

AFPLEAD 2019

PHOENIX, AZ
OCT 3-5

Sheraton Phoenix Downtown

afplead.org

#AFPLEAD



PRESENTED BY:



TITLE SPONSOR:



Welcome to AFP LEAD 2019!

We are thrilled to be here with you in Phoenix.

AFP is the leading community of fundraisers. That declaration has two main points. First, we are all about fundraising and always will be—that's our mission. And second, we are leaders, and that leadership role extends beyond just fundraising.

In fact, over the next decade, leadership may become almost (but not quite) as important to AFP as fundraising is.

That's quite a statement coming from an association dedicated to advancing fundraising but consider the impact of leadership—or more accurately, what happens without it. Half of all fundraisers are considering leaving their positions (but not necessarily their organizations) in the next two years, according to our recent AFP Job Satisfaction Survey conducted in partnership with *The Chronicle of Philanthropy*.

The most common reason for wanting to leave a job is salary, but only just barely. Close behind are: overall management, unreasonable expectations about fundraising goals, a toxic organizational culture, and organizational leadership (CEO or board) lacking respect for and/or understanding of fundraising. Through the survey, we found that a bigger salary is always on everyone's mind. However, the primary driver for our colleagues leaving their positions is ineffective and/or toxic leadership, in all its forms.

One of AFP's core strategies to address these issues is to reach out more to boards and senior staff. That said, changing the leadership dynamic within the sector has to begin with us, the fundraising profession. We must be able to lead from whatever position or role we may play in an organization—whether that's leading down, up and/or sideways—to create cultures of philanthropy, maximize teamwork and champion inclusion.

By its very nature, leadership is an extension of our fundraising role, because leadership is about transformation: developing people and helping others reach their full potential. After all, isn't that what we do with donors every day—inspire them and help them reach their giving potential?

In order to leverage our donors' transformational roles, we have to lead and transform our colleagues and staff, helping them to maximize their skills and knowledge. As leaders, we identify the challenges affecting our colleagues and employees—whether it's a toxic culture, lack of inclusion, mental health or work/life balance, to name a few—and work together with them to create solutions that lead to their transformation.

That's what AFP LEAD 2019 is all about: helping you develop the skills and knowledge to address the vast array of leadership challenges at your organization. Not only are there two amazing keynote speakers this year, you will also hear from a variety of thought leaders on a wide variety of transformational topics, including coaching, feedback conversations, emotional intelligence, leveraging change, mental health and managing teams.

AFP, as the leading community of fundraisers, will always have as its core mission to provide fundraising education. But we know that fundraising training alone is not enough—because we don't work alone. Fundraising is, by its nature, external-focused. We work to inspire and transform others.

By calling ourselves fundraisers, we are called to lead.

Martha Schumacher, CFRE, ACFRE, MInstF
 Chair
 Association of Fundraising Professionals

Mike Geiger, MBA, CPA
 President and CEO
 Association of Fundraising Professionals



Martha Schumacher



Mike Geiger

THURSDAY, OCTOBER 3

AFP Chapter Leaders and Emerging Fundraisers (Young Professional and Collegiate Members) Only

- 7:30 a.m. - 5:00 p.m. **Registration Open**
Room: Valley of the Sun Foyer
- 7:30 a.m. - 5:00 p.m. **Executive Coaching Sessions** (Prior sign-up required; sessions occur in 30-minute blocks)
Room: Laveen A & B
- 7:30 - 8:30 a.m. **Breakfast**
Room: Valley of the Sun A/B/C
- 8:30 a.m. - 5:00 p.m. **Quiet Room Available**
Room: Ahwatukee A
- 8:30 - 11:30 a.m. **Chapter Management Session**
Room: Valley of the Sun A/B/C
- 8:30 - 11:30 a.m. **Emerging Fundraisers Program**
Room: Valley of the Sun E
- 11:45 a.m. - 2:45 p.m. **Chapter Administrator Meeting**
Room: Ahwatukee B
- 11:45 a.m. - 12:45 p.m. **Chapter Leader & Emerging Fundraisers Lunch**
Sponsored by: Sanford Institute of Philanthropy
Room: Valley of the Sun A/B/C
- 1:00 - 2:45 p.m. **Like-Size Chapter Meetings**
 - Group 1: 15-50 Members—*Room: Alhambra*
 - Group 2: 51-100 Members—*Room: Encanto B*
 - Group 3: 101-250 Members—*Room: Encanto A*
 - Group 4: 251-400 Members—*Room: North Mountain*
 - Group 5: 400+ Members—*Room: South Mountain*
- 1:00 - 4:00 p.m. **Emerging Fundraisers Program**
Room: Valley of the Sun E
- 3:00 - 5:30 p.m. **Chapter Presidents Council (CPC) Meeting/Voting Meeting**
Room: Valley of the Sun A/B/C
- 4:00 - 5:00 p.m. **Emerging Fundraisers Speed Mentoring**
Room: Valley of the Sun E
- 5:00 - 6:00 p.m. **Emerging Fundraisers Happy Hour**
Sponsored by: Sanford Institute of Philanthropy
Room: Oculus
- 6:00 - 7:00 p.m. **Networking Reception**
Room: Valley Overlook



FRIDAY, OCTOBER 4

- 6:00 - 7:00 a.m. **Yoga by Desert Breeze Yoga** (Prior sign-up required)
Room: Paradise Valley
- 7:00 - 8:00 a.m. **Anonymous Programs of Recovery**
Room: Ahwatukee B

Schedule continues >>

Friday continued...

