



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: Marnie 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