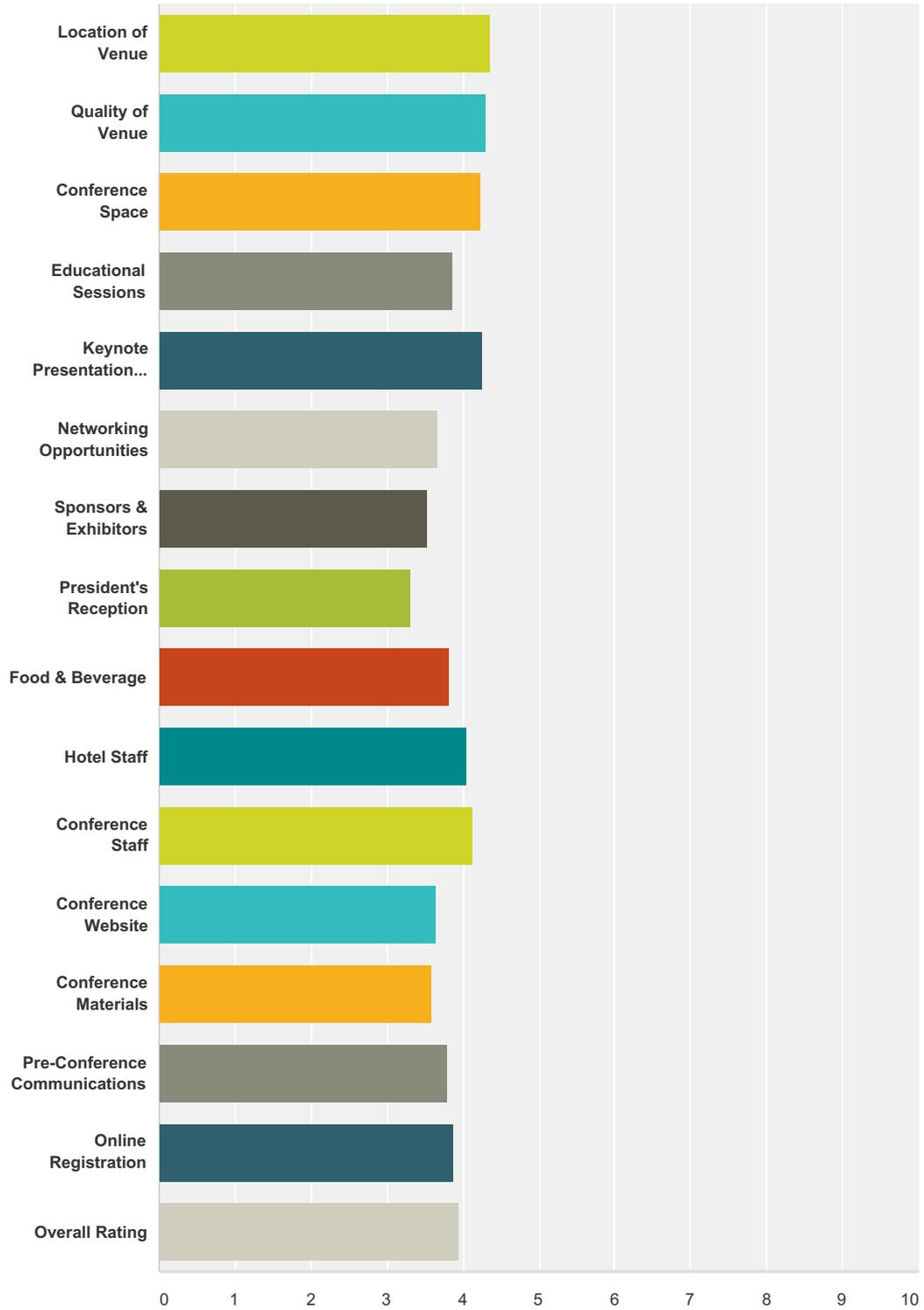


Q1 Please rate your experience with these aspects of the 32nd Annual Conference on Philanthropy:

Answered: 177 Skipped: 0



	Excellent	Very Good	Good	Fair	Poor	Total	Weighted Average
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Location of Venue	54.24% 96	30.51% 54	12.99% 23	1.69% 3	0.56% 1	177	4.36
Quality of Venue	50.57% 89	35.23% 62	10.23% 18	2.27% 4	1.70% 3	176	4.31
Conference Space	46.33% 82	33.90% 60	16.95% 30	1.69% 3	1.13% 2	177	4.23
Educational Sessions	23.73% 42	44.63% 79	26.55% 47	4.52% 8	0.56% 1	177	3.86
Keynote Presentation by Robin Sparkman	49.42% 85	31.98% 55	14.53% 25	3.49% 6	0.58% 1	172	4.26
Networking Opportunities	19.88% 34	39.18% 67	28.65% 49	12.28% 21	0.00% 0	171	3.67
Sponsors & Exhibitors	15.85% 26	30.49% 50	43.29% 71	10.37% 17	0.00% 0	164	3.52
President's Reception	14.43% 14	25.77% 25	40.21% 39	15.46% 15	4.12% 4	97	3.31
Food & Beverage	26.86% 47	37.14% 65	28.00% 49	8.00% 14	0.00% 0	175	3.83
Hotel Staff	31.33% 52	43.37% 72	24.10% 40	0.60% 1	0.60% 1	166	4.04
Conference Staff	38.79% 64	38.79% 64	20.00% 33	1.82% 3	0.61% 1	165	4.13
Conference Website	22.98% 37	32.30% 52	34.78% 56	6.83% 11	3.11% 5	161	3.65
Conference Materials	22.22% 38	30.41% 52	34.50% 59	11.11% 19	1.75% 3	171	3.60
Pre-Conference Communications	25.86% 45	37.36% 65	28.74% 50	6.90% 12	1.15% 2	174	3.80
Online Registration	32.35% 55	31.76% 54	29.41% 50	4.71% 8	1.76% 3	170	3.88
Overall Rating	25.86% 45	45.98% 80	25.86% 45	2.30% 4	0.00% 0	174	3.95

#	Please explain	Date
1	There wasn't wifi at the conference unless you paid for it or were in the lobby which made it a little difficult because there wasn't very good service through out the hotel.	10/27/2015 11:45 AM
2	I like the idea of online registration and scheduling, but felt take-away materials were a bit lacking. This is especially true if you're not a member, paid for the conference but not able to go back and access reference materials at AFP. As an incentive for membership, maybe AFP should consider a 30-60 day free trial when you pay for and attend an annual seminar?	10/27/2015 11:17 AM
3	a lot of tech issues in the rooms, things not set up, sound, tables and chairs etc. Hotel staff not esp. friendly, when asked for things/ help with tech, took a long time for responses or the word wasn't passed on. Overall venue was better, networking space was tighter so allowed for people to see each other. Food was good. People were looking for coffee especially and water throughout the space the whole time- should probably be available all day.	10/26/2015 5:29 PM
4	Hotel was freezing, kept my jacket on for entire day. Round table discussions were not useful. Educational sessions were the most beneficial part of the conference. Lots of case studies/examples provided.	10/26/2015 5:04 PM

5	Online information about the conference could have been more robust and easily navigable in advance. Great plenary and keynote. One of three sessions I attended was excellent; the Next Gen session was not very strong (third was good). App for the conference was great - but not having reliable wifi was disappointing (there should have been a network available for conference attendees). There should have been more coffee readily available, especially in the morning as breakfast wrapped up and the plenary was getting started (attendees were still arriving, and coffee should have been on-hand). Reception could have had more/better complimentary refreshments (expensive bar).	10/26/2015 4:22 PM
6	Very good educational and networking opportunities in a very well located and solid venue.	10/26/2015 12:34 PM
7	Overall, the experience was great. My only comment on the hotel was that it was very cold in some of the presentation rooms (but that was probably thanks to an early freeze.)	10/26/2015 12:00 PM
8	The venue was not as nice as in years past and the vendor display area could be brighter, fuller and better laid out.	10/26/2015 10:35 AM
9	Did not attend the president's reception or speak with any exhibitors.	10/26/2015 9:33 AM
10	Overall this is still one of my favorite conferences. For someone who attends an AFP conference each year, the topics sometimes become repetitive, but it always serves to provide some inspiration and a nice reminder of why many of us have chosen nonprofit fundraising as a career.	10/26/2015 9:30 AM
11	For that steep registration fee, internet should have been included - especially since you are asking people to rely on an app (and download it, etc).	10/26/2015 9:27 AM
12	I wish the day didn't start with a panel discussion, I think it would've been more effective to have the keynotes switch with the StoryCorps starting the day or just someone speaking with than the panel. Also, I wanted to network more during lunch and couldn't do that because of the "meeting" which I know needs to happen but wish the was more time to connect with people.	10/26/2015 9:17 AM
13	The only disappointing part of the conference from my point of view was the keynote speech. It did little to shed light on the profession of fundraising or any of the challenges we confront.	10/24/2015 8:11 AM
14	While the keynote was interesting, I didn't really see much of a tie-in to fundraising. It was a great platform for her to promote StoryCorps, but beyond that, I didn't get much out of it.	10/23/2015 8:11 PM
15	I found the plenary session very informative	10/23/2015 7:25 PM
16	Please have paper copy of conf materials as well	10/23/2015 5:11 PM
17	Didn't seem as well organized as in the past.	10/23/2015 12:30 PM
18	I have been to AFP conferences in the past, and this was was lackluster, in my opinion. I thought that morning session was entirely too focused on foundations and that the breakout session were WAY too long - 1 hour and 15 minutes meant that there was a lot of rehashing of information. It seemed like it would be more beneficial to do short session and offer more of a variety of them. I appreciate the work that it takes to put on these conferences, but I didn't leave inspired as I have in the past.	10/22/2015 8:35 PM
19	Hotel wifi was not accessible, and the conference website had some problems. I was unable to download conference materials from the site the day before the event. Otherwise, a very good day.	10/22/2015 12:44 PM
20	High quality presenters, high quality food, well-organized, time to network	10/21/2015 5:45 PM
21	I found the morning plenary session to be quite focused on foundations, and therefore wasn't very applicable to me. If I had been aware it would have been this narrowed, I would have come later. I thought the breakout sessions were good, some content/moderators better than others.	10/21/2015 12:44 PM
22	The conference rooms were too cold. Otherwise the day was great. Good job everyone who was involved! Very helpful sessions.	10/21/2015 11:23 AM
23	The online app for conference didn't work and the link in the email prior to conference went to last year's schedule.	10/21/2015 10:03 AM
24	Loved the location-it was easy to get to and from there. Some of the sessions were repeats of other events I attended. The planned gifts for the non-planner was almost the exact same session that was presented at another AFP event. Anne was a great speaker and it's a good session I just wish i had known it was a repeat of something from the Basics course.	10/21/2015 9:22 AM
25	Conference felt 'smaller' this year -- less attendance, fewer senior development professionals. Networking time between sessions wasn't long enough.	10/21/2015 1:55 AM
26	Difficulty with parking and getting to Boston. If you had the conference outside the city, it would be so much easier to get to! Consider Marlborough or Framingham.	10/20/2015 7:32 PM

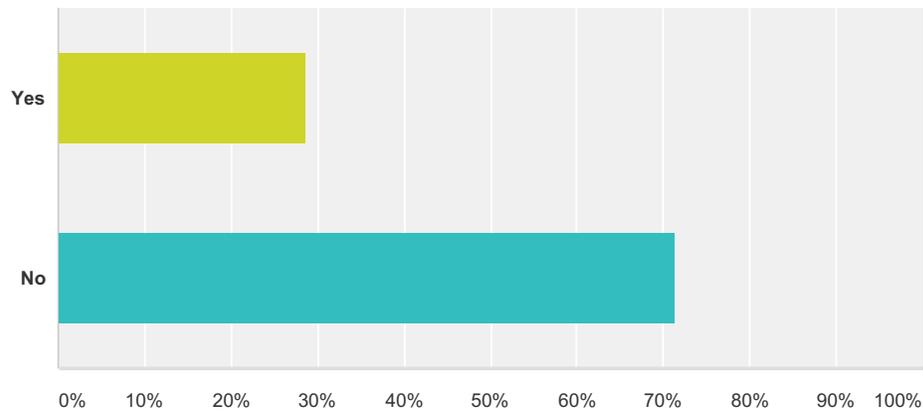
27	I really liked the Ap - it worked well. I didn't like the lunch speaker - she was great but it didn't feel like she related it in any special way to our work. The plenary session in the morning was very good, but as I am not a grant-writer I would have preferred to use that time on another session.	10/20/2015 7:14 PM
28	both plenary sessions and two of three sessions were excellent. Much better than the last time I attended - 3 years ago?	10/20/2015 5:46 PM
29	I am grateful for the event sponsors, but I felt like I was getting a sales pitch at the breakfast round table. I was hoping for an exchange of ideas about best practices, not a pitch about all the things the sponsor/facilitator could do for my organization. As a result of the sales pitch at breakfast I did not attend the afternoon session on data and metrics which is what I had been most interested in. I pay for this conference myself because my organization does not have a training budget, so it's disappointing when a session is a pitch for products, integrations, etc.	10/20/2015 5:27 PM
30	just a great conference and the committee is to be commended!!!	10/20/2015 4:44 PM
31	Conference website was difficult to maneuver	10/20/2015 4:25 PM
32	I would have greatly appreciated if the names of the presenters had been released in advance of the conference.	10/20/2015 4:02 PM
33	Did not attend President's Reception	10/20/2015 3:12 PM
34	Great conference. My only confusion is with the President's Reception. Last year, I bought a drink at the bar, and then only later did drink tickets get distributed (too late for me). This year, the bartender asked if I had a ticket, and since that implied tickets were coming, I waited a bit to buy a drink. After a little while, I did. Then, towards the end of my time at the reception, someone offered me their 'extra' drink ticket, since they didn't use it. I don't mind paying for my own drink, I just think a bit more clarity over whether drink tickets will be provided, who is getting them, and how they will be distributed would be handy.	10/20/2015 1:47 PM
35	Well organized. All attendees' needs were met. Nicely done.	10/20/2015 1:38 PM
36	In general, I thought the conference was good and the location was central and easy to get to via T	10/20/2015 1:32 PM
37	I thought the conference was run very smoothly and was very organized. I enjoyed all of the speakers and I felt I learned a lot (as a young professional in the field). I did feel that the last session I went to could've gone more smoothly (e-Philanthropy/Dir.Mail). The team did not seem extremely prepared and they spoke until the last minute, leaving no time for questions.	10/20/2015 1:22 PM
38	I very much enjoyed the day overall. The venue was lovely - but freezing! I noticed several people wearing coats or talking about the cold. I will say that I enjoyed last year's venue much more simply because there was natural light during the breaks. I also didn't see a full attendance list, which would have been helpful. Perhaps it was on the app and I missed it.	10/20/2015 12:45 PM
39	Space was good. Nice to offer lots of food/drinks. Liked proximity of exhibitors to the session rooms.	10/20/2015 12:29 PM
40	I did not like the venue. The restrooms were not unlocked in the morning when I arrived at 7:15AM. There was another conference going on in the hotel and those guests were constantly walking through the exhibitor space. A man was peddling Sephora cosmetics to conference attendees and trying to "give" the women a bag of makeup for \$22. If you didn't pay him, he took the bag of cosmetics back.	10/20/2015 12:19 PM
41	There were very few conference staff that knew the locations and could provide directions for where each session was being held. The calendar for the conference session, which was shared prior to the conference did not include session locations, which was why I had to ask for assistance in the first place. Also, the morning sessions were not clearly explained on the pre-conference calendar that was shared, and I had no idea about what was going on with the round table discussions prior to the event.	10/20/2015 12:19 PM
42	The conference is very well run. I didn't come away with many new exciting ideas this year, but there were many reminders of what to do right.	10/20/2015 12:10 PM
43	It was odd that there was a gap in the Foundation and Corporate track during the early afternoon session. There would have been more value to me if there had been a complete track. Also, I recognize the challenge of having such a broad membership, but the sessions seemed geared towards early career fundraisers - there should be some more advanced sessions as well.	10/20/2015 12:08 PM
44	Excellent and very interesting conference!	10/20/2015 12:04 PM
45	links to materials online in emails and app were all broken	10/20/2015 12:01 PM
46	Overall I thought that the sessions were stronger last year.	10/20/2015 11:59 AM
47	Each individual session was 15-20 minutes too long. Also, would have loved some takeaways.	10/20/2015 11:57 AM
48	Is there a way to post a "who's registered" or "who's attending" section on your website? That would be great info to know in advance and could act to increase attendance.	10/20/2015 11:47 AM

