

2021 AFP GREATER NEW ORLEANS VIRTUAL FUNDRAISING CONFERENCE

Thursday, July 22, 2021 - 10:00 am - 3:30 pm



WELCOME & OPENING KEYNOTE 10:00 AM



PENELOPE BURK

After an unprecedented year for donors that mixed heartache with generosity, where is philanthropy headed in 2021?

Join renowned author and researcher, Penelope Burk, in this thought-provoking webinar on how COVID-19 and other major events last year impacted American donors personally and shaped their giving. As they emerge from an unprecedented year, how do donors plan to give in 2021? And, where are the opportunities for not-for-profits that are hoping to keep new donors onside while relying on loyal supporters to give generously once again?

LUNCH & EXHIBITOR HALL OPEN 11:30 AM-12:00 PM

BREAKOUT SESSIONS A-D 12:00 PM - 1:00 PM



CATHY BROWN, CFRM, APTD

How Fundraisers Can Up Their Game Right Now

SESSION A



MEGHAN WEAVER

Why Branding is Crucial for Your Next Campaign

SESSION B



SARAH CORTELL VANDERSYPEN, CFRE

The Power of Blended Gifts

SESSION C



JOSH HIRSCH

Using Social Media to Tell Your Story, Inspire Your Donors, and Raise More Money

SESSION D

BREAK & EXHIBITOR HALL OPEN 1:00 PM-1:10 PM

BREAKOUT SESSIONS E-H 1:10 PM - 2:10 PM



CHAD BARGER, CFRE

Monthly Giving: Your Nonprofit Sustainability Plan

SESSION E



DONNA PARAMORE, CFRE

From Development Director to Executive Director

SESSION F



MARIA PARDO HUETE

The Essential Play by Play

SESSION G



DAVE TINKER, CFRE, FAFP

Frethics (Fundraising Ethics)

SESSION H

BREAK & EXHIBITOR HALL OPEN 2:10 PM-2:20 PM

BREAKOUT SESSIONS I-L 2:20 PM - 3:20 PM



SHERYL KENNEDY HAYDEL

We've Got So Many Things In Common: The Importance of the Relationship Between Fundraising and MarComm

SESSION I



LINDA LYSAKOWSKI, ACFRE

Capital Campaigns in the Digital Age

SESSION J



DAVID W. ROBINSON MORRIS

Reimagining Philanthropy for Collective Healing and Liberation

SESSION K



MARY CASWELL "CASSIE" ALSFELD

Reaching Donors Where They Are: Online (And On Their Phones)

SESSION L

CLOSING REMARKS - 3:20 PM - 3:30 PM

SESSION CANCELLED
DUE TO ILLNESS