- 7:30 a.m. - 5:00 p.m. **Registration Open**
Room: Valley of the Sun Foyer
- 7:30 a.m. - 5:00 p.m. **Executive Coaching** (Prior sign-up required; sessions occur in 30-minute blocks, not during keynote sessions)
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Room: Valley of the Sun A/B/C
- 8:00 a.m. - 5:00 p.m. **Quiet Room Available**
Room: Ahwatukee A
- 9:00 - 10:15 a.m. **Opening Keynote: Paul Schmitz, CEO, Leading Inside Out**
Room: Valley of the Sun A/B/C
- 10:30 - 11:45 a.m. **Breakout Education Sessions** (See page 9 for sessions and rooms)
- 12:00 - 1:15 p.m. **Networking Lunch**
Room: Valley of the Sun A/B/C
- 1:30 - 2:45 p.m. **Breakout Education Sessions** (See page 10 for sessions and rooms)
- 3:00 - 4:30 p.m. **IDEA Keynote: Nancy Santiago Negron, Vice President, Hispanics in Philanthropy**
Room: Valley of the Sun A/B/C
- 5:00 - 6:30 p.m. **PAC Reception** (U.S. member attendees only)
Room: Oculus

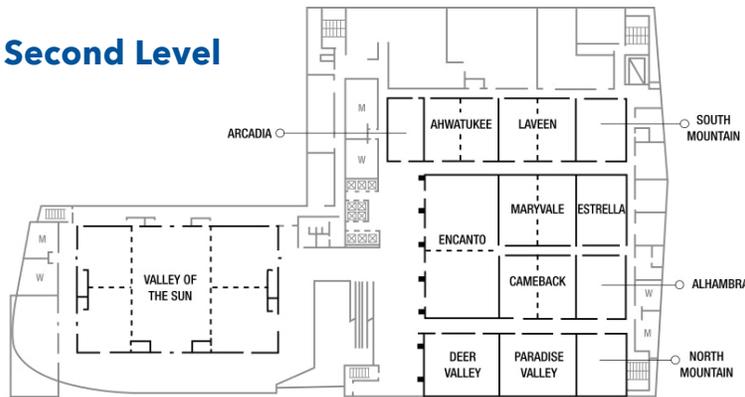
SATURDAY, OCTOBER 5

- 7:00 a.m. - 5:00 p.m. **Registration Open**
Room: Valley of the Sun Foyer
- 7:00 - 8:00 a.m. **Breakfast**
Room: Valley of the Sun A/B/C
- 7:00 - 8:00 a.m. **Anonymous Programs of Recovery**
Room: Camelback B
- 7:30 a.m. - 12:30 p.m. **Executive Coaching** (Prior sign-up required; Sessions occur in 30-minute blocks, not during keynote sessions)
Room: Laveen A & B
- 8:00 a.m. - 5:00 p.m. **Quiet Room Available**
Room: Ahwatukee A
- 8:00 - 9:15 a.m. **Breakout Education Sessions** (See page 12 for sessions and rooms)
- 8:00 - 10:00 a.m. **Women's Philanthropy Institute Co-Lab Session**
Room: Camelback B
- 9:30 - 10:45 a.m. **Breakout Education Sessions** (See page 13 for sessions and rooms)
- 11:00 a.m. - 12:15 p.m. **Breakout Education Sessions** (See page 14 for sessions and rooms)
- 12:30 - 2:00 p.m. **Closing Keynote & Lunch: Mpumi Nobiva, International Speaker and Communication Strategist**
Room: Valley of the Sun A/B/C

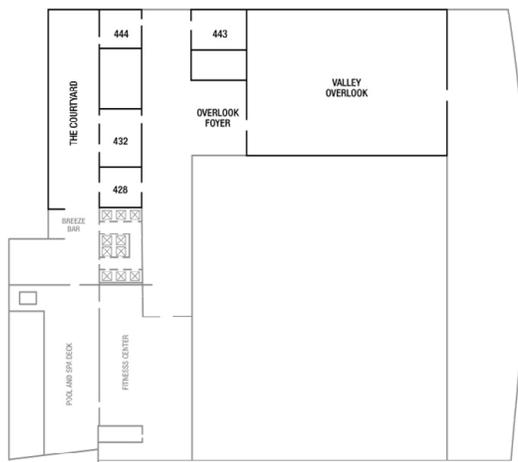


Sheraton Phoenix Downtown

Second Level



Fourth Level



Your AFP LEAD 2019 Online Experience

There's a whole virtual conference experience waiting for you on AFP's vast network of social media sites and forums. Be sure to visit and bookmark the following to enhance your event value before, during and after the main events!

