2014 AFP Golden Gate Chapter Programs

Leading Edge Forum Series:
Provocative thought leadership from the field

Month: May
Title: Matures, Boomers, Gen Xers, Millennials: Myths & Truths About Generational Giving
Speaker: Kay Sprinkel Grace, CFRE

Month: October
Title: In These Times: The Ethics of Diversity & Inclusion
Speaker: Janice Gow Pettey, CFRE

Month: November
Title: Relationship Science Hosts the Leading Edge Forum @ NPD14
Speaker: Neal Goldman, CEO, Relationship Science

Breakfast of Champions Series:
The quarterly series on leadership

Month: April
Title: Partnership for Change: Working With Your Largest Donors
Speakers:
  • Barbara Pierce, Founder, Transformative Giving
  • David Madson, ACFRE, California Pacific Medical Center Foundation
  • Jacquelyn Brown, Chief Advancement Officer, Sierra Club
  • Scott Staub, ACFRE, Executive Director, Friends of the San Francisco Public Library

Month: May
Title: Where Development Ends and Finance Begins
Speakers:
  • Theresa Nelson, MBA, CFRE, Principal, Theresa Nelson & Associates
  • Susan Freundlich, Senior Director of Development and Marketing, Jewish Children & Family Services
  • Elizabeth Schaffer, Chief Financial and Operations Officer, Global Fund For Women
  • Jennifer Oliver-Goodwin, Chief Operating Officer, Pangaea Global AIDS Foundation

Month: July
Title: Hiring Consultants: Finding the Right Fit
Speakers:
  • Michael L. Edell, CFRE, Senior Vice President, Netzel Grigsby Associates, Inc.
  • Steve Lew, Senior Project Director, CompassPoint Nonprofit Services
  • Juliana Schirmer, CFRE, Chief Development Officer, New Door Ventures
  • Patricia L. Stirling, Founding Partner, Cardaronella Stirling Associates
Month: December
Title: Overcoming the 18 Month Syndrome: A Conversation with Development Directors & Search Consultants
Speakers:
- Robert M. Fisher, Ph.D., J.D., Rusher Loscavio Fisher Nonprofit Executive Search
- Susan Corlett, Immediate Past Development Director, Sustainable Conservation
- Scott E. Miller, Scott Miller Executive Search

Masterclass Series:
Latest practices, experienced

Month: February
Title: Social Media Mastery in Three Easy Steps
Speakers:
- Y’Anad Burrell, CEO, Glass House Communications
- Andrew Alvarez, Digital Fundraising Specialist, KQED
- Shaun Tai, Founder & Executive Director, Oakland Digital Arts & Literacy Center
- Maggie Ferrill, Strategic Initiatives and Development Coordinator, Seneca Family of Agencies
- Beverly Mislang, Individual Giving Manager, Performing Arts Workshop

Month: August
Title: AFP’s Planning To Keep Your Donors Workshop
Faculty:
- Michael L. Edell, President, AFP Golden Gate
- Elizabeth Seja Min, AFP Golden Gate

Multicultural Alliance Workshops:
Safe space to exchange ideas and experiences

Month: March
Title: Approaching Major Donors With A Social Justice Case
Speaker: Judy Patrick, President and CEO, The Women’s Foundation of California

Month: May
Title: The Intersection of Fund Development and Leadership
Speaker: Linda Wood, Senior Director, Evelyn and Walter Haas Jr. Fund

Month: August
Title: Technology for Fundraising: Crowd Funding
Speaker: Andrea Lo, CEO, Piggybackr

Live Webinar Series:
Educating fundraisers in the 21st Century
Month: February
Title: Firing Lousy Board Members and Helping Others Succeed
Speaker: Simone Joyaux, ACFRE

Month: April
Title: Development from the Donor’s Perspective
Speaker: Alice Ferris, ACFRE and Jim Anderson

Month: May
Title: Case Studies: 24 Hour Turn Around Campaigns
Speaker: Michelle Conklin, CFRE

Month: May
Major Gifts for Small Shops
Speaker: Amy Eisenstein, ACFRE

Month: June
Title: 6 Figure Fundraising: How to Create and Run Your First $100,000+ Major Gifts
Speaker: Sandy Rees, CFRE

Month: June
Title: Creative Design for Fundraising Campaigns
Speaker: Derrick Feldmann, CEO, Achieve

Month: July
Title: Building Donor Loyalty: How to Double Your Major Gift Revenue
Speaker: Rachel Muir, CFRE, Consultant

Month: July
Developing a Relationship Management System
Speaker: Jennifer Filla, President, Aspire Research Group

Month: August
Title: Opening the Door to Major Gifts—Mastering the Discovery Call
Speaker: John Greenhoe, CFRE

Month: September
Title: Extreme Social Media Nonprofit Edition
Speaker: Allan Pressel, CEO, PowerSite123

Month: September
Title: Getting Your Organization Onboard with Fundraising: Weaving a Philanthropic Culture
Speaker: Andrea McManus, President, The Development Group

Month: October
Title: Incorporating Stories Into Your Fundraising Program
Speaker: Leah Eustace, CFRE, Chief Idea Goddess, Good Works
Month: October
Title: Fundraising Basics
Speaker: Brian Bonde, ACFRE, Vice Chair, AFP Foundation for Philanthropy

Month: November
Title: Growth in Giving/Fundraising Effectiveness Project
Speaker: Erik J. Daubert, MBA, CFRE, Chair of the Growth in Giving Initiative and Chair FEP Advisory Board

Month: December
Title: Small Shop Success: Starting a Well-Rounded Development Program
Speaker: Amy Wolfe, MPPA, CREA, President and CEO, AgSafe

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**Achieving the CFRE:**
*Distinguish yourself in the profession*

Month: October
Title: The CFRE Review Course
Faculty:
- Jack Alotto, CFRE
- Mary Dunbar, CFRE
- David Madon, ACFRE
- Terence Kissack, FRE
- David Bundesen, CFRE
- Julie Ver Steeg, CFRE
- Lenore McDonald, CFRE
- Scott Staub, ACFRE
- Ceilia Tonsing, CFRE
- Therese Quinlan, CFRE
- Karolo Aparicio, CFRE
- Naomi Sultana Young, CFRE
- Claire Axelrad, J.D., CFRE
- James Armstrong, CFRE
- Linda Frank, CFRE

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**AFP Unplugged:**
*Friendly, informal gatherings to network and meet AFP friends*

Monthly gatherings held:
- January 8
- February 12
- March 12
- April 9
- May 14
- June 11 – with participants from The Mentor Program
- July 9
• August 13
• September 10 – Speed Networking with the Young Professionals Network-SF Bay Area
• October 8 – Unplugged goes to the Annual Members Meeting
• November 12