49	Such a minor detail but cookies in the afternoon would have been more welcome than chips and salsa (I wasn't the only one looking for something sweet to pair with my tea!)	10/20/2015 11:46 AM
50	Did not attend President's Reception but there was no N/A option available.	10/20/2015 11:36 AM
51	Despite trying to be green, you need to supply a program. All you do is pass the cost along to people who need to print the program out. Also the program was emailed out at 330pm on the friday before a monday conference. I find this unacceptable and cheap for an organization trying to teach about best practices in fundraising.	10/20/2015 11:26 AM
52	I was slightly disappointed by the lack of vegetarian main options at lunch. 1 of the sessions that I attended was lackluster, but the remainder of the conference was a great experience.	10/20/2015 11:25 AM
53	conference was excellent. Two comments: 1) the "go green" initiative of not printing directories was completely undone by the wasteful use of plastic envelopes to hold six pieces of paper that were distributed at registration; and, 2) afternoon coffee break was a head scratcher: chips, salsa, chile and ...coffee? I vote either traditional coffee/cookies or do soft drinks and chips. Guac, chili, sour cream...it's delicious but too messy for professional networking.	10/20/2015 11:14 AM
54	Would have been very important to have internet access available to participants!	10/20/2015 11:14 AM
55	This was my first time at the Conference. All presentations excellent and easy to participate in. The venue was lovely; however, not being able to connect to the internet was frustrating.	10/20/2015 11:07 AM
56	I am not convinced that having the conference in the city is the best option. traffic, parking and the commute is miserable and expensive and I wonder if a facility in either quincy, newton or Burlington might attract more people.	10/20/2015 11:04 AM
57	Few points:1) Keynote presentation was really moving and excellent, but I was hoping for more best practices and discussion about how to create better stories for our organizations than just listening to stories from StoryCorps; 2) WiFi access should be a required offering at future events; 3) I wanted coffee or water bottles are various times between sessions, but often couldn't find anything except during lunch or between 2-3rd sessions; 4) our organization had some issues signing up online and with pre-conference communication causing a big headache and one of our staff not being able to attend.	10/20/2015 11:04 AM
58	Overall, I think the conference was a success.	10/20/2015 11:02 AM
59	Overall, the conference was enjoyable. The ballroom was very cold. The presenters were interesting and engaging. I only wish that the sessions were offered at multiple times during the day - there were a few that I wanted to attend, but had to chose one. Also, the plenary session was a bit long at an hour and 15 minutes.	10/20/2015 11:01 AM
60	Would have been great to have wifi	10/20/2015 10:58 AM
61	I tried checking the conference schedule the night before, but the site wasn't working.	10/20/2015 10:57 AM
62	The cost of beverages at the President's Reception was jarring.	10/20/2015 10:54 AM
63	Robin Sparkman was amazing! The plenary overview session kicking off the day was not compelling and lacked engagement.	10/20/2015 10:54 AM
64	I did not attend the president's reception but the rest of the conference was organized very well. The information sessions were well executed and Robin Sparkman was a great keynote speaker, she moved everyone to tears with her StoryCorps presentation.	10/20/2015 10:52 AM
65	The sessions I attended seemed very "101." I attended "fundraising through unaffiliated constituencies" and "creative ways to engage campaign volunteers" and was disappointed that neither yielded any new and exciting ideas. Very basic, though the panelists were interesting to listen to.	10/20/2015 10:50 AM
66	The low rating for the keynote speaker is because there was not an ounce of useful information for fundraisers. It was a PR presentation about her organization.	10/20/2015 10:49 AM
67	you should include a N/A button for those who did not attend the president's reception.	10/20/2015 10:36 AM
68	Best conference I have attended in years!	10/20/2015 10:35 AM
69	Some of the sessions were helpful but others seemed like a waste of time and the presenters were not great choices.	10/20/2015 10:32 AM
70	I thought the entire day was great. Food was terrific, space was perfect for our group.	10/20/2015 10:25 AM
71	I prefer the Westin location and the four part sessions as opposed to a morning panel.	10/20/2015 10:25 AM
72	This was my first AFP conference.	10/20/2015 10:25 AM

73	The food and venue were outstanding, but I left the conference not completely satisfied. The sessions were mixed, but I can overlook that. I felt like we were being nickel and dimed. To say you're going green but then expect others to print out the materials (you're not going green if someone needs to print out the materials. If materials are necessary, than you're being cheap, not green, by making participants print them out). Also, to have a President's reception with again delicious food, but make people \$11 for a drink for a \$300 + conference without printed materials left a really bad taste in my mouth. I've come to this conference for the past five years and always recommend it to colleagues and friends. I may not next year, and may not attend myself.	10/20/2015 10:25 AM
74	There were a lot of sessions that interested me in the morning, but less in the afternoon.	10/20/2015 10:24 AM
75	No conference or hotel staff was on top of it for the Plenary. When I arrived there was about 100 people with no place to sit in the ballroom. We either stood for over an hour or sat on the floor. Why didn't anyone grab chairs and bring them out? Did the conference staff not notice people sitting on the floor. This was really poor.	10/20/2015 10:23 AM
76	I was unable to register myself for the conference - I had to call AFP to do it for me (they couldn't even figure out why I couldn't register). The women I spoke to was very helpful. My company was wrong on my name tag - it was the old company I used to work for. The first events session "Gala or Gimmick" was not great. It was a lot of complaining about what went wrong with attendee's events. The session might have been better for small events, but having an event that raises over \$3M - it was a waste of my time. The "Ice Bucket Challenge" session was great. I loved how it focused on the marketing around the Challenge. The space was wonderful and the food was great - I was actually surprised how good it was. All-in-all a really good conference.	10/20/2015 10:23 AM
77	I was a little overwhelmed when entering the conference floor by escalator. I felt there was a lack of signage throughout.	10/20/2015 10:19 AM
78	Parking was a major disaster, even trying to valet when they ran out of spaces early in the morning took nearly 45 minutes. Session rooms were cold for the most part/audio difficult to hear at times.	10/20/2015 10:19 AM
79	The conference seemed smaller this year but more intimate. I didn't really interact with the conference staff. The food was fabulous. I wonder if you could move the conference out of the city to make getting there and parking more accessible.	10/20/2015 10:12 AM
80	The conference was informative and well-run. I would suggest, though, that in the future the sessions run 1 hour instead of 75 minutes.	10/20/2015 10:12 AM
81	we were sponsor, and hotel staff not great about helping with transport of materials for our table (did not want to loan cart, etc). Thought sessions were good, but needed a few more options to attract high level, experienced staff	10/20/2015 10:11 AM
82	Great staff!	10/20/2015 9:51 AM
83	Parking in the Prudential garage was very challenging.	10/19/2015 9:43 PM
84	I've been coming for 16 years and it is getting smaller and smaller...	10/19/2015 4:28 PM

Q2 Did you utilize our mobile app? Comments are greatly appreciated.

Answered: 175 Skipped: 2



Answer Choices	Responses
Yes	28.57% 50
No	71.43% 125
Total	175

#	Please explain	Date
1	I would next time.	10/27/2015 11:17 AM
2	slow with internet in the area	10/26/2015 5:29 PM
3	Very good app, but poor WiFi.	10/26/2015 4:22 PM
4	I didn't receive conference confirmation materials until late, so I didn't utilize the mobile app. An excellent idea, though, which I will use in the future.	10/26/2015 12:34 PM
5	Yes, but I got an error message every time I tried to log into the app to "check into" a session or view the networking list. That was aggravating.	10/26/2015 10:51 AM
6	The app was great! I loved that I could add my schedule and then use the map feature to figure out where I was going!	10/26/2015 9:33 AM
7	I did not use it but found that I really didn't need to... I did all my "homework" online prior to the conference and just used the 1-pager to find my rooms. Honestly - I don't think anybody uses those massive catalogs and attendance lists after the conference anyway, so I like that you saved some trees!	10/26/2015 9:27 AM
8	I don't typically use apps	10/26/2015 9:17 AM
9	Couldn't get it to download.	10/26/2015 9:10 AM
10	Great idea but I did not take the time to download	10/26/2015 8:55 AM
11	it would not load	10/26/2015 8:48 AM
12	Very convenient.	10/26/2015 8:30 AM
13	I found it helpful to create my schedule on the app and then follow-it the rest of the day. It would be better if it had the speakers bios as without the booklet, I couldn't read their background.	10/25/2015 8:32 PM
14	Tried but it didn't work	10/24/2015 12:55 PM
15	It was an easy interface to use.	10/24/2015 8:11 AM

16	Loved it. I work practically solely with my iPhone these days, so was glad to have the mobile app convenience. And I don't carry paper or materials in hardcopy much anymore, and this was all very convenient to find everything – including their ability to make note of the session, all in one app and one screen. Great job!	10/23/2015 8:00 PM
17	techno dinosaur!	10/23/2015 7:25 PM
18	Some difficulty in getting it loaded	10/23/2015 5:10 PM
19	No free wifi	10/23/2015 12:30 PM
20	It was great to have it on the mobile device.	10/23/2015 9:36 AM
21	I didn't know about it until the event but will download it	10/22/2015 4:47 PM
22	I was unable to download the app.	10/22/2015 12:44 PM
23	The app was easy to use and I think it is much better than printing everything out.	10/22/2015 11:43 AM
24	only to get more details on each of the breakout sessions	10/21/2015 11:56 AM
25	Too many steps to download, but once installed it was easy to use. Should have sent advance instructions so we already had it on our phone before conference day. Using it during the day was very easy and helpful. Definitely recommend continuing to use this in the future.	10/21/2015 11:23 AM
26	the link did not work.	10/21/2015 10:03 AM
27	I tried but had problems downloading it prior to arriving at the conference. I did download it there, but by the time I got to the conference it was too late to effectively use it.	10/21/2015 9:22 AM
28	it worked extremely well but would hve been helpful to have the wireless password handy to expedite the download and login.	10/20/2015 7:14 PM
29	I was not aware of it until I got to the conference.	10/20/2015 5:27 PM
30	make it available few weeks before	10/20/2015 5:23 PM
31	found it very helpful. Wish mire ppl checked in to see who was there. Great info on sessions and bios too.	10/20/2015 4:44 PM
32	Downloaded at end of day	10/20/2015 4:25 PM
33	Was extremely useful.	10/20/2015 3:37 PM
34	I did not feel that I needed it.	10/20/2015 3:32 PM
35	Was glad to have this instead of a huge printed program.	10/20/2015 2:29 PM
36	I loved using the mobile app for up-to-date information on the speakers and descriptions of the sessions.	10/20/2015 1:22 PM
37	Great addition!	10/20/2015 12:14 PM
38	By the time I got the password to get registered, I didn't feel like using it. I should look to see if there are session notes from sessions I didn't attend.	10/20/2015 12:10 PM
39	Extremely useful.	10/20/2015 11:59 AM
40	For conference map	10/20/2015 11:41 AM
41	A little bit cumbersome to use. Would have been nice just to have a sheet of paper even if not glossy.	10/20/2015 11:29 AM
42	Lack of wireless in the conference building disallowed for me to download it while at the conference.	10/20/2015 11:25 AM
43	could not get online	10/20/2015 11:07 AM
44	no need to use it	10/20/2015 11:04 AM
45	I couldn't get the link to work	10/20/2015 10:58 AM
46	I didn't feel it was necessary, I received a confirmation email before the event that had detailed information about the day. I do think the app is a great idea and should be continued for future conferences.	10/20/2015 10:52 AM
47	It did not seem necessary for just one day. although i agree that it cut down on paper and everyone is on their smart phone already- i felt that everything we needed to know was handed to us in the packet.	10/20/2015 10:36 AM
48	While it was helpful, it drained my phone battery because I could not connect to wireless.	10/20/2015 10:35 AM
49	I prefer having materials as hard copies. I have difficulty reading materials on my phone despite the convenience of it.	10/20/2015 10:32 AM
50	Not interested	10/20/2015 10:25 AM

51	For what purpose?	10/20/2015 10:25 AM
52	No one uses apps anymore unless they are for games or news - you go to the mobile website. Don't want to download an app on my phone for one day and then its useless after.	10/20/2015 10:23 AM
53	I tried to download the app prior to the conference and completed 50% of the process. Once at the hotel, the wi-fi was a bit slow (or perhaps it was my device) so I was not able to utilize the mobile app to the fullest extent. However, I have been to conferences that included the mobile app before and think that it is very useful - so please don't discard it.	10/20/2015 10:22 AM
54	Tried to utilize at conference but wifi PW was not provided and no one seemed to know it either.	10/20/2015 10:19 AM
55	Couldn't find information anywhere on the AFP website on how to download it and did not see any info about it at the registration table. Would have been helpful if check-in hosts had perhaps explicitly asked me, "Do you have a smart phone? Would you like to use the conference app? Here's how..." Either that or lots more signage. I am guessing that this is probably on your radar already, but the AFP Mass website really needs upgrading. It is not at all user friendly, and some email links sent me to last year's conference info. Overall the conference sessions and networking were terrific. Robin Sparkman's session would have been more helpful if it were presented more like a case study on how StoryCorps achieved growth success or more like a workshop with specific pointers on effective story telling. As it was, I felt more like I was being pitched StoryCorps as an organization.	10/20/2015 10:13 AM
56	Didn't really seem to need it	10/20/2015 10:12 AM
57	I do not like to download apps for one-time use when the features I need could be delivered through a mobile-friendly website.	10/20/2015 10:12 AM
58	I did not know about it prior the confrence.	10/20/2015 10:12 AM
59	Couldn't get it to load.	10/20/2015 10:12 AM
60	I downloaded it but did not use beyond that.	10/20/2015 10:03 AM
61	I couldn't download it before the event...it took awhile to get it set up, disappointed that not all presenters had their materials. Consider having a short demonstration before the conference starts to encourage people to use it. Set up surveys for each session, not just one general survey. Make survey easy to keep adding to during the day.	10/19/2015 4:28 PM

Q3 What aspect of this conference experience was most beneficial to you?

Answered: 126 Skipped: 51

#	Responses	Date
1	The workshop on Planned Giving; Anne Melvin is an excellent, dynamic speaker!	10/27/2015 11:17 AM
2	Robin Sparkman was an amazing speaker and was the highlight of the conference for me.	10/27/2015 10:08 AM
3	networking/ booth location	10/26/2015 5:29 PM
4	Educational seminars.	10/26/2015 5:04 PM
5	The app, the plenary, the keynote; networking.	10/26/2015 4:22 PM
6	Most of the educational sessions were excellent, including the sessions on philanthropic advisors and board development. The speakers provided new and unique perspectives.	10/26/2015 12:34 PM
7	Networking	10/26/2015 12:08 PM
8	I most enjoyed the Educational sessions.	10/26/2015 12:00 PM
9	The session with Anne Cowie, Libby Roberts, Alice Tobin Zaff and Priya McCue was terrific.	10/26/2015 10:46 AM
10	Sessions were some of the best of any AFP conf I have been to.	10/26/2015 10:35 AM
11	The round table dialogue and the workshops were great.	10/26/2015 9:42 AM
12	I have only been in development for a few years, so it's great to hear from experienced professionals in the industry and gather ideas from them.	10/26/2015 9:33 AM
13	Having the PPT to some sessions beforehand was terrific! That way I could select sessions better - and make choices based on content (rather than title!) if I had to pick between 2 sessions.	10/26/2015 9:27 AM
14	Education	10/26/2015 9:17 AM
15	The educational sessions I attended.	10/26/2015 9:10 AM
16	Networking, sessions	10/26/2015 8:55 AM
17	The networking opportunity	10/26/2015 8:50 AM
18	the opening plenary about foundations and their perspective on philanthropy	10/26/2015 8:48 AM
19	Conference sessions.	10/26/2015 8:30 AM
20	The knowledge & tips gained from respected professionals	10/26/2015 8:20 AM
21	There were a number of excellent speakers in the major donor track.	10/25/2015 8:32 PM
22	Educational sessions	10/24/2015 12:55 PM
23	Plenary session	10/24/2015 8:11 AM
24	Sessions and networking	10/23/2015 8:35 PM
25	The opening plenary session had the most useful info for me.	10/23/2015 8:11 PM
26	The breakout education sessions	10/23/2015 8:00 PM
27	Educational sessions	10/23/2015 7:25 PM
28	The roundtable during the first hour.	10/23/2015 7:10 PM
29	Networking and Anatomy of the ASK.	10/23/2015 5:47 PM
30	Networking	10/23/2015 5:14 PM
31	meeting people	10/23/2015 5:10 PM
32	Giving Society presentation	10/23/2015 2:05 PM
33	Networking; inspirational keynote speaker.	10/23/2015 12:30 PM

