



# Fundraising Day in Boston

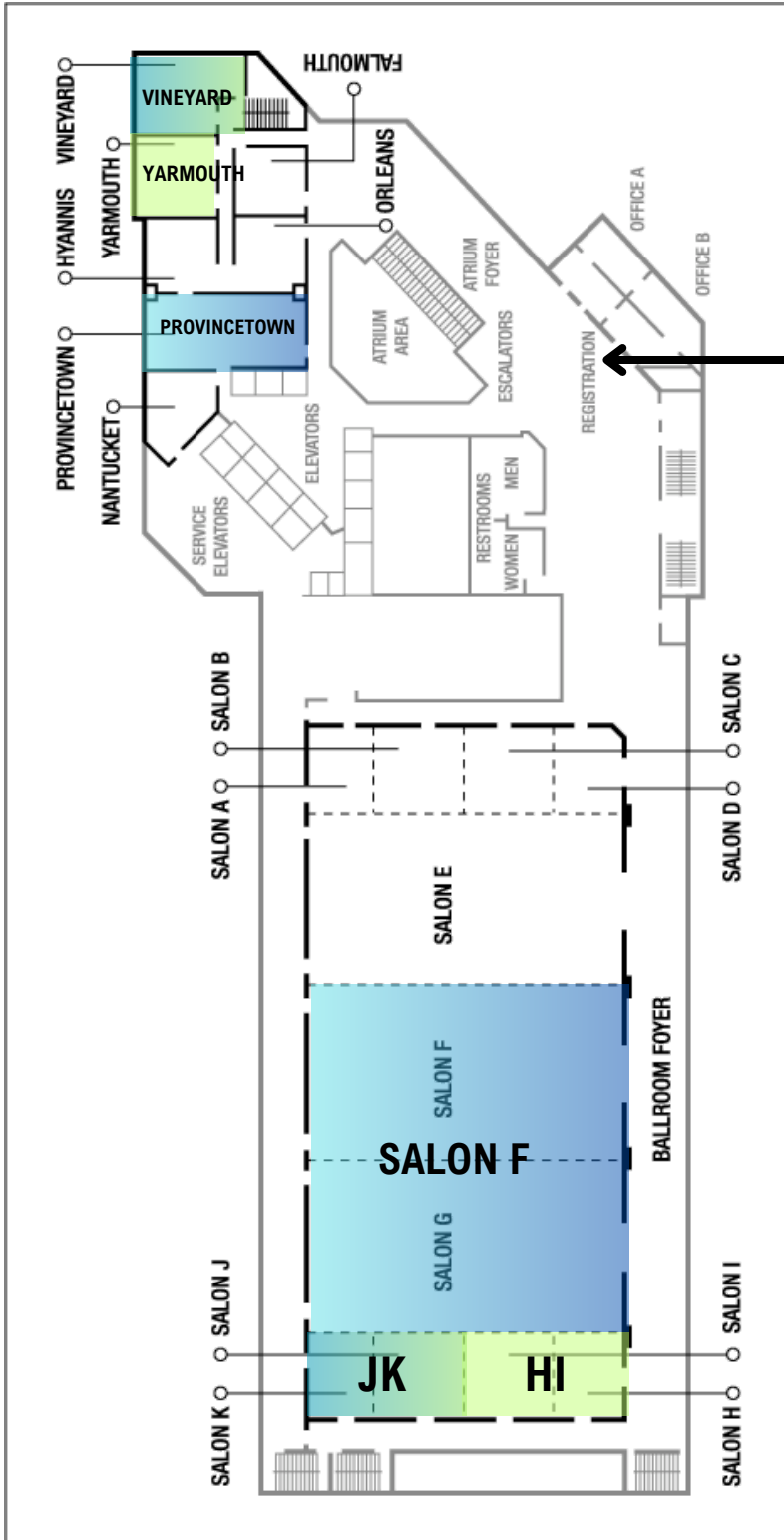
38th Annual Conference  
April 26, 2023  
Marriott Copley Place