#AFP LEAD Online

The official AFP LEAD 2019 website is afplead.org. This is your one-stop shop for sessions, speakers and more!

AFP LEAD & WII SUMMIT App

Download the official event app: AFP LEAD & WII SUMMIT—available for your iPhone, iPad, Android or Blackberry! Have all the sessions, speakers, and more at your fingertips, and create your own personalized experience. You can also set up a profile, connect with fellow attendees, post updates and pictures to the activity feed and social media, and more. Visit afpglobal.org/app to download and learn all about the app!

Follow Along on Twitter

Stay on top of all AFP LEAD 2019 details—follow [@afpihq](https://twitter.com/afpihq) and our event hashtag [#AFP LEAD](https://twitter.com/afplead).

Thank You!

The AFP Foundation for Philanthropy thanks our generous donors for their support of AFP LEAD 2019:

- Advancement Resources
- AFP LA, Greater New Orleans Chapter
- AFP OH, Greater Dayton Region Chapter
- AFP PA, Allegheny Mountains Chapter
- Helen Arnold, CFRE

- Holly Haby
- Marjorie K. and Stephen M. Levy Philanthropic Professional Education Fund
- Milton Murray Fund for Philanthropy
- Timothy Logan, ACFRE

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A special thank you to our host chapter:





Fundraising: The Impact Profession

The AFP Foundation for Philanthropy champions philanthropy and volunteerism by developing the nonprofit sector's current and future leaders, welcoming diverse new voices into the charitable world, and rigorously upholding the highest standards of ethics.

JONATHAN'S STORY



Jonathan Solari
CEO of Madison Ballet
2019 Chamberlain Scholar

“Attending AFP ICON as a Chamberlain Scholar on the verge of a transition into a leadership role was an invaluable gift. The ability of this community to come together, share resources, and inspire one another is unparalleled. It provided me with the tools to elevate my craft and instill a respect for this work into my organization.”

YOUR GIFT AT WORK

Attracting and Developing Fundraising Leaders
Supporting Research on Critical Issues in Fundraising
Building a Stronger Sector Through a More Diverse Workforce
Renewing Public Trust in Charitable Organizations

COMMUNITY BRANDS MATCHING PROGRAM



communitybrands®

Community Brands will provide a \$5,000 match towards the BE the CAUSE campaign October 3–6, 2019! Any individual gift that is \$20+ and designated to BE the CAUSE will be matched with \$10. Match limit is one per person.

- 1** Text AFP to 56512
- 2** Follow the prompts
- 3** Register your credit or debit card

POWERED BY:
 give by cell

THURSDAY, OCTOBER 3

AFP Chapter Leaders and Emerging Fundraisers (Young Professional and Collegiate Members) Only

7:30 a.m. - 5:00 p.m.
Registration Open

Room: Valley of the Sun Foyer

7:30 a.m. - 5:00 p.m.
Executive Coaching Sessions

(Prior sign-up required; sessions occur in 30-minute blocks)

Room: Laveen A & B

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

Room: Valley of the Sun A/B/C

8:30 - 11:30 a.m.
Chapter Management Session

Room: Valley of the Sun A/B/C

In this interactive session, AFP chapter leaders will learn how to handle conflict effectively. We'll discuss strategies for dealing with conflict head-on in productive ways that strengthen your team, your board and your own professional leadership. We will also share AFP chapter management best practices and resources.

*Featuring a presentation by: **Jenny Carrillo, MA, CFRE, Partner, Alexander|Carrillo Consulting***

8:30 - 9:30 a.m.
Emerging Fundraisers Program
Lift Off! Getting Ready for a Career that Fuels You

Room: Valley of the Sun E

Beam me up, Scottie! No, it's not an episode of Star Trek but if you're not strategic, your career will be a never ending mission about the Starship Nonprofit. In this presentation, Kishshana will share the tools, tips and tricks you'll need to be the captain of your career so you can chart your own journey.

*Presented by: **Kishshana Palmer, CFRE, CEO, Kishshana and Co.***

9:45 - 10:30 a.m.

Emerging Fundraisers Program
Mentorship, Sponsorship & Coaching for the Emerging Leader

Room: Valley of the Sun E

Come join us as we examine three areas of personal and professional growth for the emerging leader. In this workshop we will examine the differences between mentorship, sponsorship and coaching for your continued life-long growth and learning. With breakout moments, group work and partner work, we will look at effective examples of these areas. We will ask questions like: "What does it look like?", "What is the role of the mentor, sponsor or coach?", and most importantly, "What can I do to be most effective as the mentee, sponsee or coached?" We will also learn about finding these individuals, making the ask for their assistance and building the relationship for success.

