

Virginia Fund Raising Institute

A Commonwealth of Partnerships in Philanthropy

**Boar's Head Inn
Charlottesville, Virginia**

July 20 - 22, 2009

Host AFP Chapters

- ◆ Central Chapter (Richmond)
- ◆ First Virginia Chapter (Roanoke)
- ◆ Hampton Roads Chapter (Norfolk)
- ◆ Piedmont Chapter (Lynchburg)
- ◆ Shenandoah Chapter (Harrisonburg)
- ◆ Tri-State Chapter (Winchester)

The logo for the Association of Fundraising Professionals (AFP) features the letters 'AFP' in a large, bold, blue serif font. To the left of the letters is a stylized graphic consisting of two overlapping, curved lines in shades of blue and yellow, resembling a partial circle or a swoosh. Below the 'AFP' text, the full name 'Association of Fundraising Professionals' is written in a smaller, blue, sans-serif font.

AFP

Association of
Fundraising Professionals

Conference Agenda:

INSTITUTE FACULTY

Susan Acri - Senior Vice-President, Ketchum

Cathy Boe - Annual Fund Manager, Virginia Historical Society

Brian Chapman, Vice-President of Strategy and Business Development, Grenzsbach Glier and Associates

Jeffrey S. Cribbs, Sr. - President and CEO, Richmond Memorial Health Foundation

Keith Curtis - President, The Curtis Group

Len Doran, CFRE - Founder and Chief Strategist, The Wexford Group

Loren Hatcher - Director of Development, Virginia Home for Boys & Girls

David C. Johnson, Senior Vice President Grenzsbach Glier and Associates

Cathryn Lowe - Development Director, Valentine Richmond History Center

John K. Lynch - Managing Director and Chief Market Analyst, Evergreen Investments

King McLaughlin, Jr., JD, MDiv - Senior Vice President & Managing Executive, Wachovia Nonprofit & Philanthropic Services

Martin L. Novom, Ph.D., CFRE - Managing Consultant, Skystone Ryan

Wayne Olson, JD - Vice President, The Trust Company of Virginia

Gail Perry, MBA, CFRE - President & CEO, Gail Perry Associates

Tassie Pippert - Director of Development, College of Visual and Performing Arts James Madison University

Barbara Roadcap - Volunteer Coordinator and Adjunct Professor Non-Profit Studies James Madison University

Mary Rodihan - Director of Operations Big Brothers Big Sisters of Harrisonburg-Rockingham County

Katie Rucker - Regional Account Executive eTapestry

Larry Slesinger - Founder and CEO, Slesinger Management Services

Dan Stackhouse - Director of Development Library of Virginia

Karen J. Stanley - Executive Director CARITAS & The Healing Place

Wallace Stettinius - Retired Chairman Cadmus Communications Corporation

Mary Ellen Stumpf - President Stumpf & Associates, Inc.

Elly Swecker - Director of Annual Giving and Special Events, Virginia Mennonite Retirement Community

Bobby Thalheimer - Senior Vice President, Advancement, The Community Foundation (Richmond)

Ty Toepke - Director of Annual Giving, YMCA Greater Richmond

Cathlene Williams, Ph.D., CAE - Principal, Cathlene Williams, LLC

MONDAY, JULY 20

2:00 - 5:00 p.m. - Registration, Boar's Head Inn

3:00 - 4:30 p.m. - Lemonade from Lemons: Strategies for Positive Outcomes in a Negative Economic Environment

Join your peers for a collaborative discussion at Roundtables for not-for-profits in these affinity areas:

Educational organizations
Health and Human Service organizations
Faith-based organizations
Arts and cultural organizations

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PLANNING • FUNDRAISING • MARKETING

6:30 p.m. - Affinity Dinner Opportunities - "Dutch Treat" (Sign-up at Registration Table)

TUESDAY, JULY 21

8:00 - 9:30 a.m. - Registration and Breakfast, Boar's Head Inn

9:00 - 12:00 - Achieving Sustainability

Wallace Stettinius, Retired Chairman (Moderator)
Cadmus Communications Corporation

Jeffrey S. Cribbs, Sr., President & CEO
Richmond Memorial Health Foundation

Karen J. Stanley, Executive Director
CARITAS & The Healing Place

Bobby Thalheimer, Senior Vice President, Advancement
The Community Foundation (Richmond)