Tamsen Webster  
Keynote Speaker

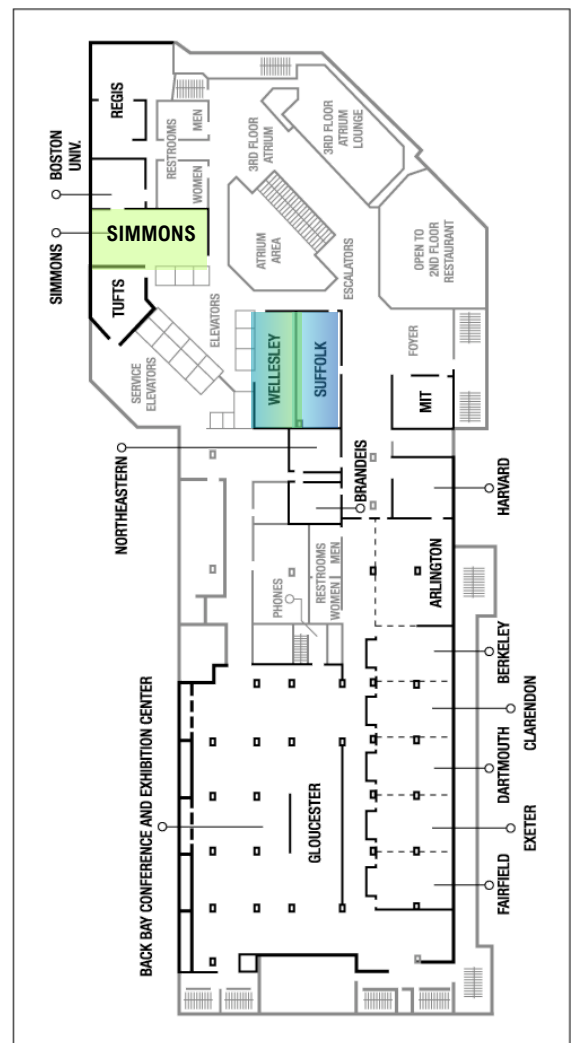
# FLOOR MAP

## Fourth Floor (Main Floor)



REGISTRATION

## Third Floor



# WELCOME TO FUNDRAISING DAY IN BOSTON

## Schedule at-a-Glance

- 8:00 a.m. Breakfast in Salon F
- 8:45 a.m. Break in Exhibitor Hall
- 9:00 - 9:55 a.m. Session 1
- 10:15 - 11:15 a.m. Session 2
- 11:15 - 11:25 a.m. Break
- 11:25 a.m. Keynote Seating in Salon F
- 11:30 a.m. - 12:15 p.m. Keynote in Salon F
- 12:15 p.m. Lunch in Salon F
- 1:00 p.m. Break in Exhibitor Hall
- 1:20 - 2:20 p.m. Session 3
- 2:35 - 3:35 p.m. Session 4
- 3:45 - 4:45 p.m. Session 5
- 4:45 p.m. Networking at Yard House

*View full schedule and session descriptions on page 6 -16  
and Directory of Breakout Rooms on page 17.*



**8:00 a.m. - 3:45 p.m.**

**VISIT OUR SPONSORS IN  
THE BALLROOM FOYER**

**Chapter Sponsors**

CCS Fundraising  
Massachusetts Institute of Technology

**Benefactors**

Boston Children's Hospital Trust  
Boyden  
Development Guild DDI  
DonorSearch

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Boston Medical Center  
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Five Maples Development Communications  
Impact Aligned  
iWave  
Museum of Fine Arts, Boston  
StratusLIVE  
Trillion

**IDEA Program Sponsor**

Development Guild DDI



# VISIT OUR EXHIBITORS IN THE ATRIUM LOBBY

## Conference Exhibitors

BidFire

Bloomerang

Givzey

Globalfaces-HCB

Libretto

Lindauer

Pear Associates

PGGNE

Sarah J Consulting

The Venti Group



# 8:00 a.m. - 5:00 p.m.

## BREAKTIME FEATURES

### **Professional Headshot Photography Service**

8:00 a.m. - 12:00 p.m.

Fourth Floor Atrium Lobby

*Complimentary*

### **Job Board**

8:00 a.m. - 3:45 p.m.

Fourth Floor Atrium Lobby

*Leave a job opening or take one!*

### **Visit Sponsor Tables**

8:00 a.m. - 3:45 p.m.

Fourth Floor Ballroom Foyer

### **Visit Conference Exhibits**

8:00 a.m. - 3:45 p.m.

