2018 Educational Program Calendar

Save the date! Prioritize your professional development by marking these educational opportunities on your calendar. Join us at Sierra Health Foundation (1321 Garden Highway Sacramento, CA 95833) for a great lunch and outstanding educational session or at Safe Credit Union (2295 Iron Point Road Folsom CA 95630) for a dynamic webinar brought to you by a world class presenter. Register at www.afpccc.org.

January 17 – Engaging a Fundraising Board
Speaker: Kim Rhinehelder, CFRE, Eskaton Foundation
This luncheon sponsored by Children’s Receiving Home

February 21 – Core Mission Support
Speaker: Kim Tucker, Impact Foundry

March 21 – The Fundraising Trinity
Panelists from WEAVE: Beth Hassett, Executive Director, Julie Boernhoeft, Development Director, Ashley West, Board Member

April 18– Keys of Digital Fundraising – Websites, SEO, Mobile
Speaker: Mac Clemmens, CEO, Digital Deployment
This luncheon sponsored by Digital Deployment

May 16 – Converting Big DOG & Event Donors to Regular Givers
Panelists: Kara Walker, Placer Land Trust, Katie McLeary, 916 Ink, Jeanie Howell, Sac Region Community Foundation

June 20 – Development Metrics – What to Track?
Speaker: Jennifer Halm, Capital Public Radio

July 18 – Major Gifts
Speaker: Pat Callahan, Board Member – Santa Rosa AFP Chapter

August 15 – Social Media and the Development Professional
Speaker: Danielle Collins, Primavera Strategies

September 19 – How to Organize and Conduct World-Class Fundraising Events
Speakers: Keith McLane, KLM Auctions, and Michelle Holman, Greater Giving

October 17 – Ethical Employment Practices in Non-Profits and Fundraising
Speaker: Mamie Shuey, WEAVE
This luncheon sponsored by Safe Credit Union

November 13 – National Philanthropy Day

December 12 – Is It Tax Deductible?
Speaker: Christine Pieper, CFRE, MIX

Webinars

Please join us for quarterly webinars brought to you by Safe Credit Union:
- **February 8 (12-1:30 p.m.)**
  Building a High Revenue Major Gift Program
  Speaker – Gail Perry
- **April 25 (8-9:30 a.m.)**
  How to Grow Your Monthly Giving Program Without Breaking the Bank
  Speaker - Erica Waasdorp
- **August 16 (5-6:30 p.m.)**
  10 Ways to Supercharge Your Storytelling
  Speaker - Shannon Doolittle
- **November 7 (12:30-1 p.m.)**
  The 100% Fallacy: Common Presumptions that Hold Your Fundraising Back
  Speaker - Tom Ahern