34	Panel discussions	10/23/2015 9:36 AM
35	I liked the keynote address by StoryCorps, although that was mostly due to the fact that the material was so good.	10/22/2015 8:35 PM
36	Networking	10/22/2015 4:47 PM
37	Networking, some of the sessions.	10/22/2015 12:44 PM
38	The keynote presentations and some of the educational breakout sessions.	10/22/2015 11:43 AM
39	I enjoyed hearing from my peers who had been in the field a while and had lessons to share with others from their experience. I also thought the plenary session was the best part of the day. It was good to hear the comparisons between the four foundations and how they approach their work.	10/22/2015 9:57 AM
40	2/3 sessions were incredibly helpful. The networking aspect was beneficial as well.	10/22/2015 9:36 AM
41	educational sessions	10/21/2015 5:45 PM
42	I really enjoyed two of the sessions I went to - Gala or Gimmick and the Crisis Management - to be very helpful. The moderators and content were engaging and applicable to my role.	10/21/2015 12:44 PM
43	The sessions on specific issues were most beneficial -- especially those that give real world examples of challenges and solutions.	10/21/2015 12:08 PM
44	Opening plenary session with good insight into philanthropy trends; and session on reaching the new generation of donors	10/21/2015 11:23 AM
45	I enjoyed the lunch speaker, but the sessions were average.	10/21/2015 10:03 AM
46	Overall I find this conference to be very beneficial-the timing of the sessions and the variety of formats (breakouts, roundtables, panel discussion, and keynote) give ample opportunities for learning and networking. I love that there is time before and after each break out to speak with the presenters.	10/21/2015 9:22 AM
47	Networking	10/21/2015 1:55 AM
48	Hearing from story corps was INCREDIBLE	10/20/2015 10:19 PM
49	Educational programs	10/20/2015 10:12 PM
50	Presentations on Society Giving and Corporate Engagement	10/20/2015 7:32 PM
51	the sessions	10/20/2015 7:14 PM
52	the sessions more than networking	10/20/2015 5:46 PM
53	I have three sessions. Special projects fundraising with Larry Raff had a practical prospecting review exercise that I am going to apply immediately in my department. The opening panel with the Barr, Boston, and Fidelity foundations gave some different angles of information that are helpful. And the Story Corps keynote was wonderful.	10/20/2015 5:27 PM
54	networking, conversations with colleagues,	10/20/2015 5:23 PM
55	the sessions	10/20/2015 4:44 PM
56	Planned Giving Roundtable at Breakfast	10/20/2015 4:25 PM
57	I really enjoyed the first session about Managing Your Career, and the second session about Annual Fund to Major Gifts.	10/20/2015 4:02 PM
58	Catching up with colleagues, a few of the sessions.	10/20/2015 3:37 PM
59	The sessions were very helpful to me. I learned a lot and found them interesting.	10/20/2015 3:32 PM
60	Workshops	10/20/2015 3:12 PM
61	The small shop track provided the most relevant information. I thought the workshops were great.	10/20/2015 2:29 PM
62	Networking between sessions, hearing from senior colleagues in the field	10/20/2015 1:47 PM
63	The opening session with Sarah Libbey Kim McCabe & Jim Canales. Insight from such major foundations was extremely helpful in getting a snapshot for the direction of philanthropy at large.	10/20/2015 1:47 PM
64	I found the plenary session to be informative and well "moderated." The keynote was particularly engaging. The entire day's scheduling was efficient and moved well.	10/20/2015 1:38 PM
65	I loved the Direct Mail Marketing morning session. Everything was relevant and useful.	10/20/2015 1:32 PM

66	The information provided on messaging/storytelling, communications, and young donors. All of these are crucial topics in fundraising and I felt that the information I gained from the sessions concerning these topics was very helpful.	10/20/2015 1:22 PM
67	I very much enjoyed the "managing your career" session and the luncheon. I was mainly there for networking and the setup made it easy to do so.	10/20/2015 12:45 PM
68	Lunch keynote was excellent. Very motivational and inspiring.	10/20/2015 12:29 PM
69	Session 1: Managing Your Career	10/20/2015 12:27 PM
70	Networking	10/20/2015 12:19 PM
71	Speakers that left you with a specific take-away from the session, as well as the opportunity to network.	10/20/2015 12:19 PM
72	Networking	10/20/2015 12:14 PM
73	'Gala or Gimmick' was a helpful guided discussion. I picked up good ideas. 'Small Shop Talk: Major Gifts with a Mega Impact' was helpful too.	10/20/2015 12:10 PM
74	really great sessions. roundtable was a great way to start the day.	10/20/2015 12:01 PM
75	Sessions.	10/20/2015 11:59 AM
76	The educational opportunities	10/20/2015 11:52 AM
77	Seeing all the different sessions	10/20/2015 11:47 AM
78	Getting to see and chat with colleagues and fellow practitioners.	10/20/2015 11:47 AM
79	Morning plenary session	10/20/2015 11:46 AM
80	Anatomy of an Ask session and networking opportunities	10/20/2015 11:41 AM
81	Sessions I attended	10/20/2015 11:36 AM
82	Bumping into similar professionals	10/20/2015 11:29 AM
83	workshops	10/20/2015 11:26 AM
84	The Anatomy of an Ask session.	10/20/2015 11:25 AM
85	Storycorps	10/20/2015 11:25 AM
86	Panel on managing your career	10/20/2015 11:14 AM
87	the educational workshops	10/20/2015 11:07 AM
88	sessions and networking	10/20/2015 11:04 AM
89	I really enjoyed the session on Philanthropic Advisory Svcs. The panel was outstanding.	10/20/2015 11:02 AM
90	I enjoy the opportunity to meet others in my field. The roundtable was helpful for this, as was networking in the sessions.	10/20/2015 11:01 AM
91	spending a the day with peers, focused on how to improve what I do	10/20/2015 10:58 AM
92	The educational sessions were very beneficial, I felt like I learned a lot about peer experiences.	10/20/2015 10:54 AM
93	Robin's speech and the managing your career session.	10/20/2015 10:54 AM
94	The diversity of information sessions was most beneficial, in my role in development I work with voluteers, donor research, event planning etc. so being able to attend sessions that covered all these topics was helpful.	10/20/2015 10:52 AM
95	The educational component was of higher quality than in recent years.	10/20/2015 10:49 AM
96	The workshops were excellent.	10/20/2015 10:47 AM
97	Break out sessions	10/20/2015 10:44 AM
98	the variety of sessions was interesting. all the speakers were knowledgeable of their topic and i enjoyed the key-note.	10/20/2015 10:36 AM
99	The roundtable discussions were a great idea!	10/20/2015 10:35 AM
100	Networking and session content. Tanya Holton and Crate Herbert were fantastic!	10/20/2015 10:35 AM
101	The break out sessions.	10/20/2015 10:32 AM
102	Great opportunity to network and see old friends and colleagues	10/20/2015 10:28 AM

103	networking	10/20/2015 10:27 AM
104	Networking, talking with people in the field. Presentations were very helpful, nice to take time out to talk and learn about different things.	10/20/2015 10:25 AM
105	Pam Lassiter's presentation was unbelievable. It was probably the best and most thoughtful presentation I have ever been to at one of these conferences.	10/20/2015 10:25 AM
106	The inspiration from Robin Sparkman's remarks! She was great.	10/20/2015 10:25 AM
107	Networking	10/20/2015 10:25 AM
108	The Art of the Ask and Working With the Next Generation Donor	10/20/2015 10:25 AM
109	Meeting people in all different kinds of development	10/20/2015 10:24 AM
110	Working with Younger Donors - excellent	10/20/2015 10:23 AM
111	The professional networking, and learning more about the discipline. I've only been in development for about 3 months and appreciated conversations with colleagues working for non-profits in other fields, i.e. I work for a library and met others who worked for environmental orgs, the arts, education, etc.	10/20/2015 10:22 AM
112	The keynote address, networking opportunities, and NextGen Donor session.	10/20/2015 10:19 AM
113	Networking; keynote speaker	10/20/2015 10:19 AM
114	The breakout sessions.	10/20/2015 10:18 AM
115	The educational sessions and networking opportunities	10/20/2015 10:15 AM
116	The Major Gifts seminars. All terrific.	10/20/2015 10:13 AM
117	The workshops	10/20/2015 10:12 AM
118	I'm new to the field, so it was helpful to absorb fundraising roles and terminology.	10/20/2015 10:12 AM
119	Networking, and the many stories and examples the presenters gave.	10/20/2015 10:12 AM
120	networking	10/20/2015 10:11 AM
121	Managing Your Career session was excellent - so many helpful points. Would be a great discussion for larger session.	10/20/2015 10:10 AM
122	The Board Relations panel was very interesting- good use of a strong panel with a strong moderator.	10/20/2015 10:06 AM
123	Opportunity to nextwork with other professionals. Reflect on my own career.	10/20/2015 10:03 AM
124	Keynote	10/20/2015 9:51 AM
125	Networking	10/19/2015 7:54 PM
126	Keynote good	10/19/2015 4:28 PM

Q4 What aspect of this conference experience was least beneficial to you?

Answered: 99 Skipped: 78

#	Responses	Date
1	na	10/27/2015 11:17 AM
2	N/A	10/26/2015 5:29 PM
3	Keynote speaker at lunch	10/26/2015 5:04 PM
4	Next Generation workshop	10/26/2015 4:22 PM
5	The session on using your annual fund to build your major gifts program wasn't quite what I expected. While the speaker was very good, the focus of her presentation seemed to focus more on career development than on an annual fund's role in building a major gifts program.	10/26/2015 12:34 PM
6	The vendor area	10/26/2015 10:35 AM
7	Some of the sessions were geared toward smaller organizations, and we are already doing a lot of the things people asked/talked about.	10/26/2015 9:33 AM
8	This pertains to only the last session I attended, and not the conference overall, but since I don't believe we were provided with feedback forms for the session, I'll provide the info here. I had hoped that the afternoon session on direct mail and e-mail was going to be predominantly about integrating the two, but that wasn't the case. It was set up in such a way that caused the presenters to have to rush through this topic and/or skip aspects of it altogether. I think the topic for next year should be more narrowly focused with perhaps a panel of fundraisers of all sizes who have been able to successfully integrate the two.	10/26/2015 9:30 AM
9	The plenary (too specific; focused only on Foundations - maybe choose a better title next time to reflect that?) and the keynote (touching stories, but she never quite made the connection to fundraising in a tangible way	10/26/2015 9:27 AM
10	the exhibitors	10/26/2015 9:17 AM
11	The breakfast roundtable.	10/26/2015 9:10 AM
12	Not a lot of gift planning specific sessions	10/26/2015 8:55 AM
13	Venders	10/26/2015 8:50 AM
14	there was no session in the last time slot that was appealing to me	10/26/2015 8:48 AM
15	Exhibitors -- most were fund raising consultants -/ not enough vendors, services etc	10/24/2015 12:55 PM
16	Keynote	10/24/2015 8:11 AM
17	The lunchtime keynote.	10/23/2015 8:11 PM
18	none	10/23/2015 5:47 PM
19	Working with Young Donors presentation	10/23/2015 2:05 PM
20	Not many tracks for seasoned professionals. Very few Foundation track presentations to choose from.	10/23/2015 12:30 PM
21	The exhibitors were not varied enough for my interests, so I seemed to have finished my rounds with them first thing in the morning. More on resources, continuing ed would be nice.	10/23/2015 10:09 AM
22	Early morning roundtable - no structure and so it ended up being a networking session IF you had interesting individuals at your table.	10/23/2015 9:36 AM
23	Much of the conference content was not that relevant to me.	10/22/2015 8:35 PM
24	The presidents reception since most people had already left	10/22/2015 4:47 PM
25	One of the breakout sessions that I attended should have been better described in the program.	10/22/2015 11:43 AM
26	I thought some of the session were too basic and didn't lend much to my day.	10/22/2015 9:57 AM

27	Some of the sessions that seems to offer higher level learning were very basic or did not cover the topics as advertised. The presenters were all knowledgeable but I was hoping for a deeper dive on some topics, beyond thanking donors.	10/21/2015 12:08 PM
28	Session on engaging board in philanthropy - too basic; evening reception too sparsely attended and drab space	10/21/2015 11:23 AM
29	I didn't think the titles of the sessions matched very well with the topics. I was disappointed with the annual fund sessions.	10/21/2015 10:03 AM
30	Who attended	10/21/2015 1:55 AM
31	I think the panel at the beginning could have been better. My favorite of the three was the woman from the Clarmen Foundation. The others seemed to be competing with one another. The idea of having Foundations speak is really cool to give you the other perspective, but I think it could have been better.	10/20/2015 10:19 PM
32	Networking	10/20/2015 10:12 PM
33	Location, session on major gifts for small shops	10/20/2015 7:32 PM
34	exhibitors	10/20/2015 7:14 PM
35	the roundtable on data by CCS	10/20/2015 5:27 PM
36	online registration too long; registration desk wasn't organized well - too many lines	10/20/2015 5:23 PM
37	nothing	10/20/2015 4:44 PM
38	Opening Session	10/20/2015 4:25 PM
39	The AFP Members Meeting was least beneficial to me, as was the third session of the day.	10/20/2015 4:02 PM
40	The other sessions.	10/20/2015 3:37 PM
41	The sponsors and exhibitors are very important to the Conference itself but some of the material was not applicable to me as I am just starting out in the field. Once I start working in the field then that will be more beneficial to me.	10/20/2015 3:32 PM
42	Conversations that focused on larger shops. The grants/foundations panel at the opening.	10/20/2015 2:29 PM
43	It's so hard to get the descriptions for the sessions to reflect what actually will be covered -- I sometimes wasn't clear walking in what actually would happen in each session.	10/20/2015 1:47 PM
44	This is probably due to just the conferences I took, but I felt like their was a major emphasis on engaging donors through major gifts. I think if there was more diversity on how to cultivate donors I would have found that more interesting.	10/20/2015 1:47 PM
45	I would have liked to see more offered that was foundations-oriented; however, the plenary session clearly did address this aspect, and breakout sessions that I attended, although not specifically foundations-related, were interesting and did provide some take-aways for me.	10/20/2015 1:38 PM
46	Annual Fund donors to Major Gifts. The title was misleading, and while the talk was entertaining, it wasn't substantive and really didn't help me at all.	10/20/2015 1:32 PM
47	I felt that I didn't really get a chance to network, as we moved so quickly from one place to the next. The President's Reception looked nice, but I arrived alone and hadn't networked with anyone from the conference all day, so I just felt awkward and did not end up staying.	10/20/2015 1:22 PM
48	The morning plenary session - it wasn't pertinent to my work nor did I find it energizing.	10/20/2015 12:45 PM
49	Same old exhibitors	10/20/2015 12:29 PM
50	Session 3: Building a Communications Relationship That Works	10/20/2015 12:27 PM
51	the venue	10/20/2015 12:19 PM
52	Various organizations have had various experiences in terms of what has and has not worked for them. It was not helpful that some of the panelists did not make this consideration when answering questions of people from outside organizations.	10/20/2015 12:19 PM
53	Morning plenary	10/20/2015 12:14 PM
54	Workshop on working with freelance writers.The foundation panel was also not that helpful to me personally.	10/20/2015 12:10 PM
55	not enough time to talk to our table at lunch before speaker. too much time thanking sponsors over and over again on multiple occasions. I know, I know, it's necessary but it became a broken record.	10/20/2015 12:01 PM
56	Other sessions.	10/20/2015 11:59 AM

57	Networking, and the keynote	10/20/2015 11:52 AM
58	the Presidents reception	10/20/2015 11:47 AM
59	Metrics session	10/20/2015 11:46 AM
60	Session on working with the next generation of donors (millennials)	10/20/2015 11:41 AM
61	Location - downtown Boston difficult to navigate to on a Monday morning. Would have preferred location just outside of Boston.	10/20/2015 11:36 AM
62	One of the sessions, direct mail, would have been better if one vendor did not dominate the session and had more examples and less bullet points.	10/20/2015 11:29 AM
63	lack of a program	10/20/2015 11:26 AM
64	Analyzing via Key Metrics session - not terribly helpful.	10/20/2015 11:25 AM
65	educational sessions	10/20/2015 11:25 AM
66	Roundtable morning discussions	10/20/2015 11:14 AM
67	keynotes were poor this year	10/20/2015 11:04 AM
68	The session on the latest and greatest in corporate philanthropy. The presenter did a great job, it just did not apply to me.	10/20/2015 11:02 AM
69	The plenary session was not very helpful - even the speakers themselves kept saying that what they were sharing was specific to their organization. I think this time would be better used for more sessions - not necessarily different sessions, but repeats of existing sessions.	10/20/2015 11:01 AM
70	The am round table could have been run better, one person took over with all he questions	10/20/2015 10:58 AM
71	I thought Robin Sparkman could have tied in her storytelling experience more directly to fundraising.	10/20/2015 10:54 AM
72	opening plenary session	10/20/2015 10:54 AM
73	There was no aspect that was least beneficial to me, this was a great opportunity to meet development professionals and to learn about best practices.	10/20/2015 10:52 AM
74	I like the idea of a keynote speaker during lunch, but it should be a presenter whose work is related to fundraising. Robin Sparkman should have used her time speaking about how she raises money for her organization.	10/20/2015 10:49 AM
75	The exhibitors.	10/20/2015 10:47 AM
76	The 9am session in the ballroom	10/20/2015 10:44 AM
77	the breaks made it feel a little long. i would have rather shorter breaks and gotten out earlier. when you allow more time, people tend to move slower and be late to the next session, thus making the session start late or cause a distraction. there was also AV issues in two of my sessions- good to have the tech support on hand but still delayed the session and was a distraction.	10/20/2015 10:36 AM
78	The last breakout session I attended: developing your communications strategy.	10/20/2015 10:35 AM
79	The keynote was interesting to hear but not useful in any way. The morning foundation discussion was not helpful as that is not my department. It seemed like an odd choice as a topic for the entire group.	10/20/2015 10:32 AM
80	??	10/20/2015 10:25 AM
81	I didn't care for the morning panel. While there were some very interesting representatives of family foundations, I found it dry and not particularly helpful.	10/20/2015 10:25 AM
82	n/a	10/20/2015 10:25 AM
83	Hard to choose between sessions	10/20/2015 10:25 AM
84	The opening plenary session was LONG and not applicable to most individuals. Yes, beneficial to nonprofits in general, but we were there to learn as individuals for our nonprofits, and it was just too specific to the grant-making side. Would rather have had either someone more motivational or the choice to go to another session.	10/20/2015 10:25 AM
85	Keynote speaker was very interesting, but I feel like a little far removed from my job in development	10/20/2015 10:24 AM
86	Gala or Gimmick - very poor	10/20/2015 10:23 AM
87	Signage. It was not sufficiently clear where certain rooms were located. A map would have been useful.	10/20/2015 10:22 AM
88	breakout sessions	10/20/2015 10:19 AM