Fourth Floor Atrium Lobby

### **Information Desk**

8:00 a.m. - 5:00 p.m.

Fourth Floor Registration Window

### **Afternoon Snacks**

2:00 p.m. - 3:30 p.m.

Fourth Floor Registration Area

### **Networking at Yard House Restaurant**

4:45 p.m. Self-sponsored

First Floor

# 9:00 - 9:55 a.m.

## MORNING POP-UP SESSIONS

### Topic: Assessing 2023: What's Important Now

*Choose one of these seven groups for your Morning Pop-up\* focus.*

**Annual Giving/Annual Funds** | Facilitated by Erik Ryan, CFRE, Wentworth Institute of Technology | Room: Provincetown

**Corporate and Foundation Relations** | Facilitated by Jen Banks, Wellesley College | Room: Suffolk

**Diversifying Your Board** | Facilitated by David Brown of AFP Massachusetts and Benjamin Perkins of Upstream Impact Solutions | Room: Vineyard

**Hiring Trends** | Facilitated by Alissa Duffey, Mass General Brigham | Room: Salon JK

**Major Gifts** | Facilitated by Christopher Thomas, American Cancer Society | Room: Salon HI

**No Cash? No Check? No Problem: Current Gifts of NONcash Assets** | Facilitated by David Chused, Brandeis University | Room: Wellesley

**Strategic Finance for Nonprofits** | Facilitated by Michal Rubin of Cambridge Community Foundation & Marie Tai of Harvard University | Room: Simmons

*\*These are interactive sessions with an experienced facilitator(s) and active dialogue and participation from the audience!*



# 10:15 - 11:15 a.m.

## Choose from 7 Concurrent Sessions:

**Audubon: Elevating a Conservation Leader Through Strategic Campaign Communications** | Kelly Adams of National Audubon Society, Neal Kane of Libretto, and Sean O'Connor of National Audubon Society | Room: Salon JK

One of the largest conservation nonprofits in the United States, the National Audubon Society has dozens of state offices and hundreds of chapters nationwide. To address their diverse goals and priorities, unify their fundraising initiatives, and expand major giving, Audubon launched Elevate, the first comprehensive campaign in its history. This session will discuss how, through its partnership with Libretto, Audubon developed strategic communications that positioned the organization to meet and exceed its ambitious campaign goals. The focus of this session is Campaigns/Marketing & Communications/Major Gifts.

**Building Impact from Scratch: A Nonprofit Founder's Journey** | Jonathan Allen, JD, MTS and Derrick Young Jr., MPH of Leadership Brainery | Room: Simmons

Join Leadership Brainery co-founders Jonathan Allen, JD, MTS and Derrick Young Jr., MPH, as they share their story of founding a cutting-edge nonprofit through the power of individual giving, innovative fundraising efforts, and a diverse and supportive network. Learn from their experiences training underrepresented student leaders, building a strong team, and ultimately creating a movement changing the game around equitable access to advanced education and career attainment. Despite not coming from affluent backgrounds, they've raised nearly \$2 million to drive LB's mission forward. Leadership Brainery works with academic institutions, prospective and current graduate students, employers, and committed community members to eliminate systemic barriers to master's and doctoral degrees and workforce leadership opportunities for underrepresented talent -- including people of color, individuals from a lower socioeconomic status, and LGBTQ+ individuals. We believe that with greater resources and access to inclusive networks and advanced education, underrepresented communities can leverage impactful and higher-wage careers to establish financial stability and reinvest in their communities to create generational prosperity. This session is recommended for Founders/Campaigns/Small Shops/Leadership & Management/New to the Field.

**Centering Community Investments** | Michal Rubin of Cambridge Community Foundation and Elsa Gomes Bondlow, Lindauer | Room: Provincetown

Cambridge Community Foundation supports more than 150 local nonprofits annually, conducts research and initiates cross-city conversations, and serves as a collaborative philanthropic partner to donors, nonprofits, businesses, and engaged citizens, helping to address community needs. The focus of this session is Community Centered Fundraising.