12:00 - 1:30 p.m. - Lunch & Keynote Address - Gail Perry

How Smart Fundraisers Are Finding Opportunities in a Chaotic Economy

1:45 - 3:15 p.m. - Workshop 1 - Four Sessions

Planned Giving: The Boost You Need in Any Economy, Any Charity - Wayne Olson

Leadership, Governance, and Giving: A discussion of the Big Issues Facing Non-Profits Today - Cathlene Williams

Technology and Fundraising: How to Leverage Social Media to Increase Your Organization's Visibility and Overall Fundraising - Katie Rucker

Development Audits - Martin Novom

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July 20-22, 2009

3:45 - 5:15 p.m. - Workshop 2 - Four Sessions

Passing the Torch: Attracting and Cultivating the Next Generation of Philanthropists - Susan Acri and Cathryn Lowe

Fire Up Your Board for Fundraising: Turn their Passion into Action - Gail Perry

Marketing Philanthropy in a Crazy Economy - Wayne Olson

Conducting a Major Campaign in the Current Economy - Keith Curtis

CLICK&PLEDGE

6:30 p.m. - Affinity Dinner Opportunities - "Dutch Treat" (Sign-up at Registration Table)

WEDNESDAY, JULY 22

7:30 - 8:30 a.m. - Breakfast

8:30 - 10:00 p.m. - Workshop 3 - Four Sessions

Board Metrics - King McLaughlon, Jr., JD, MDiv

Keep Your Friends Close and Your Donors Closer - Sustaining the Annual Fund

Loren Hatcher, Virginia Home for Boys & Girls (Moderator)
Dan Stackhouse, Library of Virginia
Cathy Boe, Virginia Historical Society
Ty Toepke, YMCA Greater Richmond

Making the Most of Special Events - Elly Swecker & Mary Rodihan

Analyzing Your Major Gift Portfolios - David C. Johnson and Brian Chapman

10:30 - 12:00 p.m. - Workshop 4 - Four Sessions

Solid Fundamentals in Challenging Times - Mary Ellen Stumpf

Donor Retention - Len Doran

Using Volunteers to Increase Your Bottom Line - Tassie Pippert and Barbara Roadcap

Ten Keys to Getting a Great Job at a Non-Profit Organization - Larry Slesinger

12:00 - 2:00 p.m. - Lunch & Keynote Address - John K. Lynch

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Register online www.vfri.org

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Keynote Speakers

John K. Lynch
Managing Director
Chief Market Analyst
Evergreen Investments



Gail Perry, MBA, CFRE
President & CEO
Gail Perry Associates



Wallace Stettinius
Retired Chairman
Cadmus Communications Corporation

Karen J. Stanley
Executive Director
CARITAS & The Healing Place



Bobby Thalheimer
Senior Vice President, Advancement
The Community Foundation (Richmond)

Jeffrey S. Cribbs, Sr.,
President & CEO
Richmond Memorial
Health Foundation



Visit vfri.org for Keynote Speaker biographies

About VFRI

Register online www.vfri.org

The Virginia Fund Raising Institute (VFRI) is a cooperative effort of the AFP Virginia chapters. Leadership of VFRI is rotated between six AFP Virginia chapters.

- ♦ Central Chapter (Richmond)
- ♦ First Virginia Chapter (Roanoke)
- ♦ Hampton Roads Chapter (Norfolk)
- ♦ Piedmont Chapter (Lynchburg)
- ♦ Shenandoah Chapter (Harrisonburg)
- ♦ Tri-State Chapter (Winchester)

The Virginia Fund Raising Institute, founded in 1992, hosts a variety of educational workshops and keynote speakers designed to inspire and equip development professionals, board members, and executive directors to excel in fundraising and nonprofit management. In addition, many exhibitors and sponsors bring their knowledge and counsel in nonprofit and volunteer management to help attendees be successful. Development and nonprofit executives can take advantage of professional networking, workshops, and roundtable discussions to gain valuable insights to face the challenges of their organizations.