89	The Current Trends panel in the beginning.	10/20/2015 10:18 AM
90	The morning roundtable, only two people were present at my table	10/20/2015 10:15 AM
91	The round table in the morning was a great way to kick off networking for the day, especially for someone like me who is so new to the development field.	10/20/2015 10:13 AM
92	Keynote speaker didn't directly address needs of fundraisers.	10/20/2015 10:12 AM
93	plenary session	10/20/2015 10:11 AM
94	Keynote speaker didn't really relate to anything I'm working on...didn't bring it back to our work as fundraisers but was certainly entertaining and a good speaker.	10/20/2015 10:10 AM
95	I was very disappointed with the educational sessions that I attended- I was on the "special events" track and I found it to be too fundamentalary and basic.	10/20/2015 10:06 AM
96	The plenary was fine, but not the most engaging start to the day.	10/20/2015 10:03 AM
97	n/a	10/20/2015 9:51 AM
98	Exhibitors	10/19/2015 7:54 PM
99	Did the round tables happen?	10/19/2015 4:28 PM

Q5 Please add any other comments about your experience.

Answered: 57 Skipped: 120

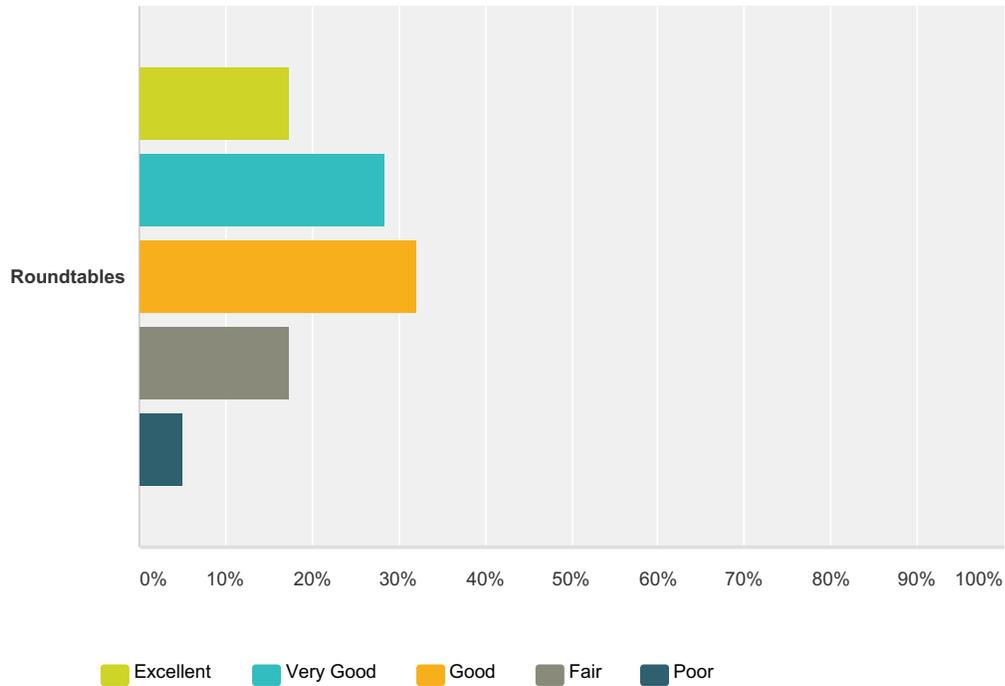
#	Responses	Date
1	Congratulations to all who collaborated to make this such a great learning experience.	10/27/2015 11:17 AM
2	Overall, an excellent conference.	10/26/2015 12:34 PM
3	Appreciated the opportunity to speak	10/26/2015 12:08 PM
4	Lunch was great! There was a good selection of topics presented. I would have liked to go a bit more in depth with some of the topics. It would also have been helpful to have a sign in the lobby directing conference attendees upstairs. When I first walked in, I didn't know where to go and just guessed.	10/26/2015 9:33 AM
5	I hope to attend again next year and be able to take better advantage of the networking opportunities.	10/26/2015 9:30 AM
6	Not having internet was a real problem for me - to the point where I may not attend next year, because its so disruptive	10/26/2015 9:27 AM
7	If you didn't, you should give sponsors and exhibitors a chance to sign-up and be included in (if not lead) b'fast roundtable discussions.	10/26/2015 9:10 AM
8	I got fidgety in between sessions as I thought there was too much time to kill, even though I appreciated the networking time and the bathroom line waiting time. It's amazing the business that gets conducted in that line.	10/26/2015 8:55 AM
9	Very good experience over all.	10/26/2015 8:50 AM
10	Although I applaud your efforts to be more green, I found that using a plastic envelope to hold the materials was counter the initiative. I do appreciate a booklet with the speaker bios so I can read them in the sessions.	10/25/2015 8:32 PM
11	Like longer days to fit more in Not much bang for \$375	10/24/2015 12:55 PM
12	I would love more sessions about fundraising in the arts.	10/23/2015 8:11 PM
13	Really love the new format.	10/23/2015 8:00 PM
14	It was my first and a high point of my life in 2015	10/23/2015 5:47 PM
15	Chicken at lunch wasn't cooked through (pinkish!). Roundtables at 8 am did not work. Very few people were in attendance.	10/23/2015 12:30 PM
16	It was my first one and it was great. I truly enjoyed the seminars and found everyone professional, friendly and engaging.	10/23/2015 10:09 AM
17	My disappointment was mostly with the food and its presentation. The food was only "ok". After sitting down with my lunch I realized I needed to locate the water or beverages. There should have been a pitcher of water, glasses and salt and pepper on every table. Maneuvering through the tables with a handbag or briefcase while holding a plate and silverware was tough and I'm a size 8. Breakfast was whisked away very quickly despite my arriving by 8am. I thought the "chips" snack was unsanitary. Would have preferred apples or something easy to handle and eat while holding paper handouts etc..	10/23/2015 9:36 AM
18	I am amazed how well run this event is - the quality of your speakers are second to none.	10/22/2015 4:47 PM
19	I think that breakfast should have been out until at least 9:00am when the program started. I got to registration around 8:35, and by the time I registered and hung up my coat and went into the main room they were putting everything away. The food was being taken away while people were still getting plates to serve themselves.	10/22/2015 11:43 AM
20	I thought the commentary of the two moderators in the Crisis Management session was a bit inappropriate. Several comments were made about their experiences working together with the YMCA, and frankly, it came off as disrespectful and rude. While they were trying to convey the situations they dealt with, they were speaking about the situations (a youth being shot and killed, and two youths being molested) in a very laid back way. I was disappointed by this.	10/21/2015 12:44 PM
21	Many thanks--it was an informative and enjoyable day.	10/21/2015 12:08 PM
22	Overall a very good conference.	10/21/2015 11:23 AM
23	Great conference, so glad I was able to attend this year. I look forward to more AFP events this year.	10/21/2015 9:22 AM

24	Parking was a huge problem (garages filled up) -- and expensive. Could the conference be held at a hotel in the Boston suburbs where parking is ample and free?	10/21/2015 1:55 AM
25	there were better networking opportunities in the past	10/20/2015 5:23 PM
26	I'll be back!!	10/20/2015 4:44 PM
27	I had a great time and thought it was put together very well. I thought the day was well planned. I liked that name badges and how it had the schedule on the back of your name tag.	10/20/2015 3:32 PM
28	I very much enjoyed the conference and will attend again.	10/20/2015 3:12 PM
29	No chocolate desserts! I can't believe you didn't provide wi-fi for conference attendees; it was such a pain to have to go down to the lobby to check in on timely projects.	10/20/2015 2:29 PM
30	The Sheraton location was excellent.	10/20/2015 1:38 PM
31	It would be nice to see something geared toward small shop fundraising. Possibly a group gathering to just discuss issues facing small development shops. Also, opportunities for smaller shops to network and share best practices. You could do a discussion with a couple of Dev. Directors from small shops (or who have gone from big shops to small shops) and have them share their experiences, tips, and how to navigate their course in a small nonprofit/development shop.	10/20/2015 1:32 PM
32	Keep breakfast out longer!	10/20/2015 1:22 PM
33	Great conference overall! Congrats to the org committee	10/20/2015 12:14 PM
34	I really should have dug to see if you had better descriptions on the workshops. I thought Session 3: Building a Communications Relationship was about communicating with constituents. It ended up being about working with freelance writers. I would have left to go to another session but I thought that would be rude since I was sitting too deep in the room.	10/20/2015 12:10 PM
35	Keynote was fantastic. Well done!	10/20/2015 11:59 AM
36	Being new to the area and to the conference, I didn't know anybody, and I didn't know whom I should try to get to know. As a networking opportunity, it was somewhat lost. For first-timers like me, it might be nice to find a way to pair us up with mentors, people who can include us and introduce us around. I am a scholarship recipient this year and am grateful for the opportunity! Thank you!	10/20/2015 11:52 AM
37	The rooms were freezing. And it would be good to have a venue that has some windows for natural light. It seemed like we were in a cave which can make the day seem extra long. Surprised that more do not stay for the end of day reception. Perhaps carve out some time by have 60 min sessions rather than 75? This would still give 30 mins for presentation and 30 mins for discussion/Q&A. A lot of attention trails off during the last part of the sessions. Is there a way to have two workshop sessions before lunch one after lunch? Many of us are sharper earlier in the day. Maybe one session after lunch and then have the reception 2-4 or 3-5? Just ideas. Thanks for all the effort and great work!	10/20/2015 11:47 AM
38	President's forum poorly attended with minimal food and drinks. Missed opportunity.	10/20/2015 11:29 AM
39	I truly enjoyed Robin Sparkman's presentation - a great choice for a keynote speaker!	10/20/2015 11:25 AM
40	Parking overall should be discounted Presenters parking should be comped. All a presenter should have to worry about is bringing their presentation and not having to bring their own laptop. Make it easy for them.	10/20/2015 11:04 AM
41	This is my third year attending AFP and I enjoyed the variety of sessions, though I was disappointed that one of the event-focused sessions was cancelled. Overall, the sessions were informative.	10/20/2015 11:01 AM
42	I was hoping there would be more presence from well known fundraisers in the field, rather than the peer-to-peer information sharing that was emphasized.	10/20/2015 10:54 AM
43	We were told to give back our name badges. When we got down to the President's reception, we were told we weren't allowed drinks without our name badge.	10/20/2015 10:50 AM
44	overall, great conference. learned a lot	10/20/2015 10:36 AM
45	Very nice day in Boston. Thank you!	10/20/2015 10:25 AM
46	Again, I preferred the four session schedule.	10/20/2015 10:25 AM
47	The parking was a nightmare. Although I liked the venue, I would have preferred someplace that was more organized with parking.	10/20/2015 10:25 AM
48	Might be nice (you've tried before, I'm sure) to arrange sessions based on attendees years of experience vs. topic area, e.g., a Senior Officer track vs. a MG track.	10/20/2015 10:25 AM

49	Too many corners cut.	10/20/2015 10:25 AM
50	Venue, tough to get to for those out of Boston. What about Waltham for the future? Burlington? Parking \$\$\$. Would love to see this in another venue as a trial. Really need someone overseeing this as an event. It was not evident that someone was in charge.	10/20/2015 10:23 AM
51	Coming from many years of AHP and NEAHP conferences, the quality of speakers and content was a bit disappointing	10/20/2015 10:19 AM
52	The overall experience was very good. Great food & hospitality. Easily laid out. Good amount of breaks, etc.	10/20/2015 10:18 AM
53	It was my first AFP conference, I had an excellent experience and hope to attend again.	10/20/2015 10:15 AM
54	The sessions were a little long, and there were several I was interested in but couldn't get to. I think it would be helpful to have 4 or 5 shorter sessions than three longer ones.	10/20/2015 10:14 AM
55	Looking forward to attending in the future. Thank you!	10/20/2015 10:13 AM
56	Great job Carrie!	10/20/2015 9:51 AM
57	Excellent session on Anatomy of the Ask and Next Gen...the email/dm session was good...a little too much from the vendors, though.	10/19/2015 4:28 PM

Q6 Please rate the Roundtables session overall (8:00 am-8:45 am), and optionally add a comment regarding your specific Roundtable.

Answered: 81 Skipped: 96



	Excellent	Very Good	Good	Fair	Poor	Total
Roundtables	17.28%	28.40%	32.10%	17.28%	4.94%	81
	14	23	26	14	4	

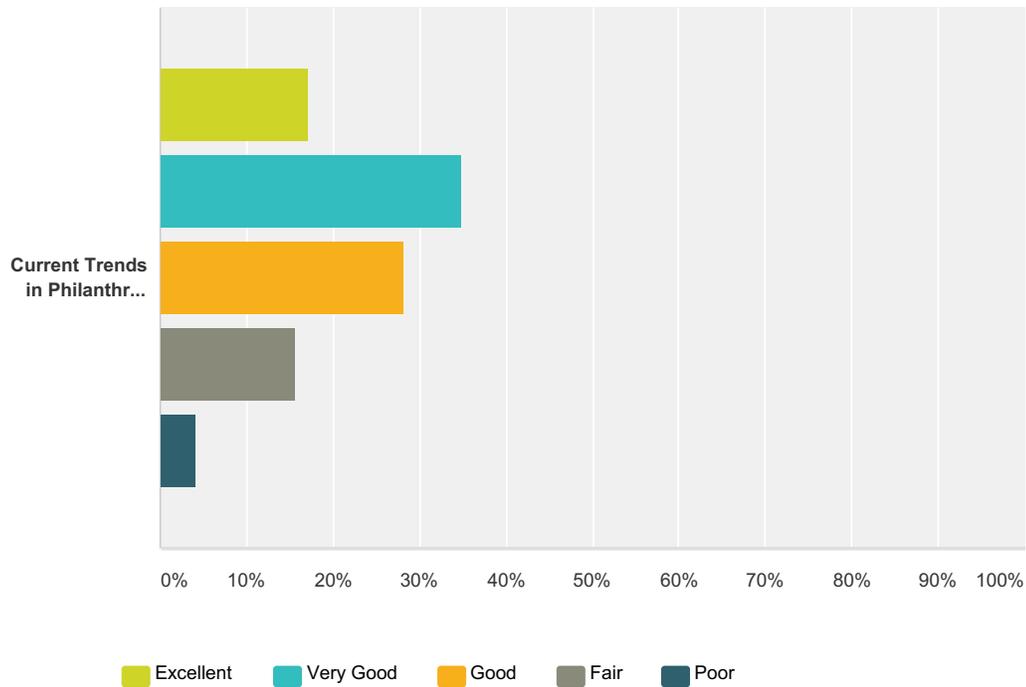
#	Please explain (and identify the topic or facilitator about whom you are commenting)	Date
1	We covered the intended topic briefly but it was great networking	10/27/2015 10:11 AM
2	Facilitator didn't seem prepared with topics for discussion or questions for the group.	10/26/2015 5:07 PM
3	Did not attend.	10/26/2015 10:49 AM
4	did not participate in this session	10/26/2015 10:37 AM
5	Anne Melvin	10/26/2015 9:44 AM
6	N/A	10/26/2015 9:41 AM
7	Anne Melvin - Planned Giving Anne is simply a pro and she was really good at both informing and facilitating a useful Q&A	10/26/2015 9:30 AM
8	Sessions leader didn't make it. Substitute did an admirable job, but it wasn't her area of expertise. I think the traffic and late arrivals stymied what would have otherwise been an interesting discussion and way to interact with peers.	10/26/2015 9:13 AM
9	Story telling with video with Rachel Jellinek. Good discussion and helpful ideas.	10/26/2015 9:02 AM
10	I was unable to arrive this early and was sorry that roundtables were not offered at lunchtime as in years past	10/26/2015 8:51 AM
11	N/a	10/24/2015 12:56 PM
12	n/a - did not attend	10/23/2015 8:14 PM