*Presented by: **Ken Miller, CFRE, President, Denali FSP Fundraising Consultants***

10:45 - 11:30 a.m.

Emerging Fundraisers Program
The Surprising Secret to Success

Room: Valley of the Sun E

Harness the greatest tool in your arsenal: time. Time management can seem like an intimidating topic, but in reality, it represents taking active control of your activities by getting organized and sticking to a daily schedule. Having processes in place that direct our conversations and actions spells the difference between average and exceptional results. Each one of us only have 86,400 seconds in the day. It's up to us to use them wisely.

*Presented by: **Krista Berry Ortega, MS, Sr. Manager, Sanford Partnerships, Sanford Programs at National University Systems***

CFRE Credit

Full participation in the AFP LEAD 2019 program on October 4-5 is eligible for 10.75 CFRE education points toward initial certification or recertification.

Full participation in the Emerging Fundraisers program on October 3 is eligible for an additional 4.0 CFRE education points.



Thursday continued...

11:45 a.m. - 12:45 p.m.

Chapter Administrator Meeting

Room: Ahwatukee B

This session for Chapter Administrators provides the platform to connect with each other to share best practices and hear from AFP Staff.

11:45 a.m. - 12:45 p.m.

Chapter Leader & Emerging Fundraisers Lunch

Sponsored by: Sanford Institute of Philanthropy

Room: Valley of the Sun Foyer

1:00 - 2:45 p.m.

Like-Size Chapter Meetings

Meet with your Like-Size Chapter Group to discuss agenda items submitted prior to the meeting that will improve your chapter operations. The chapter groups are as follows:

- Group 1: 15-50 Members—Room: Alhambra
- Group 2: 51-100 Members—Room: Encanto A
- Group 3: 101-250 Members—Room: Encanto B
- Group 4: 251-400 Members—Room: North Mountain
- Group 5: 400+ Members—Room: South Mountain

1:00 - 1:45 p.m.

Emerging Fundraisers Program Social Styles

Room: Valley of the Sun E

Improve your leadership by understanding how your social style impacts your communication with colleagues, donors and community stakeholders. Discover your own style and explore how to best communicate with others based on their style.

Presented by: Krista Berry Ortega, MS, Sr. Manager, Sanford Partnerships, Sanford Programs at National University Systems



Looking for more information about our speakers? Download the AFP LEAD & WII SUMMIT app to see bios and headshots for all speakers.

2:00 - 2:45 p.m.

Emerging Fundraisers Program Leading Without Formal Authority

Room: Valley of the Sun E

Early in our careers, it may feel like we have little power within an organization because we aren't senior managers. Does this mean we cannot exercise leadership? Absolutely not! In this session, learn how to develop informal authority—the ability to mobilize people through social influence—to achieve personal and professional success.

Presented by: Elizabeth Castillo, Assistant Professor of Leadership and Interdisciplinary Studies, Arizona State University

3:00 - 3:45 p.m.

Emerging Fundraisers Program Brand Yourself to Win: An Afternoon Chat About Your Personal Brand

Room: Valley of the Sun E

Isn't personal branding for organizations and companies? Do you really need personal branding as a new leader? The answer is YES! Everything you do publicly is a reflection of who you are and what you have to offer. Your brand tells the story. Let's talk about how to use effective personal branding to build a career that is authentically you and that attracts and retains the attention of your peers and future employers.

Presented by: Kishshana Palmer, CFRE, CEO, Kishshana and Co.; Rochelle Sodipo, Creative Director, Rosereddetc

3:00 - 5:30 p.m.

Chapter Presidents Council (CPC) Meeting/Voting Meeting

Room: Valley of the Sun A/B/C

The biannual Chapter Presidents Council meeting allows chapter leaders to share ideas and best practices with one another and learn about new developments and programming at AFP Global. This meeting will feature an interactive discussion on inclusion, diversity, equity and access, and voting for the Nominating Committee representatives.

Thursday continued...

4:00 - 5:00 p.m.

Emerging Fundraisers Speed Mentoring

Room: Valley of the Sun E

Expand your professional network and gain career guidance from fundraising's top mentors during rotating table-to-table sessions.

5:00 - 6:00 p.m.

Emerging Fundraisers Happy Hour

Sponsored by: Sanford Institute of Philanthropy

Room: Oculus

6:00 - 7:00 p.m.

Networking Reception

Room: Valley Overlook

Join your colleagues for relaxed discussion and camaraderie at this networking reception.

FRIDAY, OCTOBER 4

6:00 - 7:00 a.m.

Yoga by Desert Breeze Yoga

(Prior sign-up required)

Room: Paradise Valley

7:00 - 8:00 a.m.

Anonymous Programs of Recovery

Room: Ahwatukee B

7:30 a.m. - 5:00 p.m.

Registration Open

Room: Valley of the Sun Foyer

7:30 a.m. - 5:00 p.m.