Registration

Name _____

Title _____

Organization _____

Address _____

City/State _____ Zip _____

Phone _____ Fax _____

Email _____

Print name as you'd like it to appear on your name tag,
example: "Bob" instead of Robert Jones

AFP Member: Yes No Are you: CFRE ACFRE

AFP Chapter Member (please circle one):

Central First VA
 Piedmont Hampton Roads Shenandoah
 Tri-State Other

Special Needs: If you have special needs, please check here and someone will contact you.

Please check here if you prefer a vegetarian menu.

Scholarships may be available through your local chapter.

PAYMENT INFORMATION

	Early Bird June 30	After July 1	
VA AFP Chapter Members	\$165	\$190	\$ _____
<small>(Central, First Virginia, Hampton Roads, Piedmont, Shenandoah, & Tri-State)</small>			
AFP Other State Members	\$180	\$205	\$ _____
Non AFP Members	\$190	\$215	\$ _____

I wish to support the Institute's Scholarship Fund and enclose my tax-deductible donation of: \$ _____

All scholarship donors to be listed in Institute's Program.
TOTAL: \$ _____

Registration Fees
Registration fees include keynote speakers, workshops, networking events, breakfasts, lunches, Monday opening reception, and the VFRI Tuesday evening cocktail reception.

Deadlines
Registrations received by June 30, 2009 qualify for the "Early Bird" rate of \$165 for VA AFP Caucus members, \$180 for AFP members from other chapters, and \$190 for non-members.

On July 1, registration fees are \$190 for Virginia AFP Caucus members, \$205 for AFP members, and \$215 for non members.

If you have questions about registration, please contact the VFRI Registrar: ssone@uchas.org
Phone: 804-643-4886 x14
FAX: 804-643-4887
Mail: Susan Stone, VFRI Registrar,
Lake Prince Woods, 100 Anna Goode Way, Suffolk, VA 23434

Exhibitor/Sponsorship Fees
Fees start at \$500 and include registration for the Institute for one representative. Institute sponsorships begin at \$1,000 and include registration for two or more representatives and other benefits. For information, please contact: Shannon Bucklew shannon@bucklewconsulting.com or phone (434) 610-3407.

Register Online at www.vfri.org

All major credit cards accepted
Cancellation Policy:
All cancellations must be submitted in writing to the registrar. Cancellations received before 7/15 will be eligible for a refund less a \$50 administrative fee. After 7/16 cancellations will not be accepted. Any refunds due will be processed within one month after the Institute.

Online registration sponsored by:



Make checks payable to Central VA AFP-VFRI.
Return this form with payment to: Susan Stone, VFRI Registrar,
Lake Prince Woods, 100 Anna Goode Way, Suffolk, VA 23434

Conference Site



Featuring luxurious accommodations and second-to-none amenities, The Boar's Head Inn is located west of Charlottesville off of Route 250. A special rate of \$157 per night has been reserved for VFRI registrants. The block of rooms reserved for VFRI will be held through June 23, 2009; reservations received after that date will be accepted on a space and rate available basis. For reservations, call (434) 972-2232 or (800) 476-1988. For details and directions, visit their web site at www.boarsheadinn.com.

Conference Committee:

VFRI Caucus: Les Helmuth, Shenandoah Chapter, Jeff Fulgham, Piedmont Chapter, Thomas McCarty, Central Chapter, Ed Hamilton, First Virginia Chapter, Wendy McGrady, Hampton Roads Chapter, Kathleen Culver, Tri-State Chapter; **Co-Chairs:** Carissa South, First Virginia Chapter and Baker Garber, Shenandoah Chapter; **Track Deans:** Marketing and Technology - Baker Garber and Les Helmuth; **Advanced Track-** Len Doran and Jeff Fulgham; **General Track-** Cathryn Lowe and Kathy Powers; **Salmagundi-** Magnus Johnsson and Tom McCarty; **Registrar:** Susan Stone, Hampton Roads Chapter; **Host Committee:** Christina Hatch, First Virginia Chapter; **Brad Snowden,** Tri-state Chapter; **Sponsorship:** Shannon Bucklew, Piedmont Chapter; **Carissa South,** First Virginia Chapter; **Hospitality:** Tassie Pippert, Shenandoah Chapter.

Register online www.vfri.org

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Fund Raising
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A Commonwealth of Partnerships in Philanthropy
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Harrisonburg, VA 22802

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