13	Did not participate - it was unclear whether you had to sign up for this, so on arrival found an empty table so as not to intrude!	10/23/2015 7:29 PM
14	I went to the direct mail roundtable (table 8 I think). The facilitator was great - very knowledgeable and worked hard to get a productive dialogue going.	10/23/2015 7:12 PM
15		10/23/2015 5:50 PM
16	No one who signed up was in attendance just random people sitting together, not for the specific topic.	10/23/2015 12:36 PM
17	I didn't sign up in time to select a roundtable and the one I joined didn't seem to have a conversation "leader". But, it was an interesting conversation - just thought it could have been more directed.	10/23/2015 10:12 AM
18	Major Gifts - No facilitator and just 3 of us. Simply introduced ourselves and spoke about the organizations we worked for	10/23/2015 9:39 AM
19	I enjoyed the diversity of attendees at the roundtables	10/22/2015 4:54 PM
20	did not get information about table topics	10/22/2015 12:48 PM
21	n/a didn't attend	10/22/2015 11:46 AM
22	Did not attend.	10/22/2015 9:37 AM
23	Video Storytelling with Rachel Jellinek was very helpful in planning a video for our organization	10/21/2015 5:51 PM
24	The woman who led my round table session was very friendly, but did not know a whole lot about the subject matter. It was the ALS Bucket Challenge one, and since she couldn't answer my questions, she encouraged me to attend the breakout session. Unfortunately I could not attend it since I was already signed up for another one.	10/21/2015 12:49 PM
25	There was no formal discussion at the round table - it was too informal, and hardly anyone was there at 8am. (This was Direct Marketing 1)	10/21/2015 11:26 AM
26	I did not participate in the roundtable session.	10/21/2015 9:33 AM
27	One person came to my round table on small shops which I facilitated. Traffic caused people to be late. I think it is too challenging for attendees to get to the venue by 8 am for this activity. May want to think about another time slot for this.	10/21/2015 9:29 AM
28	Did not make it because of traffic	10/20/2015 7:37 PM
29	Kristina was excellent in Anatomy of an Ask - great discussion helped tremendously by Bill Bennett.	10/20/2015 7:15 PM
30	the data round table with CCS felt like a sales call, fishing for info about what he could pitch.	10/20/2015 5:42 PM
31	Planned Giving, Anne from Harvard	10/20/2015 4:34 PM
32	Was unable to attend	10/20/2015 3:46 PM
33	I cannot remember who lead the session but there were 5 people who worked for dana farber in Special Events and myself and a couple of other people. I found it interesting.	10/20/2015 3:42 PM
34	I attended the "Managing Your Career" roundtable and received wonderful advice from Libby Roberts.	10/20/2015 3:15 PM
35	Nice to meet other folks doing similar work but not especially useful.	10/20/2015 2:32 PM
36	videos....Rachel was great but very loud and hard to hear with everyone grabbing breakfast.	10/20/2015 2:32 PM
37	did not attend	10/20/2015 1:50 PM
38	Did not attend.	10/20/2015 1:48 PM
39	Major Gifts - Boston Foundation	10/20/2015 1:47 PM
40	I did not have a Roundtable assigned as I signed up too late, but I was not particularly happy about there not being anywhere for people without an assigned table to stand or put plates. My colleague showed up just before 9 and the food was gone, which was also not great.	10/20/2015 1:31 PM
41	Small shops - good discussion and idea sharing	10/20/2015 12:32 PM
42	Melissa Dick - Small Shops Roundtable: great discussion and excellent facilitator.	10/20/2015 12:25 PM
43	Did not attend.	10/20/2015 12:24 PM
44	The concept of this is a very good idea, but again - the opportunities were not well-explained prior to the conference.	10/20/2015 12:22 PM
45	Major Gifts	10/20/2015 12:18 PM

46	Sarah Jackson - there was good back and forth of challenges and potential solutions among participants.	10/20/2015 12:15 PM
47	It is such a great idea thing to be able to walk into a room with hundreds of people and know where to sit.	10/20/2015 12:14 PM
48	Hard to type - just broke arm!	10/20/2015 12:06 PM
49	Did not attend (too early!)	10/20/2015 12:01 PM
50	Did not attend.	10/20/2015 12:00 PM
51	Roundtable was good; did not understand going into it that it was going to be an informal discussion. This is fine, but clearer info upon signup might have informed which roundtable I signed up for.	10/20/2015 11:46 AM
52	Did not attend- no option for N/A	10/20/2015 11:41 AM
53	I did not attend	10/20/2015 11:37 AM
54	Did not attend	10/20/2015 11:33 AM
55	I facilitated a roundtable, and our first participant did not arrive until 8:35. Not a great use of time.	10/20/2015 11:28 AM
56	Did not attend	10/20/2015 11:27 AM
57	did not participate	10/20/2015 11:24 AM
58	Only attended the last part	10/20/2015 11:17 AM
59	I attended the "Ice Bucket Challenge" roundtable - it was great to meet others in my area of focus (events), but we didn't really talk much about the fundraising around the Ice Bucket Challenge. The facilitator said we should attend the session, but one reason I picked the roundtable was due to a conflicting session that I planned to attend. A more general, events focused roundtable would have been great.	10/20/2015 11:04 AM
60	Corporate Philanthropy	10/20/2015 11:04 AM
61	Did not attend.	10/20/2015 10:58 AM
62	I was unable to attend.	10/20/2015 10:58 AM
63	Did not attend.	10/20/2015 10:48 AM
64	Did not attend	10/20/2015 10:46 AM
65	I attended Ethics of your Fundraising Program. Mary Doorley was wonderful.	10/20/2015 10:43 AM
66	People didn't show up for our table discussion. Just 2 -3 of us.	10/20/2015 10:38 AM
67	N/A	10/20/2015 10:30 AM
68	Unable to attend due to parking lot disaster!!!	10/20/2015 10:29 AM
69	I rushed to get to the session because I thought it was required. I ran in a few minutes late to find half the room empty.	10/20/2015 10:29 AM
70	Did not attend, too early for me.	10/20/2015 10:28 AM
71	Did not attend	10/20/2015 10:25 AM
72	There were only two others present at my table	10/20/2015 10:22 AM
73	Capital Campaigns: It was good to speak with others, though not many folks showed up.	10/20/2015 10:22 AM
74	Don't know the facilitators name. I think it was major gifts at small shops...	10/20/2015 10:19 AM
75	No facilitator at our table (#25)	10/20/2015 10:19 AM
76	The roundtables were full by the time I registered	10/20/2015 10:17 AM
77	Wish more people had been able to attend.	10/20/2015 10:14 AM
78	did not attend - traffic!	10/20/2015 10:13 AM
79	Dry and boring - didn't learn much	10/19/2015 7:57 PM
80	Too much on foundation trends...should've been for a mixed audience	10/19/2015 4:30 PM

Q7 Please rate the Morning Plenary Session (9:00 am-10:15 am), and optionally add a comment.

Answered: 146 Skipped: 31



	Excellent	Very Good	Good	Fair	Poor	Total
Current Trends in Philanthropy with Moderator Kate Guedj and panelists, Kim McCabe, Jim Canales and Sarah Libbey	17.12% 25	34.93% 51	28.08% 41	15.75% 23	4.11% 6	146

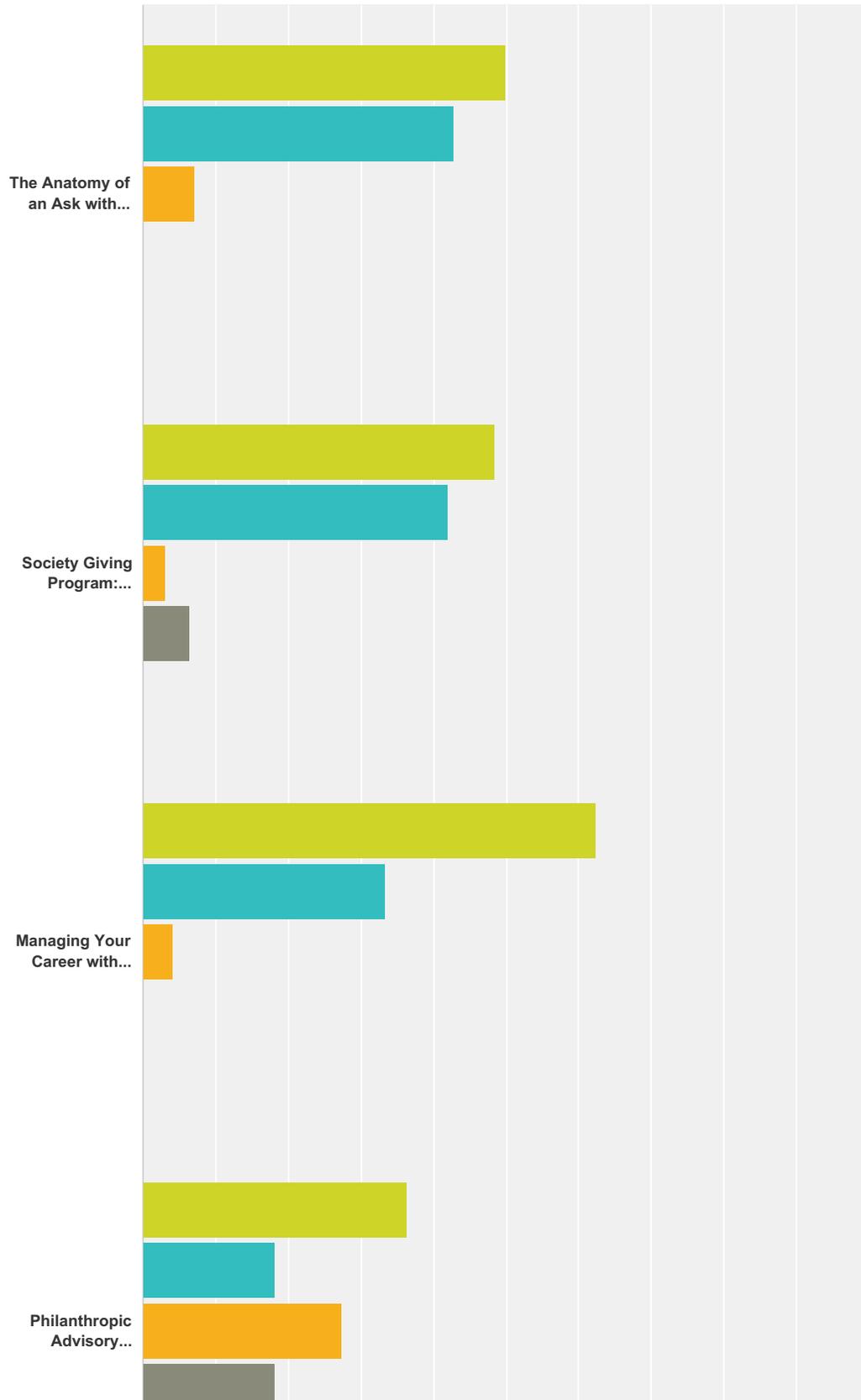
#	Please explain	Date
1	Enjoyed hearing from those speakers	10/27/2015 10:11 AM
2	Great panel.	10/26/2015 4:28 PM
3	I work primarily in grant/foundation funding, so this was right up my alley	10/26/2015 11:07 AM
4	Great opening session. So interesting to hear directly from these three funders and their different approaches and philosophies.	10/26/2015 10:49 AM
5	The speakers were very knowledgeable, but it was honestly very dry for first thing in the morning.	10/26/2015 9:41 AM
6	Interesting but not relevant for my work. The title was misleading.	10/26/2015 9:30 AM
7	informative and very helpful	10/26/2015 8:51 AM
8	I was please with the plenary session for Matt, I just don't need much foundation advice at this current role. But they were very well prepared and it was well presented	10/23/2015 8:03 PM
9	Great information	10/23/2015 7:29 PM
10	This would have been better as a workshop session, so people could ask more questions and have better access to panelists.	10/23/2015 12:36 PM
11	It would have been better if we could have asked questions either in person or via some technology.	10/23/2015 10:12 AM
12	Great insight into Foundations.	10/23/2015 9:39 AM

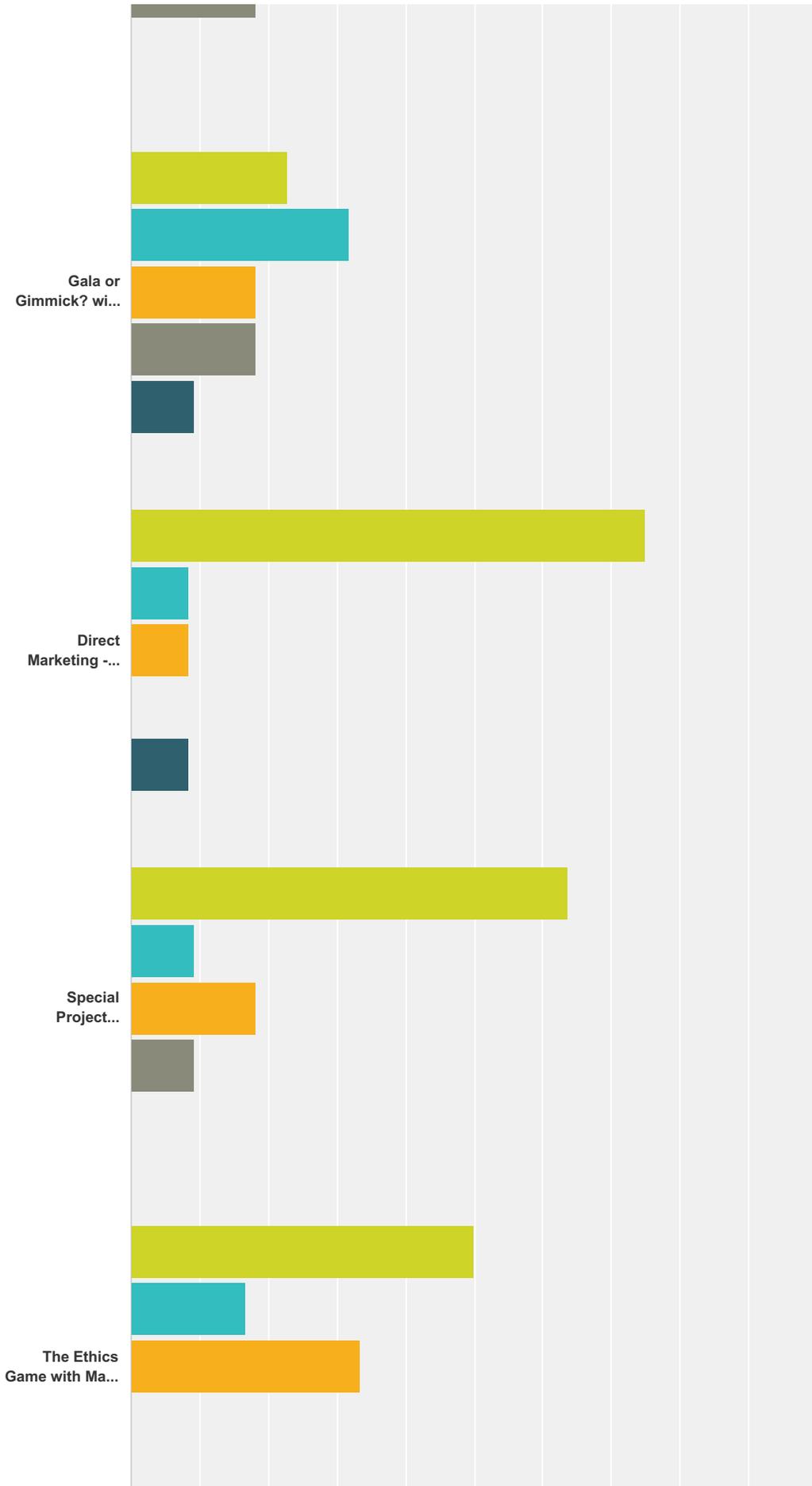
13	Entirely too foundation focused. It seemed that we never got to the "current trends" part of it, except through the foundations lens.	10/22/2015 8:38 PM
14	Excellent information for realistic approaches to foundation funding	10/22/2015 12:48 PM
15	some good info from panelists	10/21/2015 5:51 PM
16	not applicable to me	10/21/2015 12:49 PM
17	Very good panel, interesting questions and topics.	10/21/2015 11:26 AM
18	The moderator seemed a little flat, but the panelists were good.	10/21/2015 9:33 AM
19	Not enough seating	10/20/2015 7:37 PM
20	excellent panel, good questions/discussion, they made it relevant to giving beyond just foundations	10/20/2015 5:51 PM
21	Would have been more helpful for foundation trustees	10/20/2015 4:34 PM
22	My expectations were a little higher than what was delivered, particularly with Jim Canales on the panel.	10/20/2015 3:46 PM
23	I thought it was very interesting and informative.	10/20/2015 3:42 PM
24	I was interested to hear about how Foundations make decisions in funding.	10/20/2015 3:15 PM
25	Trends were all about foundation giving and grant making so not very relevant to individual giving. Maybe try to find a broader topic next time that will appeal to everyone.	10/20/2015 2:32 PM
26	good speakers but maybe pick one topic and do a deeper dive?	10/20/2015 2:32 PM
27	I enjoyed hearing the three different perspectives in response to the facilitator's questions.	10/20/2015 1:48 PM
28	I did not find it particularly helpful as I do not work directly with Foundations in my role.	10/20/2015 1:31 PM
29	Perhaps it was because the topic wasn't pertinent for my particular role, but I didn't find the presentation energizing. I feel the opportunity for a morning plenary session is to get the group excited and inspired.	10/20/2015 12:47 PM
30	Liked hearing their perspective	10/20/2015 12:32 PM
31	It was wonderful to have leadership of such heavy hitters in Boston's foundation landscape. The moderating and questions could have been done more thoughtfully, though.	10/20/2015 12:15 PM
32	Small shop. Did not apply.	10/20/2015 12:14 PM
33	Foundations is not an area I focus on so was of limited value to me.	10/20/2015 12:05 PM
34	I think this could have been broadened out a bit to be more applicable across the board.	10/20/2015 12:01 PM
35	Seemed a lot of vague generalities. Hard to take away something useful, that can be put into practice. They tended to give long answers to each question posed by Kate or the audience. Short and to the point!	10/20/2015 12:00 PM
36	Not applicable to my organization, and not anything new or fresh.	10/20/2015 11:42 AM
37	Did not attend- no option for N/A	10/20/2015 11:41 AM
38	Did not really apply to my organization	10/20/2015 11:37 AM
39	A little long	10/20/2015 11:33 AM
40	As a CFR employee, I greatly enjoyed hearing their educated and diverse responses to thoughtful questions.	10/20/2015 11:28 AM
41	Did not attend	10/20/2015 11:27 AM
42	Not very engaging; it was difficult to pay attention.	10/20/2015 11:17 AM
43	too much of the information from foundation related and not translatable to fundraisers	10/20/2015 11:14 AM
44	I did not find this relevant and thought that the information presented was only helpful in dealing with the organizations that presented.	10/20/2015 11:04 AM
45	This offered insight to how foundations operate and how they designate grant allocation.	10/20/2015 10:58 AM
46	I was unable to attend.	10/20/2015 10:58 AM
47	Good, but seemed very specific to organizations who would/could apply to these foundations. Not useful for me.	10/20/2015 10:48 AM
48	I think this would have been better as a break out session for those interested in foundations.	10/20/2015 10:38 AM
49	N/A	10/20/2015 10:30 AM