**Create a Powerful Fundraising Campaign with any Budget** | Lou Leonardis of Trillion Creative | Salon HI

Have you ever wondered what type of fundraising campaign is best for your budget? Or what costs you should be considering when planning one? Join Lou Leonardis to learn what it takes to create a successful fundraising campaign for your organization. Fundraisers have lots of questions: How do I keep my message fresh? What does a successful campaign look like? How do I measure success? What are the latest trends in design? How do I streamline the graphics I need for my digital and print campaigns? When creating a fundraising campaign, quality does not need to be compromised by a limited budget. Save time and money by learning how to be



efficient and effective with your campaign budget. In this session, we will discuss:

- What is a realistic timeline
- Setting goals for your campaign
- What marketing channels should be utilized (direct mail, video, social media, email)
- How to create effective messaging/ask/need
- What is a realistic budget for content/design
- How to determine a printing/mailing budget
- How to take advantage of postage savings

The focus of this session is Marketing & Communications/Direct Mail/Campaigns/Small Shops/New to the Field.

**An Interactive & Collaborative Workshop: where YOUR event questions are answered.** | Courtney Church of Corinthian Events | Room: Suffolk

You are not fundraisers; you are communicators and STORYTELLERS! Together we will learn from each other's stories, best practices and perhaps some mistakes in this interactive workshop. We will delve into YOUR questions: Are you still doing "asks" onsite? What do YOU do well? Think beyond the "rubber chicken dinner"? Pricing balance - ticket vs sponsorship? Collaboration and participation required! The focus of this session is Special Events/Marketing & Communications/Campaigns.

**Prospect Research for Fundraisers** | Rebecca

Kremenitzer of Boston Medical Center and Pamela McCarthy of Joslin Diabetes Center | Room: Vineyard  
Pamela McCarthy and Becky Kremenitzer will talk about prospect development: what it is, how it can help fundraisers, and how you can do some basic research in a small shop with no prospect development staff. The focus of this session is Prospect Research/Small Shops/New to the Field.

**Video for Fundraising** | Jonathan Barkan of

Communications for Learning and Julie Rafferty of Rafferty Communications | Room: Wellesley  
What can video do for your fundraising efforts that other media simply can't? This conversation between two experienced fundraising communications leaders will provide insights into how best to use video and multimedia to instill passion for your cause and motivate your donors. Is an external production team essential? How do you choose the right vendor? Can you go it alone? Does smartphone video fit the bill? When is "good enough" in fact good enough? These are decisions that matter when you decide that video can work for you. The focus of this session is Marketing & Communications/Campaigns.



# 11:30 - 12:15 p.m.

## KEYNOTE ADDRESS IN SALON F

**The Red Thread®: How to find and tell the story of your ideas** | Presented by Tamsen Webster, Keynote Speaker and Strategist

At the heart of business lies one seemingly elusive goal: how can we tell a story people actually want to hear? Thankfully, there's a surprisingly simple answer, and it lies in how we come up with our ideas in the first place.

After this keynote you'll be able to:

- Tailor your story to the audience and the impact you want
- Identify the five building blocks of the “minimum viable message” (and how to find them in your own)
- Organize those building blocks so you can tell your story in any format, and at any length

*Lunch will follow the keynote address. Please find our lunch buffet just outside the plenary room at 12:15 p.m.*

**Tamsen Webster** has spent the last twenty years helping experts drive action from their ideas. Part message strategist, part storyteller, part English-to-English translator, her work focuses on how to find and build the stories partners, investors, clients, and customers will tell themselves—and others.

Tamsen honed her expertise through work in and for major companies and organizations like Johnson & Johnson, Harvard Medical School, and Intel, as well as with startups that represent the next wave of innovation in life science, biotech, climate tech, fintech, and pharma. She's a professional advisor at the Martin Trust Center for MIT Entrepreneurship and a mentor for the Harvard Innovation Labs. She's also served for over eight years as executive producer and idea strategist for one of the oldest independently organized TED Talk events in the world (TEDxCambridge). Most recently, Tamsen was named to the Thinkers50 Radar thinkers to watch (class of 2022). She published her first book, *Find Your Red Thread: Make Your Big Ideas Irresistible*, in 2021.

She was a reluctant marathoner... twice, is a champion ballroom dancer (in her mind), and learned everything she knows about messages, people, and change as a Weight Watchers leader. True story.



