



ASSOCIATION OF FUNDRAISING PROFESSIONALS SANTA BARBARA/VENTURA COUNTIES CHAPTER 2017 EDUCATION CALENDAR



EXECUTIVE DIRECTORS & DIRECTORS OF DEVELOPMENT:

BEST PRACTICES FOR CREATING REAL PARTNERSHIPS

RICH BLOCK, CEO & ELAINE K. MAH BEST, DIRECTOR OF DEVELOPMENT SANTA BARBARA ZOO

JOEL WEISS, HEAD OF SCHOOL & DEBBIE WILLIAMS, DIRECTOR OF DEVELOPMENT CRANE COUNTY DAY SCHOOL

LYDIA HOPPS, FOUNDATION PRESIDENT & MARY SCHMITZ, DIRECTOR OF DEVELOPMENT COMMUNITY MEMORIAL HEALTH

January 11, 2017, 11:30am at the Ventura Marriott

A panel discussion with Executive Directors and Development Officers where we focus on what is working for each, how to divide roles, engaging the Board as a team, and what we can learn from one another.

THE PLANNED GIVING LIFECYCLE: TRENDS, OPPORTUNITIES & CHALLENGES

KARL HUTTERER, EMERITUS DIRECTOR AT SANTA BARBARA MUSEUM OF NATURAL HISTORY

February 8, 2017, 11:30am at the Santa Barbara Hyatt

With record levels of philanthropic giving, planned giving remains a critical strategy of any successful fundraising plan. For those just getting started to those with developed planned planning programs, this session will explore trends, challenges and opportunities facing the field.

8 ATTRIBUTES OF CAPITAL CAMPAIGN READINESS

REBECCA 'BECCA' MERRELL, CFRE, EXECUTIVE VICE PRESIDENT & REGIONAL DIRECTOR & STEVE WILLMONT, VICE PRESIDENT NETZEL GRIGSBY ASSOCIATES, INC.

March 8, 2017, 11:30am at Ventura Marriott

Wouldn't it be great if you had 20/20 foresight—the ability to know in advance what can be done to ensure capital campaign success? Can you imagine how you will balance the demands of operational fundraising with the demands of your capital campaign? There are eight areas of pre-campaign readiness that if done properly will position you for success.

SUSTAINING YOUR MISSION:

EVERYTHING YOU NEED TO BUILD AND MAINTAIN A SUCCESSFUL SUSTAINED GIVING PROGRAM

JERUSA SCHMALZEL, CUSTOMER SUCCESS MANAGER BLACKBAUD, INC.

April 12, 2017, 11:30am at Fess Parker Resort in Santa Barbara

Sustained giving programs are a powerful fundraising tool that will help you increase revenue while keeping fundraising costs in check. In this session, we'll discuss how to get started, how to keep your program successful, and arm you with statistics to demonstrate the power of sustained giving.

WOMEN IN PHILANTHROPY

BETSY BLANCHARD CHESSE, KAREN EVENDEN, DINA FURASH, CRYSTAL WYATT

MODERATOR: JAN CAMPBELL, CHIEF PHILANTHROPIC OFFICER & SENIOR VICE-PRESIDENT, SANTA BARBARA FOUNDATION

May 10, 2017, 11:30am at Ventura Marriott

Prominent, visible women are a force in philanthropy. Across generations and inspired by causes that matter most, learn from our region's female philanthropists what motivates them to give.

**SYMPOSIUM ON FUNDRAISING
TELLING THE STORIES THAT MATTER**

June 6, 2017, 8:30am at Westmont College

Join us for an interactive and engaging day with Jeff Brooks, Creative Director at TrueSense Marketing and author of How to Turn Your Words Into Money. Join us as Jeff helps us tell the stories that matter, and in the process discover what our donors really want and how we can meet their needs through the psychology of giving. Reception to follow.

STRATEGIES FOR DIVERSITY AND INCLUSION: CONTINUING THE CONVERSATION

JAROD SCHWARTZ, EXECUTIVE DIRECTOR JUST COMMUNITIES

EMILIE NEUMANN, CONSULTING PROGRAM OFFICER WEINGART FOUNDATION

July 12, 2017, 11:30 at the Carpinteria Library (Brown Bag Event)

An informative session covering how foundations may look at board diversity, how to make your organization inclusive, ideas for incorporating diversity in to your board culture, and strategies other organizations are using for success.

DONORS: WHAT TO DO WHEN THEY QUESTION THEIR TAX DONATION LETTERS

August 17, 2017, 11:30am at Rubicon Theater

IT'S NEVER TOO SOON TO PLAN FOR YEAR END FUNDRAISING

SPEAKER(S) TBD

September 13, 2017, 11:30am at TBD

Jumpstart your year-end fundraising with a practical plan of attack. This session will address holiday giving, annual membership renewal, #GivingTuesday and how to end the year happy and bright.

ENGAGING YOUR BOARD IN BETTER FUNDRAISING

PANELISTS TBD

October 11, 2017, 11:30am at Ventura Beach Marriott

Learn from a panel of your fundraising peers how to master authentic engagement of board leaders in effective fundraising.

NATIONAL PHILANTHROPY DAY

November 14, 2017 at Fess Parker Resort in Santa Barbara

An inspiring celebration of our community's philanthropists, volunteers, and fundraisers.

HOLIDAY CELEBRATION, ANNUAL MEETING & BOARD INSTALLATION

December 2017 at TBD

MAKING FUNDRAISING YOUR MARKETING GOAL

DRU HARTLEY, DIRECTOR OF PHILANTHROPY & JILL RUSHING FONTE, DIRECTOR OF MARKETING SANSUM CLINIC

January 10, 2018 at TBD

Strong fundraising depends on strong marketing, consistent messaging and an integrated approach. Learn how to align marketing strategies with fundraising success.

All 2017 AFP educational programming is eligible for CFRE credit.



AFP believes that diversity and inclusion create a strong, vital and unified force for the effective pursuit of an organization's mission and achieving philanthropic success. Diversity and Inclusion in Fundraising: seeks to achieve a broad representation of experiences, perspectives, and cultures to ensure that the best possible thinking, ideas, opportunities and solutions are considered; intentionally creates a respectful and welcoming environment that is open to all; and appreciates the unique contributions of every member of the community.