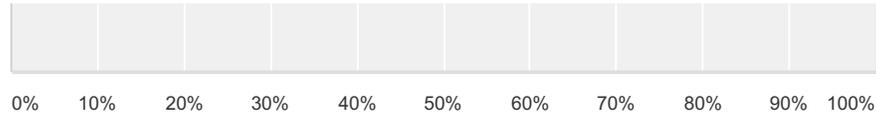
50	Obvious experts, but not for 75 minutes, and not for everyone at the conference. Was way too specific. Rating is more about making it a session for all than the quality of the speakers and moderator.	10/20/2015 10:29 AM
51	Helpful conversation around good topic.	10/20/2015 10:28 AM
52	Most pertinent to foundation/grant professionals	10/20/2015 10:27 AM
53	Couldn't hear because I was sitting on the floor - was pretty distracted.	10/20/2015 10:25 AM
54	I found very few questions addressed "current trends in philanthropy"	10/20/2015 10:22 AM
55	An impressive panel! However, it didn't really provide anything terribly illuminating regarding current trends. Instead, it felt more like an overview of how hard-to-access, large foundations worked.	10/20/2015 10:19 AM
56	Very interesting, little long.	10/20/2015 10:19 AM
57	Jim is a great speaker!	10/20/2015 10:14 AM
58	Very interesting to hear their views.	10/20/2015 10:13 AM
59	Panelists were great but not sure that this was the way to jump start the day. Needed more of a dynamic session - and this could have been an option for another time in the day	10/20/2015 10:13 AM

Q8 Please rate your Mid- Morning Session (10:30 am-11:45 am):

Answered: 156 Skipped: 21







■ Excellent
 ■ Very Good
 ■ Good
 ■ Fair
 ■ Poor

	Excellent	Very Good	Good	Fair	Poor	Total
The Anatomy of an Ask with Bill Weber, Erica DeRosa, Kristina Lentz, and Seth Rosenzweig	50.00% 21	42.86% 18	7.14% 3	0.00% 0	0.00% 0	42
Society Giving Program: Gateway to Major Gifts with Allison Cooley	48.39% 15	41.94% 13	3.23% 1	6.45% 2	0.00% 0	31
Managing Your Career with Libby Roberts, Anne Cowie, Priya McCue, and Alice Tobin Zaff	62.50% 15	33.33% 8	4.17% 1	0.00% 0	0.00% 0	24
Philanthropic Advisory Services with Jean S. Whitney, Sara Hall, and Lisa Spalding	36.36% 4	18.18% 2	27.27% 3	18.18% 2	0.00% 0	11
Gala or Gimmick? with Lori Espino and Todd Krohne	22.73% 5	31.82% 7	18.18% 4	18.18% 4	9.09% 2	22
Direct Marketing - Basics of Communications with David Nuscher and Becka Yturregui	75.00% 9	8.33% 1	8.33% 1	0.00% 0	8.33% 1	12
Special Project Fundraising with Larry Raff and Tanya Holton	63.64% 7	9.09% 1	18.18% 2	9.09% 1	0.00% 0	11
The Ethics Game with Mary Doorley	50.00% 3	16.67% 1	33.33% 2	0.00% 0	0.00% 0	6

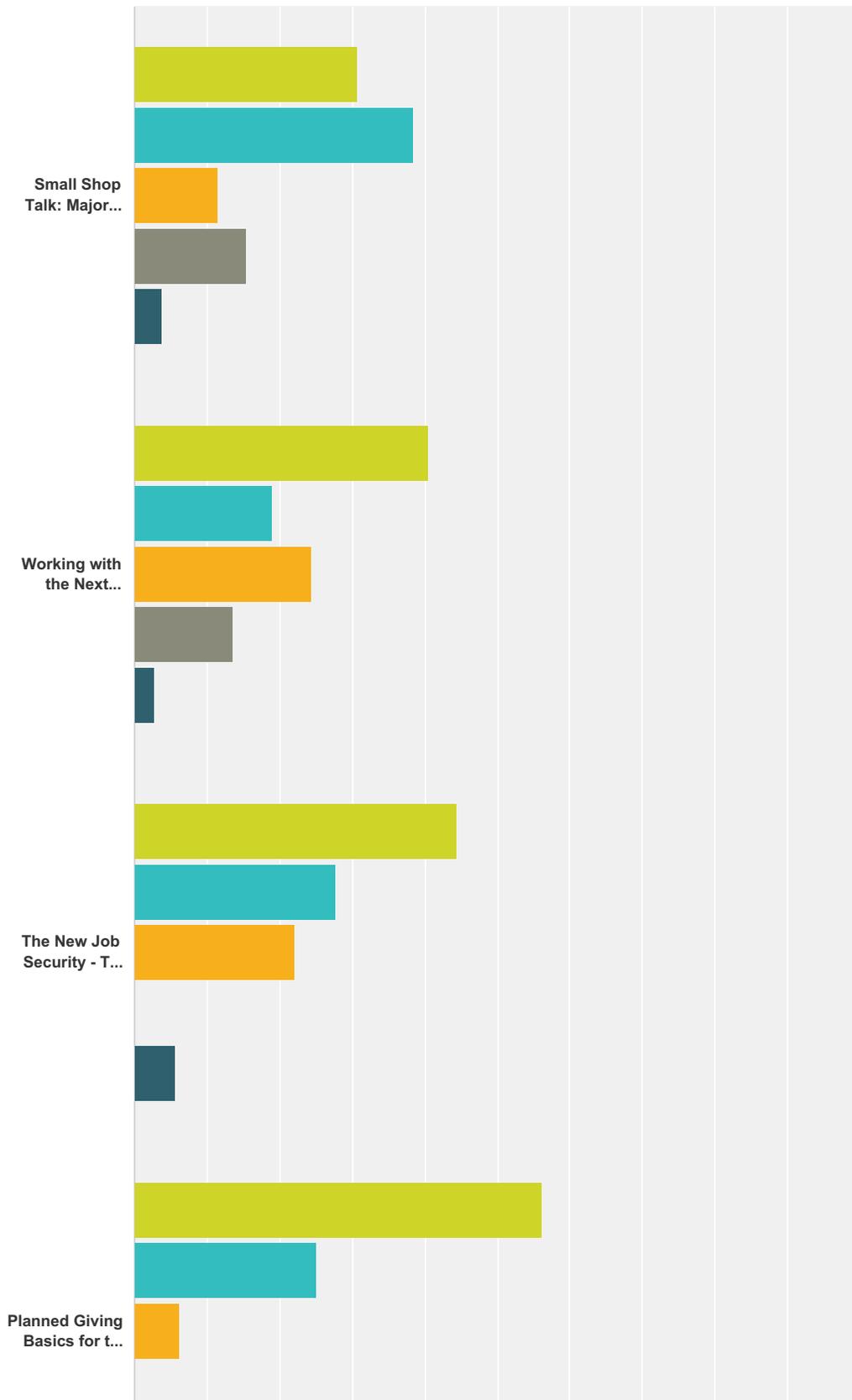
#	Please explain (and identify the presenter about whom you are commenting)	Date
1	The Anatomy of an Ask was a great panel with interesting stories, I appreciated how they addressed questions as well.	10/27/2015 10:11 AM
2	Session was very informative and engaging. Perhaps a facilitator would have added to it, as the panel facilitated themselves... But it was very strong.	10/26/2015 4:28 PM
3	The presentation by Allison Cooley was one of the best of the day. Very informative and relevant.	10/26/2015 10:37 AM
4	Presenters were very hard to see in that conference room.	10/26/2015 8:32 AM
5	filled this out on paper already so don't want to double count...	10/23/2015 12:36 PM
6	This was a highlight - accomplished women with interesting stories.	10/22/2015 8:38 PM
7	Libby Roberts was great. The other two spent a bit too much time describing their own career paths	10/22/2015 12:48 PM
8	I would have put excellent, but I had a lot of difficulty hearing the moderator Bill Weber.	10/22/2015 11:17 AM
9	Helpful details - practice, not theory	10/21/2015 5:51 PM
10	Lori and Todd were good, but when people in the audience would have questions, Lori tended to talk over them and bring the experience back to her own situations.	10/21/2015 12:49 PM
11	Larry and Tanya provided many examples of real-life challenges and solutions. I was able to gather many good ideas to implement with my own work. The session was dynamic, informative and interactive.	10/21/2015 12:20 PM
12	Excellent content but seemed rushed near the end and went over time.	10/21/2015 11:26 AM
13	Allison was a great presenter. The topic was interesting and she explained well. I thought that her presentation was hard to parlay into other types of organizations (health care, education, etc.). What she does would only work for an organization that can offer great benefits for wealthy individuals.	10/21/2015 10:07 AM
14	I liked that this session was included in the conference, I don't think a lot of people know how these services work-it provided me with a new lens for working with donors.	10/21/2015 9:33 AM

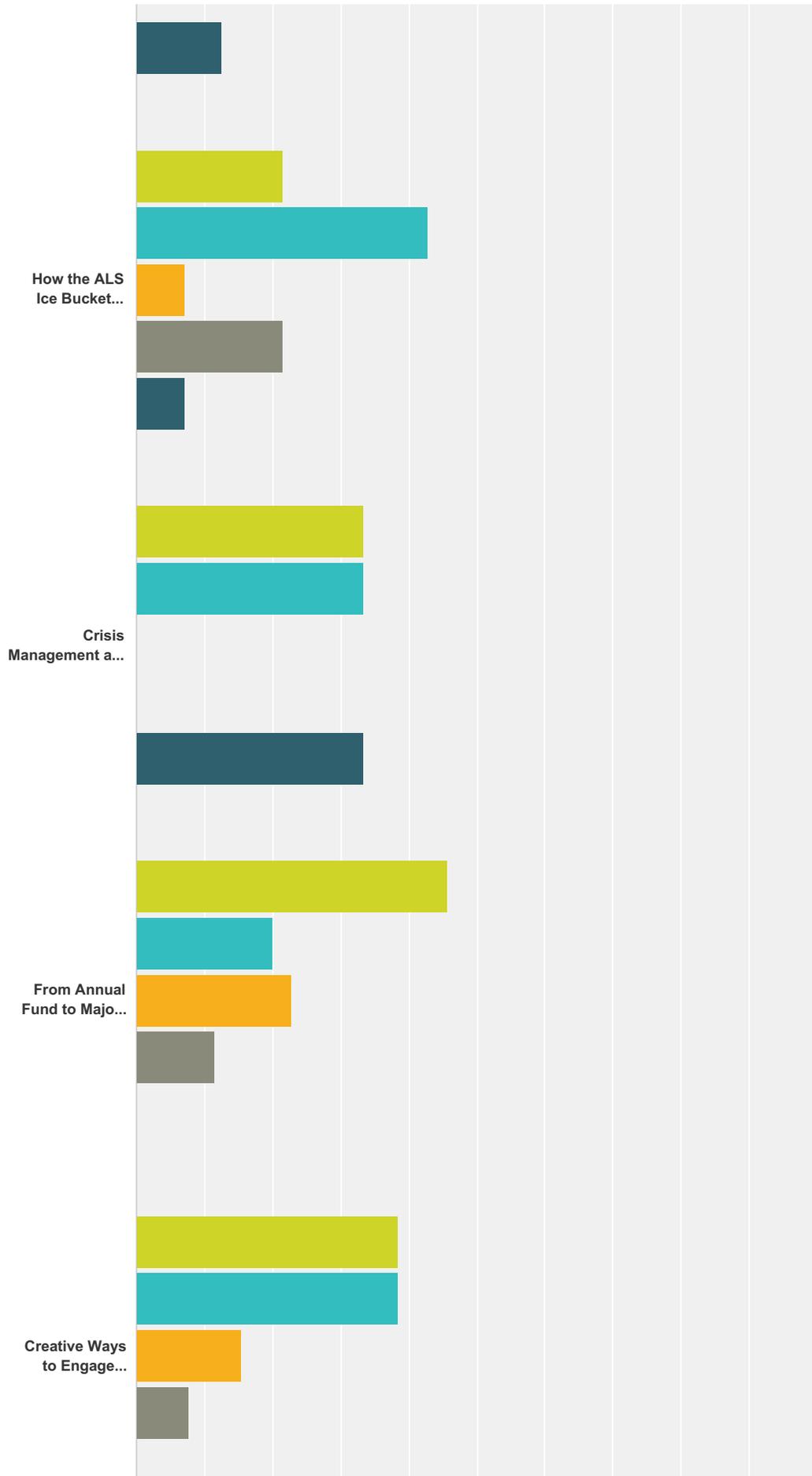
15	The BSO is a poor example to illustrate. Very few organizations can engage donors the same way a performance organization can. The presenter just told her story and wasn't very engaging.	10/21/2015 1:58 AM
16	First time I've ever heard clear articulation of the overlap and difference between annual societies and major gifts. great presenter, very detailed.	10/20/2015 5:51 PM
17	Larry and his co-presenter were good, and Larry had good practical info I will use on my job immediately.	10/20/2015 5:42 PM
18	Allison was engaging and gave good examples	10/20/2015 4:34 PM
19	Best session of the day - presenters, actionable information, facilitation.	10/20/2015 3:46 PM
20	I thought Allison Cooley did a great job! It was a good introduction into Major Gifts for someone like myself who is just starting out in Fundraising. She did a very good job as a presenter.	10/20/2015 3:42 PM
21	lori and todd were great!	10/20/2015 2:32 PM
22	Great to hear real stories and then 'unpack' them a bit.	10/20/2015 1:50 PM
23	Allison was inspiring for even a small-shop like mine	10/20/2015 1:47 PM
24	Great! The entire session was very useful!	10/20/2015 1:37 PM
25	David and Becka were AMAZING and so helpful. They offered to send us information following the session on different talks, communications, etc. I really enjoyed them and think they gave wonderful tips about different programs to use, different ways to test if your appeals are working, etc. WELL DONE!	10/20/2015 1:31 PM
26	This was fabulous! The speakers were captivating and inspiring, knew the subject matter and had great anecdotes to share.	10/20/2015 12:47 PM
27	Panel was good. The person introducing them was not a strong communicator. He did not clearly state what the session would cover, unclear.	10/20/2015 12:32 PM
28	Some technical difficulties with the video made it distracting	10/20/2015 12:18 PM
29	While it was great to get an inside view of Philanthropic Advisory Services, the speakers almost seemed more self-promotional than educational and seemed to be in a hurry to leave at the end. The format was a bit stale.	10/20/2015 12:15 PM
30	despite technical issues, each panelist provided a honest and detailed story that was fascinating.	10/20/2015 12:05 PM
31	I wasn't sure what to expect here, but this felt a bit like fundraising 101, not about working on projects specifically.	10/20/2015 12:01 PM
32	The career panel with Libby Roberts and co. was excellent. She is a great, engaging speaker, and it was a nice personal panel talking about how you change jobs, when, why, what you do when you realize a job's not for you, that sort of thing. Really helpful and speaks to the great side of fundraising - people get in this business to help others.	10/20/2015 11:42 AM
33	Gala or Gimmick- great discussions and idea sharing around the room.	10/20/2015 11:41 AM
34	great advice from great finalists!	10/20/2015 11:37 AM
35	Great workshop very good presenters.	10/20/2015 11:33 AM
36	Didn't realize it was for Major Gifts. I work for a shop of over 220 and some of this did not apply.	10/20/2015 11:32 AM
37	Excellent panel, excellent information.	10/20/2015 11:28 AM
38	Did not attend	10/20/2015 11:27 AM
39	Very helpful with great examples	10/20/2015 11:26 AM
40	This session was amazing, and moderator Libby Roberts was phenomenal. I want her as a mentor!	10/20/2015 11:17 AM
41	presentation was very good, but it wasn't what I was expecting. a bit more description about each session would be better to help plan for which session titles might be misleading	10/20/2015 11:14 AM
42	I enjoyed the format of this presentation - it was very interactive with the other attendees.	10/20/2015 11:04 AM
43	Outstanding speaker and information. If I had more in-depth knowledge of the content of her presentation, I would have invited one of my staff to sign up for the conference.	10/20/2015 11:01 AM
44	The presenters were very nice, but it was a lot of questions and discussion with the audience, which is fine, but I was hoping for a more high level presentation on trends in events, etc.	10/20/2015 11:00 AM
45	Allison Cooley provided a case study and step by step process for how to solicit a variety of prospects.	10/20/2015 10:58 AM
46	I was unable to attend.	10/20/2015 10:58 AM

