



2015 Program Calendar

Save the Date! Prioritize your professional development by marking these great educational opportunities on your calendar now.

January 21, 2015 - Giving Daze: Pros and Cons of 24 Hour Giving Challenges

Panelist speakers including Sara Stout - Sacramento Ballet, Jeff Darlington - Placer Land Trust, Eric Hogue – William Jessup University, and Jim Tabuchi, Sacramento Mandarins.

February 18, 2015 – Millennials and Social Media

Speaker: Gordon Fowler, 3Fold Communication

March 18, 2015 - Volunteers: Givers of Time (and Money)

Panelist speakers including Sister Libby - Loaves and Fishes, Beth Hassett - WEAVE.

April 15, 2015 - Major Loss: How to Win Back Major Donors

Speaker: Robert Avalos, UC Merced

May 20, 2015 - When Best Practices Aren't: Sacred Cows in Fundraising

Speaker: Alice Ferris, Goalbusters

June 17, 2015 – Estate Planning For the Rest of Us (tools for the average donor)

Speaker: Darren Penny, CE Plan

July 15, 2015 - Acting as a Double Agent Without Becoming Two-Faced (Ethically representing the needs of your organization and the donor)

Speaker: Kim Rhinehelder, CFRE, Eskaton Foundation

August 19, 2015 – Donor Retention

Speaker: Amy Semersheim, Bloomerang

September 16, 2015 - The Intersection of Finance and Fundraising: how tax and finance issues affect your donors and your organization

Speaker: Christine Pieper, CFRE

October 21, 2015 – Donor Stewardship: Matching Acknowledgments to Donor Motivations

Speaker: Beth Hassett, WEAVE

November 2015 – National Philanthropy Day, no monthly educational program

December 16, 2015 – Giving Circles

Speaker: Women's Fund of El Dorado County (via El Dorado Community Foundation)