Executive Coaching

(Prior sign-up required; sessions occur in 30-minute blocks, not during keynote sessions)

Room: Laveen A & B

7:30 - 9:00 a.m.

Breakfast

Room: Valley of the Sun A/B/C

9:00 - 10:15 a.m.

Opening Keynote: Paul Schmitz, CEO, Leading Inside Out

Room: Valley of the Sun A/B/C

Paul Schmitz builds the collective leadership of organizations and communities to achieve greater social impact through his roles as senior advisor at The Collective Impact Forum and CEO of Leading Inside Out. He is also the author of *Everyone Leads: Building Leadership from the Community Up*, and the former



CEO of Public Allies, where he helped more than 5,000 diverse young adults begin careers working for community and social change. Paul is a faculty member of The Asset-Based Community Development Institute, was a social innovation advisor to the Obama White House, and has been named three separate years to *The Nonprofit Times* list of the 50 most influential nonprofit leaders in America. He lives in Milwaukee, Wisc., with his wife and five children.

10:30 - 11:45 a.m.

Breakout Education Sessions

Performance Management: Methods for Success

Room: Valley of the Sun E

Thanks to the traditional "command and control" model of supervision, many managers either neglect performance management because they don't want to do it, or lean into it in the wrong direction and create a negative work environment. This session will share an updated model that aligns employee expectations with strategic goals.

Presented by: Karen Stafford, MHRM, SPHR, SHRM-SCP, Manager, Organizational Development and Learning, Arizona Regional Office, Employers Council

Friday continued...

Leadership and Emotional Intelligence—Keys to Professional and Personal Success

Room: Encanto B

Studies have consistently shown that developing emotional intelligence is likely to increase one's satisfaction with work and personal life. This session looks at several indicators of high emotional intelligence as we explore strategies for increasing self-awareness, self-management, social awareness, and relationship management.

Presented by: Karen Dyer, Partner, On Point Leadership

Coaching Demystified

Room: Maryvale A/B

What exactly is coaching, and what are the benefits? When should you consider contracting a coach for yourself or an employee? How do you find a coach? And what does it cost? A panel of professional coaches will be answer these questions and more during an interactive discussion.

Presented by: Tara George, Partner / Lead, KCI Search + Talent; Diane Lloyd, CFRE, PCC, CEO and Executive Coach, Inspired Results Group; and Kimberly Boyd-Lewis, President and CEO, Evre Little Detail

Managing Intergenerational Teams—LIVE

Room: Encanto A

As development professionals we spend a lot of time thinking about how to communicate with and solicit gifts from donors in each generation, but what about our teams? As the profession grows, more young professionals are becoming fundraisers. They are excited to raise money and want to do a great job. However, like the generational differences in our donors, our teams' needs vary by generation. During this conversation, we will explore how good intergenerational management can help a manager get the best out of his/her team.

Presented by: Kishshana Palmer, CFRE, CEO, Kishshana and Co.; Rochelle Sodipo, Creative Director, Rosereddetc; Allison Quintanilla Plattsmier, CFRE, CNP, SHRM-CP, aPHR, Executive

Director, Jordan Thomas Foundation; Krista Berry Ortega, MS, Sr. Manager, Sanford Partnerships, Sanford Programs at National University Systems

Authentic Leadership Workshop (Part 1) (First Come, First Served; Space Limited)

Room: Valley of the Sun D

Authentic and transformational leadership is not a defined set of skills or competencies that a leader can acquire; instead, it is a practice of embracing more complex thinking and guiding teams by example to reach their highest potential. This workshop will explore vertical leadership training design and its application to developing and growing extraordinary leaders. Through this discussion, leaders will discover the power of vulnerability and how they can drive transformational performance through an authentic approach.

Presented by: Mark McCampbell, Senior VP, Strategic Partnerships, Advancement Resources; Lauri Lumm, Senior Facilitator, Advancement Resources

Please plan to attend the full workshop, which spans two session time blocks.

This session will not be recorded.

12:00 - 1:15 p.m.

Networking Lunch

Room: Valley of the Sun A/B/C

1:30 - 2:45 p.m.

Breakout Education Sessions

Leading Change: Leveraging My Own Style to Make Things Happen—Keys to Professional and Personal Success

Room: Encanto A

In this session you will learn your preferred style in approaching and leading change, as well as how your style impacts others. You will explore how to best deal with people who have different style preferences and identify those potential pitfalls that may impact your ability to be most effective in your role.

Presented by: Karen Dyer, Partner, On Point Leadership

Friday continued...

Mischief, Scandal and Bad Behavior: Confronting the Dark Side of Nonprofits

Room: Valley of the Sun E

Disasters will happen, and most are not even your fault. But what are you (and your organization) going to do when disaster strikes? Damage control, recovering donor trust, dealing with negative media—its REAL, folks, so come on in and face the fire! Walk out confident that you are ready to deal with the mischief, scandal and bad behaviors.

