



FRANKLIN 20 FORUM 13



Friday, May 10, 2013
ACE Conference Center
800 Ridge Pike, Lafayette Hill, PA
8:00 am - 4:00 pm

Transforming Your Development Strategy



**CONFERENCE
CENTER**
THE EVENT DESTINATION

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.

PLATINUM CONFERENCE SPONSOR



Schultz & Williams

Development | Direct | StaffSolutions | Planning | Marketing



Association of
Fundraising Professionals

Greater Philadelphia Chapter

AFP-GPC strives for excellence, encourages diversity and models professionalism in the pursuit of ethical and effective philanthropy.

FRANKLIN 20 FORUM 13

Franklin Forum Friday, May 10, 2013

ACE Conference Center
800 Ridge Pike
Lafayette Hill, PA 19444

Doors open at 8:00 am

2013 Franklin Forum Planning Committee Members

Lindsay Warren
Program Chair

Gloria Pugliese, CFRE
Sponsorship Chair
La Salle University

Stan H. Retif, CFRE
AFP-GPC President
EducationWorks

Jaime L. Howard
AFP-GPC Board Chair
The Children's Hospital of Philadelphia

Kira Foley-Tuzman
The Foundations of the Union League of
Philadelphia

Sylvia V. Bastani, CFRE
The Williamson Free School of
Mechanical Trades

Katrice Cheaton
Red Paw Emergency Relief Team

Rachel Eichem
Doylestown Hospital

Amanda Finnell
Summer Search

Dana Heiman
Brandywine Health Foundation

Jean Holmes
Bucks County Community College
Foundation

Wendi Platt
Virgo III, Ltd.

Andrea Sabo
Manor College

Cara Schmidt
The Camphill Special School

Debra Shupp
The Camphill Special School

Marialice Stanzeski, CFRE
Manor College

Jenifer Trachtman
Philadelphia Education Fund



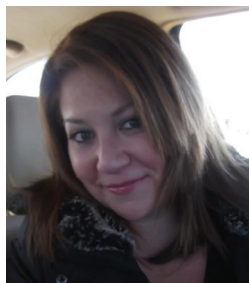
Keynote Speaker
Eileen Heisman
CEO, National Philanthropic Trust

She is a nationally recognized expert on charitable and planned giving. She was among the first fundraising professionals to earn the distinguished ACFRE certification. In 2011, she was named by NonProfit Times as one of their Power and Influence Top 50, an annual listing of the 50 most influential executives in the philanthropic sector.

Eileen is currently a member of the faculty at Leadership Philadelphia, as well as an adjunct faculty member at the University of Michigan's School of Social Work graduate program, and at the University of Pennsylvania's School of Social Policy and Practice. She is also a regular lecturer for the Nonprofit Board Leadership Program at the University of Pennsylvania's Wharton School.

Eileen has a bachelor's degree with honors in psychology from Carnegie Mellon University and a master's degree in social work with a major in social program evaluation from the University of Michigan. She is a member of the third Wharton Fellows Class at the University of Pennsylvania and completed the Executive Program for Philanthropy Leaders at Stanford University's Graduate School of Business.

A Note from the Program Chair



Dear Colleagues,

Welcome to the 2013 AFP-GPC Franklin Forum! This year's program, *Transforming Your Development Strategy*, promises to bring you a variety of innovative topics from fundraising professionals throughout the region. Participants of all experience levels will benefit from the exciting sessions we have planned this year.

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 non-profit organizations of all sizes to offer invaluable training to their staff members and volunteers.

The Franklin Forum is our annual showcase for excellence, innovation and inspiration in fundraising, and I have no doubt that you will walk away with the tools you need to transform your development strategy.

Regards,

Lindsay M. Warren
Program Chair

Franklin Forum Schedule of Events:

8:00 am - 9:00 am Registration/Networking Breakfast

9:00 am -10:15 am **Keynote Address: Eileen Heisman, CEO
National Philanthropic Trust**

10:15 am - 10:35 am Networking Break with Exhibits

10:20 am - 11:40 am

CONCURRENT SESSION I

**1A: Mentor Matchup: Discuss Strategies &
Professional Development Opportunities**

**1B: Content Marketing: Powerful Action Steps to
Engage More Donors & Supporters**
Hunter Boyle, Senior Business Development Manager, Aweber

1C: The Fundraiser's Guide to Data-Driven Strategy
Gregory Hagin, Corporate Vice President & Managing Director, CCS

1D: Getting to the Point
Sharene Azimi, Mission Communications

1E: Creating a Social Media Strategy That Fits: One Small Nonprofit's Journey
Mae O'Brien, Executive Director, HealthLink Medical Center, Inc.
Raquel Braemer, Director of Inst. Advancement, HealthLink Medical Center, Inc.

11:50 am - 1:10 pm Lunch with topic discussions

1:10 pm - 2:25 pm

CONCURRENT SESSION II

2A: The Push and Pull of Fundraising
Matt Hugg, President, HuggDotNet LLC

2B: I'm New... and I Want to be Good!
Mark Chilutti, Assistant Vice President, Magee Rehab Hospital Foundation

2C: The Importance of Leadership for You
Susannah Coleman, Senior Development Officer, Institute for Advanced Study

2D: Ask Without Fear!
Marc Pitman, The Fundraising Coach, LLC

2E: Social Network Fundraising: Updated Facts, Myths & Strategies that Work
Terry Hersh, Regional Manager, DonorPerfect Fundraising Software

2F: Being Strategic About Strategic Planning
Al Mollica, Principal, Mollica Consulting Group, LLC

2:25 pm – 2:45 PM Networking Break with Exhibits

Franklin Forum Schedule of Events:

2:45 pm - 4:00 pm

CONCURRENT SESSION III

3A: The Three Things Your Vendors Say About You

Ashley Tobin, Founder, Work Better Consulting

3B: It All Begins with the Board

Elayne Howard, President, Elayne Howard & Associates, Inc

3C: Managing a Major Gifts Portfolio For Success

Stephen Smith, Vice President, Development and Chief Operating Officer,
Thomas Jefferson University and Hospitals

3D: Connected Content: Making the Most of Your Media - Online and Off

Beth Brodovsky, President, Iris Creative

3E: Diversify Your Funding Streams to Create Financial Sustainability

Cindy Bergvall Director, Catalyst Center for Nonprofit Management/Bee, Bergvall & Co.

All available handouts and presentations will be available online after the meeting for conference attendees.

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 26, 2013.

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, 2013.

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

AFP-GPC

web: www.afpgpc.org

phone: 215-320-3871

email: chapter@afpgpc.org

fax: 215-564-2175

Online Registration Available!



2013 Franklin Forum – Friday, May 10, 2013 ACE Conference Center, Lafayette Hill, PA

Name _____

Badge Nickname _____

Address _____

City, State, Zip _____

Daytime Phone _____

Employer _____

Title _____

Email Address** _____

***Required for registration confirmation*

AFP Members (indicate chapter if not GPC) _____

Please match me with a Mentor

Indicate Your Attendance

Sessions 1 (10:20 am - 11:40 am): A B C D E

Sessions 2 (1:10 pm - 2:25 pm): A B C D E F

Sessions 3 (2:45 pm - 4:00 pm): A B C D E

Registration Fees:

\$195/AFP Members; \$245/Non-Members

Please indicate method of payment:

Check (payable to AFP-GPC) Check # _____

Credit Card

Visa MC AmEx

Card No. _____ Exp. _____

Card Holder Name _____

Total _____

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



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