# 1:20 - 2:20 p.m.

## Choose from 8 Concurrent Sessions:

**Case Study on Program Evaluation: Using a Data Dashboard to Fuel Fundraising Efforts** | Sarah Merion of Impact Aligned | Room: Suffolk

Join us for a case study on program evaluation data dashboard implementation using Google Data Studio (Looker Studio) for a national Alzheimer's non-profit. The implementation and analysis helped to define and measure the impact of the program in order to provide the data-driven evidence to new program funders and help provide the messaging behind the program's impact. The focus of this session is Leadership & Management/Research & Analytics/Major Gifts.

**From Qualification to Solicitation: Outlining Your Major Donor Journey** | Sarah Krasin and Charlotte Ennen of CCS Fundraising | Room: Wellesley

Over the past few years, the “dollars up, donors down” giving trend has become more and more prominent, underscoring the need for a strong principal and major gifts program. In this session, we will discuss the philanthropic landscape and how data can support development strategy. We will travel through the major gift donor journey, from cultivation through solicitation, and participants will leave with the knowledge and tools needed to develop effective donor strategies and a robust pipeline that can ultimately build a strong culture of major gift philanthropy. The focus of this session is Major Gifts/Research & Analytics/Annual Giving.

**Grantwriting 101** | Alison Glastein Gray, MEd of Pear Associates | Room: Yarmouth

If you are new to grant writing, this session will provide the fundamentals to understand types of institutional donors and research tools to identify grant opportunities. This session will also walk through a typical grant application and how to best address funder questions. Alison Glastein Gray, MEd, Founder and President of Pear Associates, is passionate about helping mission-driven organizations strengthen and expand their capacity and operations. The focus of this session is Corporate and Foundation Relations/Small Shops/New to the Field.

**How to Create an Annual Fundraising Plan** | Melissa Cording of Bridge Over Troubled Waters and Fatima Harvey of Freedom House, Inc. | Room: Simmons

How do you know where you are going without a map? Annual plans are key to the success of your fundraising efforts. Whether you have a plan and need to refresh it or are starting from scratch, this session will help you develop a strategic and action-oriented roadmap to success, as well as how to make sure the document continues to guide you throughout the year. In this highly interactive session, we will also cover how to adapt when plans don't go quite the way you were hoping and need to shift your strategies. Bring your own plans and questions for review! The focus of this session is Annual Giving/Small Shops/New to the Field.

**Interview with a Boston Changemaker: Betty Francisco** | Betty Francisco of Boston Impact Initiative Fund & Amplify Latinx, interviewed by Jonathan Allen, JD, MTS, Leadership Brainery | Room: Salon JK

Betty Francisco is an entrepreneur, business executive, attorney and community leader. She is known as a powerful convener and changemaker, unapologetic about creating visibility for Latinx and POC leaders. The Boston Business Journal named Betty as one of the 2020 Power 50 – Extraordinary Year Extraordinary People,



and in 2018, Boston Magazine named her as one of the 100 Most Influential People in Boston. In this session, Betty will be interviewed by Jonathan Allen of Leadership Brainery about Leadership & Management.

**Post-Keynote Workshop with Tamsen Webster: The Conversational Case: How to Get (and Tell!) the Stories Your Fundraising Needs** | Tamsen Webster, Strategist | Room: Salon HI

You know getting your big idea out into the world means having to make the case for it. You need partners, investors, and eventually, your audiences / clients and customers to see your idea as the right one for them. But even though you know it's the right answer, how can you make them see that, too? Even more, how do you do that when time - and attention - is limited? You script the story they'll tell themselves. In this interactive session, join change communications expert and 20-year message strategist Tamsen Webster as she shows you how to do just that. As a result of this session you'll be able to:

- Identify the most important elements of your core story and how they set you apart
- Turn those elements into a simple framework for a conversation that makes the case for your ideas, products, and services
- Adapt that framework to multiple audiences and applications

The focus of this session is Marketing & Communications/Campaigns.

**Vote Your Conscience: Common But Challenging Ethical Dilemmas Facing Fundraisers** | Mary Doorley Simboski, ACFRE of Changing Our World | Room: Vineyard

Using their phones, participants in this session will anonymously respond to common but challenging ethical dilemmas facing fundraisers. Polling will prompt on how the AFP Ethical Standards can help solve these issues. Participants should bring a digital device with internet access. The focus of this session is Ethics/Major Gifts/Small Shops. You may need a WiFi code: FDIB2023.

