

Association of Fundraising Professionals, Massachusetts Chapter

Fundraising Fundamentals – Fall Session

Online Course

Day 1 – Dec 8 (Tuesday)	Day 3 – Dec 10 (Thursday)
9:00-10:30 Welcome and Introduction to Philanthropy <ul style="list-style-type: none"> - David Woodruff, Associate Vice President and Chief Operating Officer for Resource Development, MIT 	9:00-10:30 Marketing and communications <ul style="list-style-type: none"> - Moderator: Jennifer Kelly, Chief Marketing and Communications Officer, New England Law, Boston - Panelist 1: Julie Rafferty, Principal, Rafferty Communications Strategies - Panelist: Paul Twitchell, Author, MAB Community
Break 10:30-10:45	Break 10:30-10:45
10:45-12:00 Annual Giving & Best Practices <ul style="list-style-type: none"> - Melissa Cording, Director of Development, Bridge Over Troubled Waters - Erik Ryan, Individual Giving Officer, Wentworth Institute of Technology <i>Day 1 concludes</i>	10:45-12:00 Partnering with Volunteers, CEOs, & Boards <ul style="list-style-type: none"> - Zakiya Thomas, Director, Posse foundation <i>Day 3 concludes</i>
Mini break + Optional lunch/informal networking from 12:15-1:15, register ahead of time	
Day 2 – Dec 9 (Wednesday)	Day 4 – Dec 11 (Friday)
9:00-10:30 Individual Giving (Major Gifts & Planned Giving) <ul style="list-style-type: none"> - Clint Cavanaugh, Leadership Gifts Officer, WBUR - Samantha Robin, Major Gifts Area Director for Greater New York, World Vision 	9:00-10:15 Conversation with a Seasoned Fundraiser <ul style="list-style-type: none"> - Arlene Fortunato, Senior VP for Advancement, Greater Boston Food Bank - (Interviewer) David Brown, Chief Advancement Officer, MAB Community 10:15-10:45 Breakout Rooms Questions will be provided to groups.
Break 10:30-10:45	Break 10:45-11:00
10:45-12:00 Institutional Giving (Corporate, Foundations, Grants and Initiatives) <ul style="list-style-type: none"> - Stacia Silvia, CFRE Director of Foundation Relations and Development Operations MAB Community Services, Inc 	11:00-12:15 Managing Your Career <ul style="list-style-type: none"> - Moderator: Martha Hanlon, Assistant Vice President of Development, Newton Wellesley Hospital - Libby Roberts, Senior Vice President, Lindauer - Nicole Dumas, Director of Alumni Engagement & Philanthropy, Boston Latin School - Rohan Barrett, Senior Director of Development, Principal & Major Gifts, Harvard Medical School <i>Day 4 concludes.</i>
12:15 to 1:30 Brown Bag Session iWave <i>Day 2 concludes</i>	