women to Strong Leadership



26th Annual VFRI 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)

Attach 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

Title of presentation/workshop

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

Preliminary outline of presentation

Workshop goals and expected outcomes

VFRI Speaker Guidelines

1. Only two (2) RFP submissions will be accepted from each speaker.
2. 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.
3. If the speaker is a consultant, it is encouraged he or she co-present with a client/practitioner, if possible.
4. Speakers will provide in advance an outline of their workshop agenda as well as any collateral materials no later than June 23, 2018.
5. VFRI will provide projectors and screens for presentations. Speakers are required to provide their own laptop and adapters.
6. 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 content. 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.
7. 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.
8. 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@vfri.org.
9. Presentation participation in VFRI is voluntary. Speakers will not be financially compensated, however will receive a 50% discount on the conference 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
26th Annual Virginia Fund Raising Institute.**

If you have questions about completing the RFP or about VFRI 2018, please contact the Program Committee Chair: Michelle Adcock, madcock@vcu.edu or the conference co-chairs: Victoria Dietz, victoria@curtisgroupconsultants.com, or Kate Boyles, kate.boyles@stewardschool.org.

Please return your completed submission to
Mary Kidd at admin@vfri.org (T/F: 804-368-3397)
no later than **February 23, 2018**.