**What Planned Giving Managers Look for in Hiring Planned Giving Officers: Skills Needed for Successful Planned Giving** | Ericka Webb of Boston College, Sam Samuels of Smith College, Brooke Anderson of Tufts University, and Judy Sager of American Technion Society | Room: Provincetown

This panel of four senior planned giving managers will take a close look at what skills are needed to be successful in planned giving, and how one can gain those skills. Managers will discuss how they train their staff and what they look for in hiring. They will also share their insights into how covid has impacted donors' giving and how in turn this has increased planned gifts. They will discuss what key elements make their planned giving program successful. The focus of this session is Planned Giving.



# 2:35 - 3:35 p.m.

## Choose from 6 Concurrent Sessions:

**The Generosity Crisis: The Case for Radical Connection to Solve Humanity's Greatest Challenges** | Nathan Chappell, CFRE of DonorSearch & Brian Crimmins of Changing Our World | Room: Salon JK

For many years, fundraisers have watched the paradox of more raised each year from fewer donors. This topic is of concern to everyone working in the field. The recent book, *The Generosity Crisis*, offers a synthesis of this trend and is a call to action offering practical solutions. This session is an overview of the causes of donor decline and the implications on the nonprofit sector. It is a call to action for everyone working in the nonprofit space: Board members, development leaders, and staff. Through the presentation and conversation, we will give a voice to the need to prioritize radical connection. Consider also attending our post-session workshop where participants will be guided in developing a unique plan of action in their organizations. The focus of this session is Leadership & Management/Major Gifts/Research & Analytics/Donor Relations.

**How To Recruit Talent in a Tight Labor Market** | Aprylle Wallace of Greater Boston Food Bank | Room: Suffolk

Aprylle Wallace will lead a discussion about the state of the labor market and best ways to recruit now. As Executive Vice President at The Greater Boston Food Bank (GBFB), Aprylle Wallace helps to lead the efforts of the largest hunger-relief organization in New England. She directs the strategic development of talent management systems and best-in-class human resource policies and procedures for a diverse and dedicated team. The focus of this session is Management & Recruitment.

**Impact Storytelling** | David Brown of AFP Massachusetts & Gina James of PRX | Room: Provincetown

*How changemakers harness the power of effective storytelling for the strategic benefit of an organization & society* - Join Gina James and David Brown - two local fundraising storytellers - who return with a popular AFP session to offer practical insights that take your ideas and transform them into a compelling story. Attendees will participate in fun and interactive breakouts to identify captivating stories from their lived experiences and find easy and natural ways to tell them. By the end of the session, introverts and extroverts alike will discover and share applied techniques that ultimately lead to deeper engagement, higher gifts, and many more meaningful connections with donors. The focus of this session is Major Gifts/Marketing & Communications/Leadership & Management/Corporate and Foundation Relations.

**Moving a 10K Gift to a 25K Gift When You're Not a Hospital or University** | Carmen Chan of Just a Start and Matt Chapuran of Lyric Stage Company of Boston | Room: Simmons

With 29 years of in-depth knowledge and broad experience in the non-profit sector, Carmen Chan has dedicated her entire career to philanthropy and its immense impact in changing peoples' lives. With facilitation from Matt Chapuran of Lyric Stage Company of Boston, Carmen will challenge you to ditch your old ways of making an ask and think boldly about future asks. The focus of this session is Major Gifts/Small Shops/New to the Field.

**Planned Giving for Major Gift Officers and Principal Gift Officers - Increase your success closing gifts with greater knowledge of planned giving** | Judy Sager of American Technion Society | Room: Salon HI

This session is for major gift officers and principal gift officers with a focus on who to ask, where to find the donors, what to say, how to pitch, and what to pitch. This session will help major gifts and planned giving officers sharpen their planned giving skills and have new tools in their toolbox. Takeaways: Out of the box strategies to approach donor conversations; knowledge about donors' assets, gift viability, and how to increase your success in planned giving. The focus of this session is Major Gifts/Donor Relations.

**Prospect Research Analytics: A Primer** | Steve Grimes of The Helen Brown Group | Room: Wellesley

As data analytics continues to be an integral part of operational workflows within our organizations, prospect research has evolved to be the avenue through which we can utilize data to inform fundraising decisions. But what does that look like in practice? Join this session for an overview of prospect research analytics, how it can be implemented within your department, and some of the practical aspects to keep in mind with the implementation. The focus of this session is Prospect Research & Data Analytics.