Presented by: John Scola, CFRE, Chief Development Officer, Boys & Girls Clubs Phoenix

Leadership and Management: Making the Switch from Player to Coach

Room: Maryvale A/B

For those currently serving in mid-level or senior management roles, growing both your leadership abilities and management skills is critical for your success. But many excellent fundraisers come into management roles without any formal training in either leadership or management and often aren't sure how to grow these skills. In this session, we'll discuss the differences between "leading" and "managing," and share practical tools and approaches to help you grow these skills.

Presented by: Tara George, Partner/Lead, KCI Search + Talent

Feedback Conversations that Actually Work

Room: Encanto B

The number one topic in any leadership training is the dreaded feedback conversation. Every manager is looking for a way to have a feedback conversation that doesn't trigger fear and dread in the eyes of their staff. There are many feedback frameworks out there, but this session will dig a little deeper and help you understand how you can create a culture that craves feedback and gives you practical tools to use in your next feedback conversation.

Presented by: Diane Lloyd, CFRE, PCC, CEO and Executive Coach, Inspired Results Group

Authentic Leadership Workshop (Part 2) *(First Come, First Served; Space Limited)*

Room: Valley of the Sun D

Authentic and transformational leadership is not a defined set of skills or competencies that a leader can acquire; instead, it is a practice of embracing more complex thinking and guiding teams by example to reach their highest potential. This workshop will explore vertical leadership training design and its application to developing and growing extraordinary leaders. Through this discussion, leaders will discover the power of vulnerability and how they can drive transformational performance through an authentic approach.

Presented by: Mark McCampbell, Senior VP, Strategic Partnerships, Advancement Resources; Lauri Lumm, Senior Facilitator, Advancement Resources

Please plan to attend the full workshop, which spans two session time blocks.

This session will not be recorded.

3:00 - 4:30 p.m.

IDEA Keynote: Nancy Santiago Negrón, Vice President, Hispanics in Philanthropy

Room: Valley of the Sun A/B/C

Nancy Santiago Negrón steers Hispanics in Philanthropy's (HIP) public-facing strategy, forging partnerships with a new generation of philanthropists and impact investors and broadcasting HIP's message on the importance of investing in strong Latino communities. A seasoned professional with over two decades of experience in the areas of education, workforce development, federal policy, and management, Nancy served for two terms in the Obama Administration and has been instrumental in the design and execution of key public policy and federal programs. Focused on aligning capital with justice and racial equity, her leadership skills have been employed in government, the tech sector, educational institutions, nonprofit organizations, corporations, and cultural organizations.



Friday continued...

An inspirational activist and speaker, Nancy has received numerous awards and recognitions including being selected as a fellow for the Belfer Institute's Seminar in Israel for Latino Policy Leaders; the Spanish Embassy's Hispanic Leaders Program in Spain; the U.S. Secretary of Labor's Exceptional Achievement Award; and the Woman of Distinction award from El Diario La Prensa, New York's largest Spanish-language newspaper.

5:00 - 6:30 p.m.

PAC Reception *(U.S. member attendees only)*

Room: Oculus

SATURDAY, OCTOBER 5

7:00 a.m. - 5:00 p.m.

Registration Open

Room: Valley of the Sun Foyer

7:00 - 8:00 a.m.

Breakfast

Room: Valley of the Sun A/B/C

7:00 - 8:00 a.m.

Anonymous Programs of Recovery

Room: Ahwatukee B

7:30 a.m. - 12:30 p.m.

Executive Coaching

(Prior sign-up required; Sessions occur in 30-minute blocks, not during keynote sessions)

Room: Laveen A & B

8:00 - 9:15 a.m.

Breakout Education Sessions

The Seven Rules of High Self-Esteem for Fundraising Leaders

Room: Encanto B

In this highly informative and interactive workshop, Ken Miller, CFRE, will lead a workshop to answer the simple question of "What are the traits of leaders with high self-esteem?", and more importantly, "How do I manifest those traits in my work, home and everyday life?" During this fun and interactive workshop, we will examine and discuss the practices of living consciously,

self-acceptance, self-responsibility, living purposely, personal integrity and courage. Come join us as we learn about self-esteem and its impact on leadership, life and self.

Presented by: Ken Miller, CFRE, President, Denali FSP Fundraising Consultants

Leading with Empathy, Gratitude, and Action

Room: Maryvale A/B

The nonprofit sector is currently experiencing an unprecedented amount of employee turnover and executive leadership succession, while at the same time the number of new organizations continues to grow. Leaders must implement new strategies in order to meet the needs and priorities of employees, including access to technology, a positive work culture, and opportunities for advancement and professional development. This session will examine the elements of servant leadership, and how leading through empathy, gratitude, and action can address issues concerning employee engagement, job satisfaction, and retention.

