

FRANKLIN 20 FORUM 12



For over 25 years the Franklin Forum has been an important resource for development professionals of all experience levels to advance their fundraising skills. With its multitude of workshops led by leading fundraisers from throughout our region and country, the event is widely recognized as a unique opportunity for nonprofit organizations of all sizes to offer invaluable training to their staff members and volunteers.

Thursday, May 3, 2012
ACE Conference Center
800 Ridge Pike, Lafayette Hill, PA

Doors open at 8:00 am

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development, management, marketing

An investment in knowledge always pays the best interest.

– BENJAMIN FRANKLIN



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ACE Conference Center
800 Ridge Pike
Lafayette Hill, PA 19444

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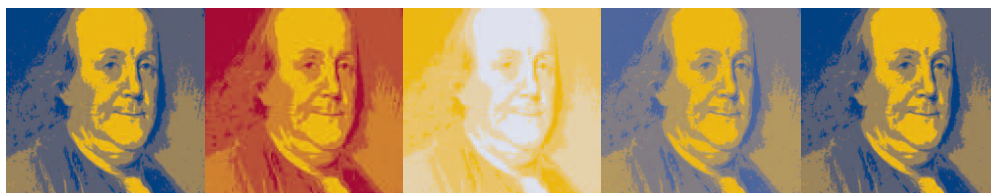
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Nancy Montvydas, CFRE
Soroptimist International of the Americas

Marialice Stanzeski, CFRE
Manor College

FRANKLIN 20 FORUM 12



Keynote Speaker
Katya Andresen
Chief Strategy Officer, Network for Good

Katya Andresen is Chief Strategy Officer of Network for Good, as well as a speaker, author and blogger about non-profit marketing, online outreach, social media and fundraising. In addition, she is an adjunct professor of communications at American University's Key Certificate Program and serves on the board of NTEN. Katya has trained thousands of causes in effective engagement, and her marketing materials for non-profits have won national and international awards. She is the author of the book, *Robin Hood Marketing: Stealing Corporate Savvy to Sell Just Causes*. Previously, Katya worked as a foreign correspondent for Reuters News and Television in Asia, and for the Associated Press and major US newspapers in Africa.

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Highlights

Ask an Expert

- *Board Leadership to Support Development Activities*
Ken Kirby, Senior Vice President for Development, Main Line Health
- *Strategic Development Planning*
Marisa Wiggelsworth, The Franklin Institute
- *Fundraising for Arts & Culture Organizations*
Rebekah Sassi, Director of Institutional Advancement, Walnut Street Theater
- *Event Attendance*
Stephen Forbus, President, ProFundraisers Inc.

Meet a Funder

- Beth Harper Briglia, Vice President of Donor Services and Grant Making, Chester County Community Foundation
- Virginia Frantz, President & CEO, The Montgomery County Foundation
- Regina E. Canfield, Senior Vice President and Director, Client and Community Relations, PNC Bank

Affinity Tables

- Major Gift Research and Data Management
- Identifying and Recruiting Board Members
- Developing a Network of Colleagues for Your Professional Support
- Time Donors: Managing Volunteers as Cultivation of Potential Resources
- Greater Philadelphia Cultural Alliance
- AFP-GPC Diversity & Outreach Committee
- AFP-GPC Mentoring Program

Educational Tracks:

Track A: Major Gifts & Donor Centric Approaches

- *The Donor's Perspective- What Works, What Doesn't and Why*
- *Beyond the Metrics: Understanding Best Practices for Gift Officers*

Track B: Planned Giving & Working with Wealth Advisors

- *Bequests: The Bread and Butter of Planned Giving*
- *Charitable Life Income Plans – It is Better to Give and to Receive*

Track C: Trends, Technologies & Social Media

- *Fundraising for the Ages: One Size Does Not Fit All*
- *Development Trends: Weeding Out Fads from Innovations in 21st Century Fundraising*

Track D: Regular Giving Techniques

- *Finding Major Gift Prospects Among Your Direct Mail Donors*
- *Phonathons Aren't Dead: Using the Phone to Boost Your Annual Giving Results in Even the Smallest Shop*
- *An Urgent Message...SOS Save Our Solicitations*

Track E: Marketing & Communications

- *Video for Social Media*
- *Bambi Meets Lady Gaga: Shine Through the Clutter*
- *Mega Marketing on a Shoestring: The Inside Scoop on How to Brand, Publicize, and Maximize Your Fundraising Program Without Breaking the Bank*

Track F: Special Interests

- *Going Once! Going Twice! Sold! The Secrets of Running Highly Successful Fundraising Auctions*
- *The Connection Between Money Donors and Time Donors*
- *The Small Shop: Managing Resources and Expectations*

The Association of Fundraising Professionals-Greater Philadelphia Chapter Acknowledges the Generous Support of the Following Organizations:

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8:00 am	Registration Open	Conference Lobby
8:30 am - 10:00 am	Keynote Address: The Heart of the Mouse: Inspiring Philanthropy in the Digital Age Katya Andresen, Network for Good	Washington ABC
10:00 am - 10:20 am	Break & Exhibits	Conference Foyer
10:20 am - 11:40 am	<div> Concurrent Session 1 </div> <div> Meet the Funders/Ask the Experts Mentor Matchup Discuss Strategies & Professional Development Opportunities </div> <div> D1: Finding Major Gift Prospects Among Your Direct Mail Donors Bill Tedesco, CEO, DonorSearch.net </div> <div> E1: Video for Social Media Michael Schweisheimer, Executive Director, Primitive World Productions </div> <div> F1: Going Once! Going Twice! Sold! The Secrets of Running Highly Successful Fundraising Auctions Michael Ivankovich, President, Michael Ivankovich Antiques & Auction Co. </div>	
11:40 am - 1:10 pm	Lunch Buffet/Affinity Tables	Marquis Dining Room
1:10 pm - 2:25 pm	<div> Concurrent Session 2 </div> <div> A2: Beyond the Metrics: Understanding Best Practices for Gift Officers Katherine Lowe, Director Professional Development & Recruiting Gregory Schmidt, Director Class Giving & Reunions, University of Pennsylvania </div> <div> B2: Bequests: The Bread and Butter of Planned Giving Lynn Ierardi, JD, Director of Gift Planning, University of Pennsylvania </div> <div> C2: Fundraising for the Ages: One Size Does Not Fit All Scott Schultz, President, Schultz & Williams Jessica Harrington, Vice President, Schultz & Williams </div> <div> D2: An Urgent Message...SOS Save Our Solicitations Matthew Hugg, President, FundRaising Talent </div> <div> E2: Bambi Meets Lady Gaga: Shine Through Clutter Don Kligerman, President, Fairmount Ventures Aimee Miller, Vice President, Fairmount Ventures Barbara Beck, Partner, Sage Communications Partners Sharon Gallagher, Partner, Sage Communications Partners </div> <div> F2: The Connection Between Money Donors And Time Donors Susan Ellis, President, Energize, Inc. </div>	
2:25 pm - 2:45 pm	Break & Exhibits	Conference Foyer

A3: The Donor's Perspective: What Works, What Doesn't and Why

Washington B

Gregory Hagin, Regional Vice President, CCS

B3: Charitable Life Income Plans – It is Better to Give and to Receive

Washington A

Nina L. Cohen, J.D., Director of Philanthropy Advisory Services, Glenmede

C3: Development Trends: Weeding Out Fads From Innovations in 21st Century Fundraising

Plymouth Room

Marianne Lynch, CFRE, Development Director, Philabundance

D3: Phonathons Aren't Dead: Using the Phone to Boost Your Annual Giving Results in Even the Smallest Shop

Matson Ford Room

Stephanie Cory, CFRE, CAP, Director of Development, The Arc of Chester County

E3: Mega Marketing on a Shoestring: The Inside Scoop on How to Brand, Publicize, and Maximize Your Fundraising Program Without Breaking the Bank

Washington C

Leza Raffel, President, Communications Solution Group Inc.

F3: The Small Shop: Managing Resources and Expectations

SMEAL Amphitheater

Jan Finnegan, Director of Development, The College Settlement of Philadelphia

Samuel Friedman, CFRE Principal, S. Friedman Associates

Jean Pickford, Executive Director, Foundation for Ichthyosis & Related Skin Types.

REGISTRATION FEES

AFP Members \$195

Cultural Alliance Members \$195

Non-Members \$245

CANCELLATION POLICY

Initial cancellation notification may be made by calling the AFP-GPC office but must be confirmed in writing by email.

There will be no refunds after 5:00 PM, April 20, 2012.

SCHOLARSHIPS

Franklin Forum scholarships are available. Applicants should be employed as fundraising professionals with one to 10 years of experience. Awards will be based on organizational need and career potential. Only one scholarship will be awarded per organization. To download a scholarship application, go to www.afpgpc.org.

Applications are due by April 16, 2012.

DIRECTIONS TO THE ACE CONFERENCE CENTER

The ACE Conference Center is located at 800 Ridge Pike, Lafayette Hill, PA 19444 (for GPS and Mapquest use 309 Manor Road, Lafayette Hill, PA 19444).

For directions, please visit www.aceconferencecenter.com

CONTACT INFORMATION

Jonathan Uitto, Associate Director

web: www.afpgpc.org

phone: 215-320-3871

email: chapter@afpgpc.org

fax: 215-564-2175

Online Registration Available!



100 North 20th Street, Suite 400
Philadelphia, PA 19103



2012 Franklin Forum – Thursday, May 3, 2012 ACE Conference Center, Lafayette Hill, PA

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CITY, STATE, ZIP _____
DAYTIME PHONE _____
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POSITION _____
EMAIL ADDRESS** _____
**Required for registration confirmation

AFP Members (indicate chapter) _____

☐ Please match me with a Mentor

Indicate Your Attendance

Sessions 1: ☐ D ☐ E ☐ F

Sessions 2: ☐ A ☐ B ☐ C ☐ D ☐ E ☐ F

Sessions 3: ☐ A ☐ B ☐ C ☐ D ☐ E ☐ F

Mail to: AFP-GPC

100 North 20th Street, Suite 400

Philadelphia, PA 19103

Fax to: 215-564-2175

Email to: chapter@afpgpc.org

Register ONLINE at www.afpgpc.org

REGISTRATION FEES: \$195/AFP Members; \$245/Non-Members

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