# 3:45 - 4:45 p.m.

## Choose from 6 Concurrent Sessions:

**The Adaptable Manager: How to Make Your Style Work for Your Team** | Anne Norton of The Fletcher School at Tufts University and Jill Coran of Boyden | Room: Provincetown

Managing a team takes time, patience, and the ability to pivot. Whether your style is autocratic, democratic, or laissez-faire, this session will help managers find new ways to connect, coach, and collaborate with their direct reports while staying true to their natural management style. This session will offer guidance from the manager's perspective, explore different employee motivations, and share recruitment tips for hiring new team members. Suitable for managers at all levels or anyone interested in strengthening team dynamics. The focus of this session is Leadership & Management.

**Data in Practice: How to Drive Strategic Fundraising Through Data** | Kate Villa of CCS Fundraising | Room: Salon JK

A successful fundraising effort requires setting an ambitious, yet achievable goal. To reach these goals, it's crucial to have a solid, data-driven plan. Analyzing your data and prospects, along with mapping relationships, can help create a clear path to success and allow fundraisers to focus on high-potential prospects. In this session, we'll discuss strategies for creating a segmented fundraising goal and plan based on data. This will help organizations of all sizes use their resources effectively to build strong relationships and motivate donors to make significant contributions. The focus of this session is Prospect Research & Data Analytics/Major Gifts/Leadership & Management/New to the Field.

**How To Create Sponsor Relationships that Go Beyond Financial Contribution** | Bill Alfano of Pan-Mass Challenge | Room: Suffolk

Bill Alfano has many years of experience securing sponsorships for Pan-Mass Challenge and through this process has taken the PMC sponsorship program to a new level. In this session, Bill will share his observations about how to create sponsor relationships that go beyond just a financial contribution. He will share the requirements of a successful sponsorship program, and the many opportunities that exist for nonprofits to create long lasting and rewarding relationships; engage the sponsors' constituents in the cause; and make the most of marketing, communications and PR. Time will be set aside to hear from the audience as well - come ready to share what has been successful or challenging in your sponsorship program. The focus of this session is Sponsorships/Leadership & Management/Major Gifts/Marketing & Communications.

**Major Gift Fundraising for Small Shops** | Ann Fellman of Bloomerang | Room: Wellesley

Major gift philanthropy plays a highly significant role in the nonprofit sector worldwide. But what are the indicators small shops should focus on for the long-term health of their major gifts program? In this session, we will dive into the groundbreaking research on major gift fundraising conducted by Adrian Sargeant, PhD Professor of Fundraising and Director at the Centre for Sustainable Philanthropy Plymouth Business School, and leading fundraising expert Amy Eisenstein, ACFRE. This research contains survey data collected from hundreds of nonprofits and illuminates their experience with major gifts. No matter the size of your organization, you will come away with additional insights and action steps to implement immediately within your fundraising office. The focus of this session is Major Gifts/Small Shops/New to the Field/Research & Analytics.



**Post-Session Workshop with Nathan Chappell, CFRE and Brian Crimmins, authors of *The Generosity Crisis* | Room: Simmons**

In this workshop, participants will be guided in developing a unique plan of action in their organizations in response to the findings in *The Generosity Crisis*. Attendees are encouraged to bring their development plans and reports from the past two years. These will be helpful in the workshop, but they are not essential. The focus of this session is Leadership & Management/Major Gifts/Research & Analytics/Donor Relations.

**The Role of Performance Metrics in Driving Team Performance | Mike McNally of Massachusetts General Hospital | Room: Salon HI**

“Not everything that matters can be measured and not everything that can be measured matters.” This saying captures perfectly why it can be so challenging to create a successful performance metrics program. Developing a program that takes into account the art and the science of fundraising – as well as unique organizational culture and values – is an art in itself! In this session, Mike McNally, Vice President of Development at Massachusetts General Hospital, will share his experience with performance metrics in both health care and higher education, including how he worked with his team at Mass General to develop, implement and refine a new performance metrics program over the past four years, and initial results and lessons learned. Mike is a true believer in the power of performance metrics to drive highest-value activity and revenue, as well as create a strong, sustainable fundraising program and team. The focus of this session is Leadership & Management.