Presented by: Ian Adair, CEO, Gracepoint Foundation

DAF is Not a Four-Letter Word: Understanding How to Navigate the Relationship Between Donor Advised Funds and the Nonprofits They Serve

Room: Valley of the Sun E

Donor advised funds have been around since the 1930s but have only recently grown in popularity. In fact, they are philanthropy's fastest growing vehicle. Yet, many nonprofits are unsure of how to manage the relationships between the fund advisor and the sponsoring organization. This session will review the basics of donor advised funds and discuss the role that fundraising professionals can take in shaping internal and external policies around the relationship with sponsoring organizations.

Presented by: Nancy M. Brown, CFRE, Executive Director, Winona Community Foundation



All breakout education sessions will be recorded and available to all AFP LEAD 2019 registrants at no cost, except the keynote sessions and those otherwise noted.

Saturday continued...

Dare To Lead™—Finding the Courageous Leader in You! (Part 1)

(First Come, First Served; Space Limited)

Room: Valley of the Sun D

Whether you are in a leadership role or thinking about taking that next step, this workshop will help you access your inner courage while identifying the unique strengths and surprising skills that make us courageous leaders. Based on the research of Dr. Brené Brown, Dare to Lead™ is an empirically based courage-building program designed to be facilitated by organizational development professionals. We will dig in and dig deep to understand how vulnerability and courage are connected and talk about practices you can implement at work to build courageous cultures, high trust teams and feedback-craving employees. Based on Brené Brown's new book, Dare to Lead™, this workshop will give you the foundation you need to become the leader you want to be.

Presented by: Diane Lloyd, CFRE, PCC, CEO and Executive Coach, Inspired Results Group

Please plan to attend the full workshop, which spans two session time blocks.

This session will not be recorded.

8:00 - 10:00 a.m.

Women's Philanthropy Institute Co-Lab Session

Room: Camelback B

The Women's Philanthropy Institute will lead this intensive brainstorming session. The Co-Lab begins with a short overview of WPI's research findings, followed by framing the problem that WPI seeks to solve—namely, that while the data show clearly that gender matters in philanthropy, the research has not yet changed behaviors. Now is the time for research-informed change to be made. The remainder of the Co-Lab is a guided brainstorming session, where participants reflect on the research and develop their own ideas for putting it into practice. This session allows participants to grapple with the research, own

it, and think creatively about how to use it to prompt behavior change and develop new strategies.

9:30 - 10:45 a.m.

Breakout Education Sessions

Social Impact Investing: A New Tool for Fundraisers?

Room: Maryvale A/B

There has been much hype in recent years about the emergence of social impact funds. These investment vehicles focus on making market or near-market returns by financing social and environmental causes. But how do they really work? Dr. Shangraw will provide an overview of this new resource-raising tool and share his experiences working with social impact investors.

Presented by: Rick Shangraw, Jr. Ph.D., Chief Executive Officer, ASU Enterprise Partners

Finding Success in Failure

Room: Encanto A

There's a lot of talk about successful leaders, but failure is talked about in dark corners and whispered tones. What do we discover about ourselves when we fail? How do we recover after personal or professional scandal? Let's talk about how to find your personal brand of success when you fail.

Presented by: Kishshana Palmer, CFRE, CEO, Kishshana and Co.

Trends in Giving: How Did the 2017 Tax Reform Law Impact Charitable Giving and What Can We Do About It?

Room: Valley of the Sun E

The 2017 tax reform bill was predicted to have a significant impact on the nonprofit sector, including the potential for significant losses in charitable giving in the billions of dollars. What have we seen thus far in terms of impact based on data from sources such as Giving USA and AFP's Fundraising Effectiveness Project? Can we encourage Congress to enact new incentives to increase giving and expand our country's donor pool? And how can YOU help enact public policy to increase charitable giving? We will discuss the current public policy landscape, the impact on YOUR fundraising, what charities can look forward to in 2019 and beyond, and how the sector can address these issues.

Saturday continued...

Presented by: Adrienne Longenecker, CFRE, COO, Hill Country Conservancy; and Guest Speakers

Building a Rockstar Team with Culture and Passion

Room: Encanto B

As our world advances, so does our workforce. So how do we build a team for success? Throughout this session, discover how our differences can be our strengths, how to empower individuals to grow within a role, and how to pick out potential and those who will act upon it.

Presented by: Melea Guilbault, Senior Vice President of Channels, Industry Alliances and Nonprofit Solutions, Community Brands

Dare To Lead™—Finding the Courageous Leader in You! (Part 2)

(First Come, First Served; Space Limited)

Room: Valley of the Sun D

Whether you are in a leadership role or thinking about taking that next step, this workshop will help you access your inner courage while identifying the unique strengths and surprising skills that make us courageous leaders. Based on the research of Dr. Brené Brown, Dare to Lead™ is an empirically based courage-building program designed to be facilitated by organizational development professionals. We will dig in and dig deep to understand

how vulnerability and courage are connected and talk about practices you can implement at work to build courageous cultures, high trust teams and feedback-craving employees. Based on Brené Brown's new book, Dare to Lead™, this workshop will give you the foundation you need to become the leader you want to be.