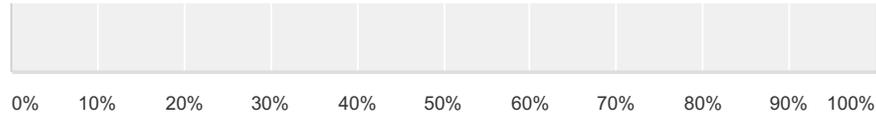
47	Would have been more engaging to have this set up in a circle for discussion, instead of the old "school lecture" set up.	10/20/2015 10:53 AM
48	I loved that we got to hear the perspectives of 3 different fundraisers from very different organizations. This was the best breakout session I attended at the conference.	10/20/2015 10:43 AM
49	Tanya Holton was awesome!	10/20/2015 10:38 AM
50	Due to transportation complications, I arrived late. This session was the one I was most looking forward to and I was only able to catch half of it. That being said, the speakers clearly had lots of wonderful things to say and great advice from interviewing to negotiating career advancement. A+	10/20/2015 10:30 AM
51	The title was VERY misleading. I assumed Special Projects was going to be about innovative ways to raise unrestricted funds. Instead it was more major gift-focused/anything other than annual giving.	10/20/2015 10:29 AM
52	The Art of the Ask was great. It was inspiring and informative to hear from expert peers.	10/20/2015 10:29 AM
53	Mary is so well versed, articulate, a terrific resource and voice on this topic.	10/20/2015 10:28 AM
54	Very poor. Speakers were not subject matter experts at all.	10/20/2015 10:25 AM
55	Dave and Becka's presentation was excellent and they provided great examples	10/20/2015 10:22 AM
56	Larry and Tanya did a wonderful job presenting. It is clear they have a great amount of knowledge and understanding on the topic.	10/20/2015 10:22 AM
57	The presenters gave a wealth of examples. This was the best session I have been at ever! I could have spend half a day with them.	10/20/2015 10:17 AM
58	For so long you learn what you need to do in a major ask but they are so individual. The examples were more realistic than those given in workshops on major gift asks.	10/20/2015 10:15 AM
59	Great, tangible presentations and helpful Q&A	10/20/2015 10:13 AM

Q9 Please rate your Early Afternoon Session (1:45 pm-3:00 pm):

Answered: 157 Skipped: 20







■ Excellent
 ■ Very Good
 ■ Good
 ■ Fair
 ■ Poor

	Excellent	Very Good	Good	Fair	Poor	Total
Small Shop Talk: Major Gifts with a Mega Impact with Lisa Boudreau	30.77% 8	38.46% 10	11.54% 3	15.38% 4	3.85% 1	26
Working with the Next Generation of Young Donors: Opportunities and Challenges with Danielle Oristian York, Robin Cohen, Julie Judson, and Dani Weinstein	40.54% 15	18.92% 7	24.32% 9	13.51% 5	2.70% 1	37
The New Job Security - The 5 Best Strategies for Taking Control of Your Career with Pam Lassiter and Louise Burnham Packard	44.44% 8	27.78% 5	22.22% 4	0.00% 0	5.56% 1	18
Planned Giving Basics for the Non-Gift Planner with Anne T. Melvin, Esq.	56.25% 9	25.00% 4	6.25% 1	0.00% 0	12.50% 2	16
How the ALS Ice Bucket Challenge Became a Phenomenon with Lynn Aaronson and Lianne Wade	21.43% 3	42.86% 6	7.14% 1	21.43% 3	7.14% 1	14
Crisis Management and the Impact on Fundraising with Janey Bishoff and Kelley Rice	33.33% 1	33.33% 1	0.00% 0	0.00% 0	33.33% 1	3
From Annual Fund to Major Gifts - Creative Shop Building and Professional Progression with Crate Herbert	45.71% 16	20.00% 7	22.86% 8	11.43% 4	0.00% 0	35
Creative Ways to Engage Campaign Volunteers with Brian Nevins and Lynd Matt	38.46% 5	38.46% 5	15.38% 2	7.69% 1	0.00% 0	13

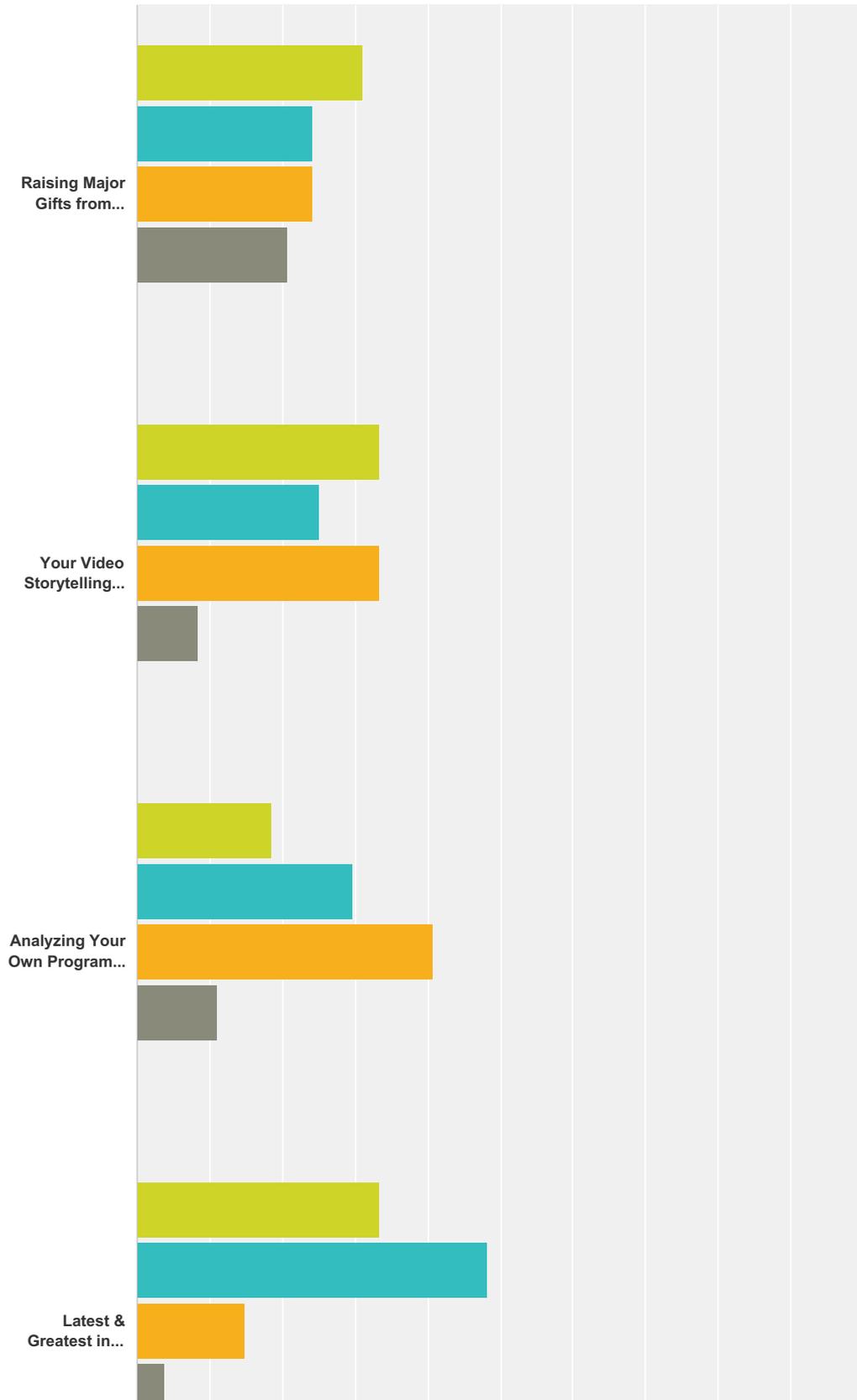
#	Please explain (and identify the presenter about whom you are commenting)	Date
1	Crate was inspirational - great speaker!	10/27/2015 1:04 PM
2	Anne Melvin is a dynamic presenter!	10/27/2015 11:39 AM
3	Annual to Major gifts was more about small shop/big shop, but I appreciated the perspective and insights	10/27/2015 10:11 AM
4	Very disappointed by this session. Not as high-level of a discussion as I thought. Perhaps more diversity among the panelists (background, roles, experience) would have improved it.	10/26/2015 4:28 PM
5	I had not heard Crate Herbert speak before. Her presentation was excellent.	10/26/2015 10:49 AM
6	I wasn't quite under the impression that this session would be centered around young professionals groups. I think there are other ways to engage next gen donors that weren't even touched upon. I also felt as though we were only discussing one type of young or next gen donor. It seemed very pigeon-holed for a generation that is unique and varied and we really only talked about one approach. This is not a generation of donors where one size fits all and I felt that's really what this discussion turned into.	10/26/2015 9:41 AM
7	both Lynn and Lianne were terrific presenters, very informative and relevant	10/26/2015 8:51 AM
8	Lisa Boudreau was a terrific speaker, but the session description was somewhat misleading. It was more the nuts & bolts of running a smaller-scale capital campaign than it was about garnering major gifts at small shops.	10/23/2015 8:14 PM
9	It was useful and reiterated best practices	10/23/2015 7:29 PM
10	the session was not relevant to any non-profit that couldn't manage donor investments via planned giving. There are lots of other aspects of planned giving that could have been discussed	10/23/2015 5:13 PM
11	Interesting observations	10/23/2015 12:36 PM
12	Session was definitely too long - could have been covered in 30 minutes and/or should have been packaged in a larger discussion about viral marketing and/or interesting ways to get your message across.	10/22/2015 8:38 PM
13	Crate Herbert did a great job engaging the audience and comparing the advantages and disadvantages in small and large shops	10/22/2015 12:48 PM

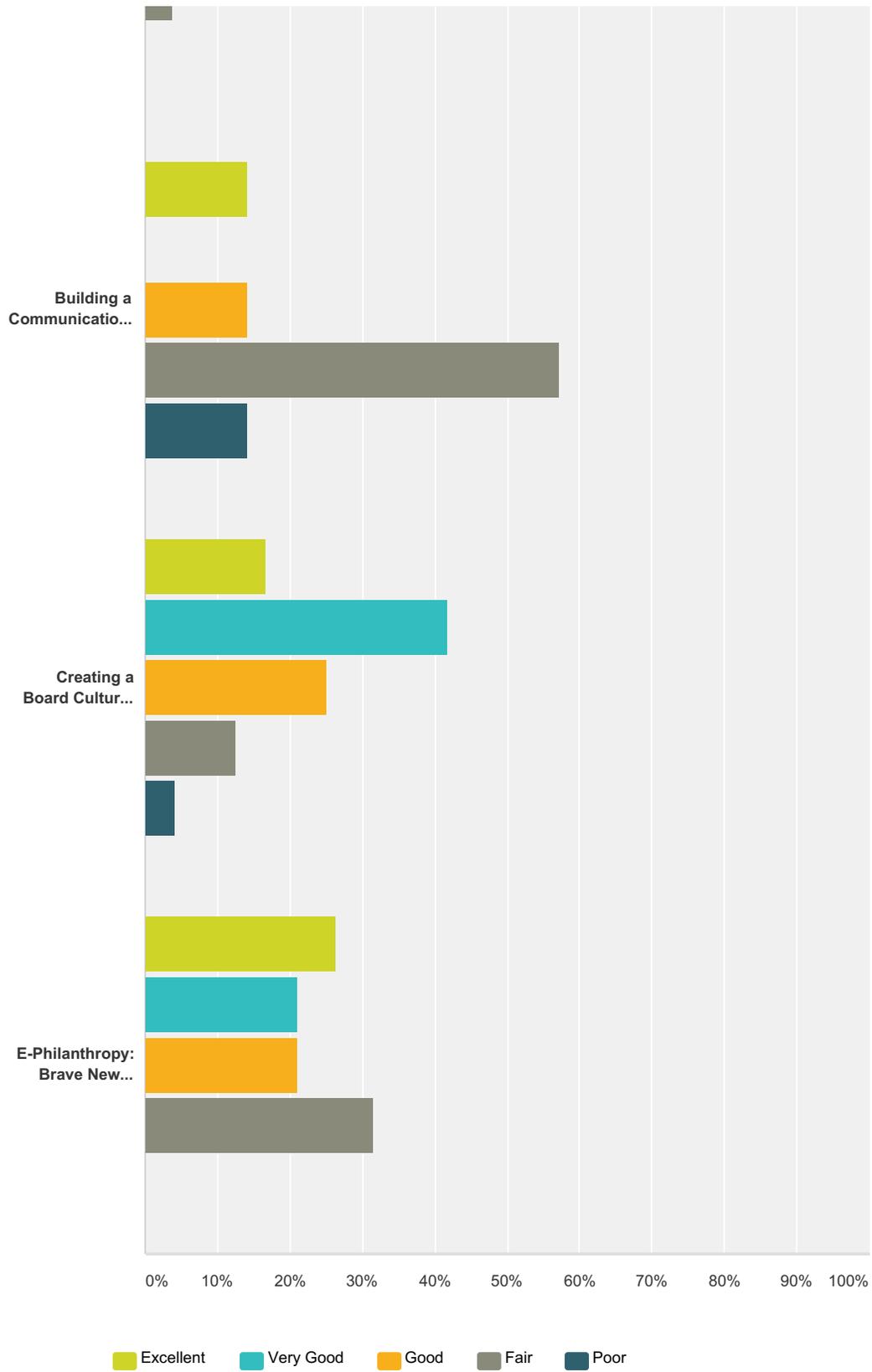
14	This session should have been described as covering two cases - one for a montessori school and one for a church building, and that both experiences were from a volunteer role. I didn't find the session relevant because our organization is nothing like a church and doesn't have the church "community" the presenter kept referring to. I wouldn't have attended if it had specified that cases were being covered.	10/22/2015 11:46 AM
15	Anne Melvin was THE PERFECT presenter for this session. Her enthusiasm and approach were very contagious. She should be invited back	10/22/2015 11:17 AM
16	She knows her stuff!	10/21/2015 5:51 PM
17	Informative. Pam is a great speaker--very charming-- and her talk was very engaging.	10/21/2015 12:20 PM
18	Very strong session, chance for interaction and good ideas.	10/21/2015 11:26 AM
19	Crate was a good speaker and had an interesting presentation, but it wasn't really about annual fund and MG - it was about things you learn from a small shop to a big shop. I didn't find the information helpful nor was it a topic I thought I was going to hear about.	10/21/2015 10:07 AM
20	Anne is an excellent presenter and this has been one of the most helpful presentations I have seen on planned giving.	10/21/2015 9:33 AM
21	She has never worked in a small shop	10/20/2015 7:37 PM
22	since most of it was about life-income gifts and its very hard/impossible for small shops to offer life income gifts, I could not see the relevance of this to anyone! Had expected more discussion of bequests and other instruments us multi-taskers can use.	10/20/2015 5:51 PM
23	I didn't learn anything new here although there may have been new info for others.	10/20/2015 5:42 PM
24	Small Shop Talk. Meh	10/20/2015 4:34 PM
25	Too much time spent on professional career progression not enough on shop building. Felt like an academic lecture - speaker read from notes	10/20/2015 3:46 PM
26	It was excellent and engaging. They had an activity that engaged the whole audience. It was very interactive.	10/20/2015 3:42 PM
27	Topical, which was great.	10/20/2015 3:15 PM
28	Thought provoking talk and excellent presentation skills. Presentation didn't exactly fit with what I expected the topic was given the description, but I'm glad I attended.	10/20/2015 1:50 PM
29	Both Janey and Kelly were very good--got to specifics and actual experiences.	10/20/2015 1:48 PM
30	The title was very misleading and the information was not at all useful, unless you have a large/organized development office with multiple departments	10/20/2015 1:37 PM
31	I wasn't a huge fan of listening to a panel, as they really only talked about their experiences. There were probably important underlying messages in their stories but I felt that it all got lost as they were talking about their organizations.	10/20/2015 1:31 PM
32	Crate was very good. Liked how she interacted with her audience.	10/20/2015 12:32 PM
33	The most interesting!	10/20/2015 12:24 PM
34	Lisa Boudreau provided specific take-away points and tips for various individuals, with various backgrounds in various types of organizations.	10/20/2015 12:22 PM
35	Engaging and dynamic	10/20/2015 12:18 PM
36	Some good tips on reframing how you think about career transitions. Great that Kim asked us to speak with new people in the room.	10/20/2015 12:15 PM
37	still not even sure what the lesson was entirely but I loved it.	10/20/2015 12:05 PM
38	The CCS speaker was fantastic!	10/20/2015 12:01 PM
39	Discussion was not nuanced and included some dubious claims ("Millennials have grown up in a more diverse environment than previous generations"). Some data about best way to communicate with/engage this group would have been helpful. Didn't make a strong case for why it's important. Group activity (brainstorming what millennials are like) was not helpful and encouraged strange generalizations of a large group of people.	10/20/2015 11:46 AM
40	Danielle was an interactive presenter, which was fun, and this panel was quite informative with real-life examples, opportunities for questions, etc.	10/20/2015 11:42 AM
41	Crate Herbert - Comprehensive information, great to hear personal experiences and realized that the 'grass isn't always greener' on the other side (size) of nonprofit world (big shop vs. small shop).	10/20/2015 11:41 AM