# Room Directory

## Fourth Floor

### Salon F

11:30 a.m. Keynote Address with Tamsen Webster

12:15 p.m. Buffet Lunch

### Salon JK

9:00 a.m. Hiring Trends Pop-up

10:15 a.m. Audubon: Elevating a Conservation Leader Through Strategic Campaign Communications

1:20 p.m. Interview with Betty Francisco

2:35 p.m. The Generosity Crisis

3:45 p.m. Data in Practice: How to Drive Strategic Fundraising Through Data

### Salon HI

9:00 a.m. Major Gifts Pop-up

10:15 a.m. Create a Powerful Fundraising Campaign with any Budget

1:20 p.m. Post-Keynote Workshop with Tamsen Webster

2:35 p.m. Planned Giving for Major Gift Officers and Principal Gift Officers

3:45 p.m. The Role of Performance Metrics in Driving Team Performance

### Provincetown

9:00 a.m. Annual Giving/Annual Funds Pop-up

10:15 a.m. Centering Community Investments

1:20 p.m. What Planned Giving Managers Look for in Hiring Planned Giving Officers

2:35 p.m. Impact Storytelling

3:45 p.m. The Adaptable Manager: How to Make Your Style Work for Your Team

### Vineyard

9:00 a.m. Diversifying Your Board Pop-up

10:15 a.m. Prospect Research for Fundraisers

1:20 p.m. Vote Your Conscience: Common But Challenging Ethical Dilemmas Facing Fundraiser

### Yarmouth

1:20 p.m. Grantwriting 101

## Third Floor

### Suffolk

9:00 a.m. Corporate and Foundation Relations Pop-up

10:15 a.m. An Interactive & Collaborative Workshop: where YOUR event questions are answered.

1:20 p.m. Case Study on Program Evaluation: Using a Data Dashboard to Fuel Fundraising Efforts

2:35 p.m. How To Recruit Talent in a Tight Labor Market

3:45 p.m. How To Create Sponsor Relationships that Go Beyond Financial Contribution

### Wellesley

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9:00 a.m. Strategic Finance for Nonprofits

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2:35 p.m. Moving a 10K Gift to a 25K Gift When You're Not a Hospital or University

3:45 p.m. Post-Session Workshop with Nathan Chappell, CFRE and Brian Crimmins

## In Memory of Christopher John Marrion | 1964 - 2021

Christopher Marrion was a cherished husband, brother, uncle, friend, colleague, and the youngest of five children of Robert and Grace Marrion. His lifelong passion for classical music began at a young age. He was more likely to listen to a Gilbert & Sullivan than the Rolling Stones. His passion was cultivated in the East Lyme public school system and later at the New England Conservatory of Music, where he played bassoon and later graduated from the Conservatory with a degree in voice followed by a master's degree in voice from Boston University.

While still a freelance musician singing in the U.S. and Europe, Christopher began a nonprofit development career. He raised millions of dollars for numerous organizations, including the Boston Lyric Opera, The Silkroad Project, The Hanover Theater and Conservatory, Boston Children's Hospital and AIDS Action Committee. Christopher's passion was in the arts. He spent many years under Artistic Director Yo-Yo Ma as Deputy Director of the Silk Road Ensemble. His friends and family could not wait for the latest story of his international travels with Yo-Yo for concert tours.

Chris was Assistant Dean for Development and Alumni Relations at the Boston University College of Fine Arts before taking on the role of Vice President of Advancement for the Hanover Theatre and Conservatory, a historic theatre and presenter in Worcester, MA.

He was also an accomplished baker and an elegant ballroom dancer. He sewed and knit items that friends mistook for the work of designers. His incomparable wit and sense of humor will be missed acutely by so many. Whenever he spoke, it was as though he had scripted his thoughtful and eloquent remarks in advance. The most extraordinary of his gifts may have been his ability to make others feel part of his brilliance and not diminished by it. Chris always knew what was needed to make those around him feel better.

AFP is pleased to announce the **Christopher J. Marrion Conference Scholarship** in collaboration with The Friday Forum. Applications are accepted year-round at [www.afpmass.org](http://www.afpmass.org).



AFP Massachusetts Chapter  
info@afpmass.org | www.afpmass.org

