

## Fundraising Fundamentals Course Schedule

Association of Fundraising Professionals, Massachusetts Chapter  
Spring Session | April 10-11, 2024 | In-person

Day One – Wed Apr 10 <i>UMass Club Boston</i>	Day Two – Thurs Apr 11 <i>UMass Club Boston</i>
8:30 - 9:00 AM - <b>Breakfast</b>	8:30 - 9:00 AM - <b>Breakfast</b>
9:00 - 10:30 AM <b>Introduction to Philanthropy</b> <i>Kate Villa, Executive Vice President at CCS Fundraising and Past President of AFP MA and David Brown, Vice President of Communications and Development at Vinfen and President-elect, AFP MA</i>	9:00 - 10:30 AM <b>Marketing and Communications</b> <i>Julie Rafferty, Principal, Rafferty Communications Strategies and AFP MA Board Member</i>
10:30 - 10:40 AM – Break	10:30 - 10:40 AM - Break
10:40 AM - 12:10 PM <b>Annual Giving &amp; Best Practices</b> <i>Melissa Cording, Director of Development, Bridge Over Troubled Waters and President of AFP MA and Erik Ryan, Individual Giving Officer, Institutional Advancement, Wentworth Institute of Technology and AFP MA Board Member</i>	10:40 AM - 12:10 PM <b>Conversation with a Seasoned Fundraiser</b> <i>Arlene Fortunato, Chief Advancement Officer at Baycove - Interviewed by David Brown, Vice President of Communications and Development at Vinfen and President-elect, AFP MA</i>
12:10 - 12:50 PM – <b>Lunch served by UMass Club</b>	12:10 - 12:50 PM – <b>Lunch served by UMass Club</b>
12:50 – 2:20 PM <b>Individual Giving: Major Gifts and Planned Giving</b> <i>Rob Ayles, Philanthropic Advisor, School of Arts &amp; Sciences, Tufts University and AFP MA Board Member and Diane Michalowski Freedland, Senior Philanthropy Officer, Rhode Island School of Design</i>	12:50 – 2:20 PM <b>Partnering with Volunteers, CEOs, &amp; Boards</b> <i>Jyothsna Buddharaju, Principal Consultant, Buddha Philanthropy</i>
2:20 - 2:30 PM Break	2:20 - 2:30 PM Break
2:30 - 4:00 PM <b>Institutional Giving: Corporate, Foundations, Grants, and Initiatives</b> <i>Alison Glastein Gray, President, Pear Associates</i>  <i>Program concludes at 4:00 PM.</i>	2:30 - 4:00 PM <b>Managing Your Career</b> <i>Zena Lum, Development Director for Major Gifts, Harvard Kennedy School and Lauren Bjella, Volunteer Engagement Associate, JVS Boston</i>  <i>Program concludes at 4:00 PM.</i>

We will meet at UMass Club Boston (One Beacon St., 32<sup>nd</sup> Floor). Please bring photo ID to comply with order of the UMass Club regarding entrance to the building.