



2017 Program Calendar

Save the Date! Prioritize your professional development by marking these educational opportunities on your calendar. Join us at Sierra Health Foundation for a great lunch and outstanding educational session.

January 18, 2017 – Share the Love: Using Social Media to Show Gratitude

Speaker: Stephen Shattuck, Bloomerang

February 15, 2017 – Building Your Donor Pipeline

Panelists: Melissa Arnold, Sacramento Food Bank & Family Services

Linda Bak, Sacramento SPCA

Shauna Ross, Lester Consulting

Moderator: Kelly Siefkin, Sacramento Food Bank & Family Services

March 15, 2017 – Crowdfunding

Speaker: Ghazel Vaghedi, Razoo

April 19, 2017 – State of Nonprofits

Speaker: Jan Masaoka, California Association of Nonprofits

May 17, 2017 – Volunteerism and Community Engagement

Speaker: Trudy Harris and Cynthia Woods, Team Giving

June 21, 2017 – Developing a Case Statement

Speaker: Jennifer Alpert, Lester Consulting

July 19, 2017 – Avoiding Burnout

Speaker: Danielle Collins, Primavera Strategies

August 17, 2017 – Cross-Pollinating: Integrating Direct Mail and Social Media to Multiply Impact

Speaker: Catherine Connolly, CFRE

September 20, 2017 – Ethics

Moderator: Cheryl Cobbs, UC Davis School of Veterinary Medicine

October 18, 2017 – Digital Fundraising

Speakers: Tina Reynolds and Mia Lopez, Uptown Studios

November 16, 2017 – National Philanthropy Day

Recognizing local philanthropists

December 20, 2017 – Gratitude

Speaker: Dr. Robert Emmons, UC Davis, author [The Little Book of Gratitude](#)