Presented by: Diane Lloyd, CFRE, PCC, CEO and Executive Coach, Inspired Results Group

Please plan to attend the full workshop, which spans two session time blocks.

This session will not be recorded.

11:00 a.m. - 12:15 p.m.

Breakout Education Sessions Systems Thinking for Fundraising Success

Room: Valley of the Sun E

Building relationships and raising money are essential aspects of our jobs, yet are no longer enough to produce transformative impact. Learn how systems thinking—the ability to holistically understand and shape structural patterns, power dynamics, and implicit assumptions beneath events and situations—positions you to achieve organizational success and collective impact.

Presented by: Elizabeth Castillo, Assistant Professor of Leadership and Interdisciplinary Studies, Arizona State University

Mental Health in the Workplace: How Nonprofits Can Support Employees and Create a Work Culture that is Stronger than Stigma

Room: Maryvale A/B

Mental health awareness has become a major concern that organizations need to address in order to support their employees and attract new talent. This session will examine how mental illness is impacting the work place and the nonprofit sector; how mental health effects employee retention, organizational culture, and a nonprofit's financial bottom line; what initiatives and HR policies nonprofits can do to support mental health in their organizations; the importance of mental

Thank You!

AFP LEAD 2019 Task Force

We would like to thank the AFP LEAD 2019 Task Force for their participation in planning this event.

Clay Buck, CFRE
Theresa Browning
Penelope Cagney, CFEE, CFRM, MA, CFRE
Abigail Coleman, MPA
Cherelle Duncan, BA, MPA
Liz Kaplan
Chris Sar, CFRE, MA

Saturday continued...

health awareness; and how promoting stories of lived experience and recovery can help.

Presented by: Ian Adair, CEO, Gracepoint Foundation

Combating Imposter Syndrome When You Really Want to Go Home

Room: Encanto A

Have you ever felt like a fraud? Like your career achievements are a fluke? Us, too. This is especially true for introverts working in a field of (perceived) extroverts. Learn from other successful introverts about overcoming imposter syndrome, embracing who you are, and finding your place with your extroverted colleagues.

Presented by: Ann-Marie Meacham, MPA, CFRE, Executive Director, M-A Schools Foundation for the Future; Matthew Siegel, CFRE, Director of Development, College of Humanities and the Arts at San José State University; Vinney Arora, Principal Consultant, The Arora Collective

Leadership Development as a Social Justice Strategy

Room: Encanto B

Are you leadership material? The answer depends in large part on your identities, and in particular those related to gender and race. Biased models of leadership reinforce dynamics of power and oppression within our organizations, which is why we must make concerted efforts to develop leaders who do not fit the typical prototype. Explore the identity of a leader, learn what it takes for people from historically marginalized and minoritized identities to envision themselves as leaders, and take away practical tools that will help develop your own leadership capacity. Research on the advancement profession will be shared along with new practices in leadership development that are emerging from within the social justice community.

Presented by: Alexis Kanda-Olmstead, Director, Advancement Talent Management, Dartmouth College

Courageous Leadership in Changing Times

Room: Valley of the Sun D

Strong and self-aware leaders are essential to any team and organization. As the workplace changes and issues in our society continue to be on the minds and hearts of many, leaders are being asked to develop their voice, their awareness of social issues, and their courage. This session will focus on understanding the changing role of leadership during changing and challenging times. What is courageous leadership? What can we learn from research about the changing expectations of employees? How can we create more psychological safety on our teams to create better outcomes and connections? How does the current pace of change impact the role of leaders? We will look at practical ways leaders can develop and strengthen the competencies needed to create and sustain an inclusive, successful team/organization.

Presented by: Tanya M. Odom, Ed.M., Global Diversity and Inclusion and Education Consultant and Executive Coach

12:30 - 2:00 p.m.

Closing Keynote & Lunch: Mpumi Nobiva, International Speaker and Communication Strategist

Room: Valley of the Sun A/B/C

International speaker and communication strategist Mpumi Nobiva has spoken at the White House, congressional fundraisers, corporate functions and nonprofit initiatives in several countries. Mpumi grew up in South Africa and at age nine lost her mother to HIV/Aids, leaving her orphaned like millions of other children in Sub-Saharan Africa. Reared in material poverty but spiritual wealth by her grandmother, she excelled in the first class of the Oprah Winfrey Leadership Academy for Girls in South Africa before coming to the United States to study. She currently holds a master's degree in Strategic Communications from High Point University and serves as the first alumna on the Board of Directors of the Oprah Winfrey Leadership Academy for Girls in South Africa. As NationBuilder's first Leader in Residence, Mpumi is developing the digital infrastructure for Share Your Story Africa—an initiative inspired by her advocacy work uniting youth against HIV/AIDS and domestic violence in South Africa—all while sharing her powerful story at events around the world.





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