42	wish there had been more of a discussion vs. just lecture	10/20/2015 11:37 AM
43	Presenters had no clue about how and why the ice bucket happened. Also for a marketing person there was no synthesis of how people could use lessons from the ice bucket to benefit an organization.	10/20/2015 11:33 AM
44	The panelists were interesting.	10/20/2015 11:32 AM
45	Not wildly informative - it seems as though ASLA just rode out the storm, but Lynn & Lianne didn't give any information that was very helpful or insightful.	10/20/2015 11:28 AM
46	She has great knowledge and experience. She give some tips on how big shops can be more like small shops, but no tips on what small shops can do better without the resources like big fundraising departments	10/20/2015 11:26 AM
47	Brian Nevins was always to the point!	10/20/2015 11:24 AM
48	very great overview on basic planned giving options!! wish it was longer or covered a bit more material	10/20/2015 11:14 AM
49	I enjoyed this presentation and thought the information presented was helpful, though the presentation style and connection between Pam and Louise was strange. It wasn't really co-presenting - Louise was there as more of an illustration, even though she has the nonprofit experience. It would have been helpful to hear more from her.	10/20/2015 11:04 AM
50	Surprisingly excellent. Very knowledgeable speaker.	10/20/2015 11:01 AM
51	This provided insight on how to develop your career, as a new development professional I found this session to be the most helpful.	10/20/2015 10:58 AM
52	Crate Herbert did a great job telling her story and sharing insight on how development people need to be "franchise players," I enjoyed that immensely. However, there wasn't much information about how exactly you can manage a small shop and still have robust annual fund and major gifts programs - which is what I was expecting. Maybe the title was misleading.	10/20/2015 10:58 AM
53	Brian Nevins and Lynd Matt were engaging presenters, but I did not feel that I left with anything new to bring back to my office. I felt like we talked about feasibility studies for quite a bit, which was not useful.	10/20/2015 10:53 AM
54	Crate was EXCELLENT!	10/20/2015 10:48 AM
55	Crate was a great presenter. I felt the session was more of a comparison between big shops and small shops rather than a how to of converting annual fund donors to major donors.	10/20/2015 10:43 AM
56	This session seemed to be geared towards helping people understand younger people. Being a young person myself, I didn't find it extremely helpful. I would have loved to hear more from them about their personal stories and specifics such as events they hosted, how many meetings do they have with their young professionals.. and talk about the actual process of recruiting etc. it is not a criticism on the presenters because I think they were great- but I believe the focus of the discussion was not helpful.	10/20/2015 10:38 AM
57	Crate was terrific. Very well done. Please ask her to make her presentation available.	10/20/2015 10:38 AM
58	Anne is a tremendous educator. She utilized a variety of leaning styles and ignited my interest in the topic. I'm hoping to meet with my boss this week and pursue conversations related to Anne's talk- she was terrific.	10/20/2015 10:30 AM
59	The most powerful presentation of the day.	10/20/2015 10:29 AM
60	I was expecting more specific/concrete information from the speaker in terms of Major Gifts and tools for me in my work with donors. It felt (my opinion) more about her experience -- useful, yes, but not what I was expecting.	10/20/2015 10:29 AM
61	Crate's talk was very helpful to me, interesting to consider small/large shop specialties and how/when each is beneficial.	10/20/2015 10:28 AM
62	Great panel. Very engaging.	10/20/2015 10:25 AM
63	I would like more specific examples, they talked more broadly about the next generation of donors	10/20/2015 10:22 AM
64	Brian & Matt discussed many helpful ways to engage volunteers and grow excitement around a campaign.	10/20/2015 10:22 AM
65	I liked the examples they gave and would have only asked for more. This was very good.	10/20/2015 10:17 AM
66	Simple and easy to understand. She was great!	10/20/2015 10:15 AM
67	Anne Melvin's presentation was both informative and highly engaging because she made it an interactive experience rather than a 75-minute long lecture.	10/20/2015 10:15 AM
68	Sometimes it seemed like the presenter wasn't in touch with current development trends.	10/20/2015 10:13 AM
69	Good info and interesting topic but not very interactive	10/19/2015 7:57 PM

Q10 Please rate your Late Afternoon Session (3:15 pm-4:30 pm):

Answered: 144 Skipped: 33





	Excellent	Very Good	Good	Fair	Poor	Total
Raising Major Gifts from Unaffiliated Constituencies with Usha Pasi, Alicia Ianiere, Suzanne Battit, and Dave Whalen	31.03% 9	24.14% 7	24.14% 7	20.69% 6	0.00% 0	29

Your Video Storytelling Journey with Rachel Jellinek and Kelly Gallagher	33.33% 4	25.00% 3	33.33% 4	8.33% 1	0.00% 0	12
Analyzing Your Own Program Using Key Metrics with Erik Kiernan and Chris Wright	18.52% 5	29.63% 8	40.74% 11	11.11% 3	0.00% 0	27
Latest & Greatest in Corporate Engagement with David Giagrando	33.33% 9	48.15% 13	14.81% 4	3.70% 1	0.00% 0	27
Building a Communications Relationship that Works with Maura King Scully and Deborah Feldman	14.29% 1	0.00% 0	14.29% 1	57.14% 4	14.29% 1	7
Creating a Board Culture of Philanthropy with Suzanne Tompkins, Sara Molyneaux, Kate Saunders, and Kathy Sheehan	16.67% 4	41.67% 10	25.00% 6	12.50% 3	4.17% 1	24
E-Philanthropy: Brave New World: Direct Mail and Online Giving Techniques and Strategies THAT WORK! with Mark Jacobson, Sean Kehoe, Bill Carver, Danielle L. Manager	26.32% 5	21.05% 4	21.05% 4	31.58% 6	0.00% 0	19

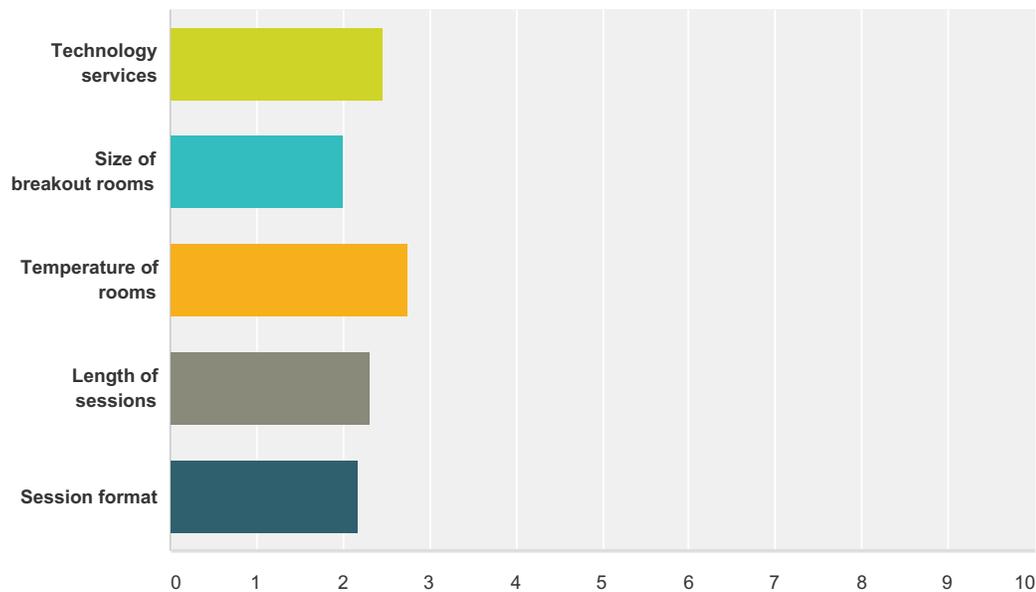
#	Please explain (and identify the presenter about whom you are commenting)	Date
1	The presenter (Giagrando) was very engaging and concrete; attendees seemed to gain a lot from it.	10/26/2015 4:28 PM
2	Our organization already does everything that was presented, I didn't feel like anything was a revolutionary idea. I also felt as though this was very much geared toward small organizations.	10/26/2015 9:41 AM
3	Please see comments in previous section! Thank you!	10/26/2015 9:33 AM
4	Interesting, experienced speakers - but essentially the session was more about good practices in prospecting, rather than the (philosophical?) approach to building affiliation.	10/26/2015 9:30 AM
5	Should be advertised as a intro to major gifts, not for experienced major gifts officers	10/23/2015 7:29 PM
6	Did this on paper as well....	10/23/2015 12:36 PM
7	This turned out to be mostly case studies of the two organizations presented and not a lot of information to walk away with (tools) about how to create a culture of philanthropy on the board.	10/23/2015 10:12 AM
8	David Giagrando had excellent ideas, but seemed a little disorganized	10/22/2015 12:48 PM
9	A good variety of perspectives from all 4 panelists	10/21/2015 5:51 PM
10	The presenters were not very engaging.	10/21/2015 12:49 PM
11	The speakers all seemed very knowledgeable about fundraising and shared some helpful thoughts about their work but the session did not touch on connecting with unaffiliated constituencies beyond suggesting folks ask their Board who they know among existing supporters. I was hoping for something more insightful and less basic. Although I am sure this session was helpful for folks new to fundraising.	10/21/2015 12:20 PM
12	Not the most dynamic or interesting, but an important topic.	10/21/2015 11:26 AM
13	I did get one really helpful tip from this presentation but overall the presentation wasn't that engaging the slides were too cluttered. I also felt that they really jumped around on topics and it was hard to stay focused.	10/21/2015 9:33 AM
14	Session was good but presenters went through slides way too fast and without handouts, hard to take notes and walk away with the depth of content. The information was good, but there's got to be a handout or something to take notes on and be able to walk away with more of the content.	10/21/2015 1:58 AM
15	Information was not new. They didn't give us "bone." For example, how to manage multi-channel campaigns, balancing donor preferences, and ongoing campaigns. It seemed rudimentary but effective, in its presentation and content.	10/20/2015 7:47 PM
16	excellent panel, good moderation, all really relevant to orgs without alumni. At last!	10/20/2015 5:51 PM
17	I think I've attended this session before--or a very similar one--at other AFP Mass conferences. I didn't leave because I didn't want to be rude.	10/20/2015 5:42 PM
18	Video storytelling - too much time spent in break-out groups	10/20/2015 4:34 PM
19	The "unaffiliated" part of the session did not come through. Left early, not much new here. Also, *very* hard to hear in this room (actually, in most of the rooms).	10/20/2015 3:46 PM
20	Mark Jacobson did a very good job explaining direct mail and online giving and Sean, Bill and Danielle also had feedback to interject throughout the presentation.	10/20/2015 3:42 PM

21	Seemed like it was good, but really for people who has significant resources and staff time dedicated to corporate giving.	10/20/2015 2:32 PM
22	Again, misleading title. I was hoping for tips on how to set development office benchmarks and analyzing metrics, not how to use wealth screen, and how to rate my donors	10/20/2015 1:37 PM
23	Some of the info was helpful, but it felt like a watered-down version of the "Direct marketing" session from the morning. I felt that this panel of people did not prepare very well, talked over each other at times, and went until the very end without leaving much time for questions.	10/20/2015 1:31 PM
24	Not enough interaction.	10/20/2015 12:24 PM
25	The speakers were very dry and the "take-away" was that all development offices should invest in direct mailing and research, which was not a very helpful take-away.	10/20/2015 12:22 PM
26	Good examples and answers	10/20/2015 12:18 PM
27	David is a dynamic presenter and did well despite technology issues. But I think he did a very similar presentation last year. Would be good to vary the content.	10/20/2015 12:15 PM
28	Unfortunately I thought this was about communicating with constituents, not about working with freelancers.	10/20/2015 12:14 PM
29	interesting to hear them all talk but they focused a lot on large shop tactics that work regardless of having an affiliated constituency or not rather than specifically identifying donors	10/20/2015 12:05 PM
30	I think even more time for Q&A would have been useful here. Also, I think (and this is true in general) a perspective from a "big shop" would really help.	10/20/2015 12:01 PM
31	Appreciated that it was not a sales pitch. However, I did not come away with as many tactical suggestions as I had hoped- it was fairly high-level.	10/20/2015 11:46 AM
32	The E-Philanthropy session was really just about omnichannel campaigns, consistency of messaging, etc - was not as exciting or interesting as other panels. Also, there were not enough chairs so people had to sit on the floor in the back.	10/20/2015 11:42 AM
33	E-Philanthropy- Great info and good idea sharing.	10/20/2015 11:41 AM
34	liked how they made us work together and discuss vs. talking at us the entire time	10/20/2015 11:37 AM
35	Felt like the video woman was trying to sell her services and not necessarily give us info that was easy to use at our organization.	10/20/2015 11:33 AM
36	I attended this because there were no other sessions that applied to my area. The presenters were a bit casual with eachother.	10/20/2015 11:32 AM
37	Presentation was challenging to follow.	10/20/2015 11:28 AM
38	Less engaging than the others.	10/20/2015 11:17 AM
39	helpful, but could have been a bit more practical for smaller shops. maybe add a small shop leader to the panel if repeating next year	10/20/2015 11:14 AM
40	David was engaging and kept the presentation moving with lots of useful information. This was my favorite session of the day.	10/20/2015 11:04 AM
41	Each presenter provided the best practices for analyzing constituents, an aspect that some organizations need to build upon.	10/20/2015 10:58 AM
42	David was very engaging and made the topic interesting. Although I have heard most of the advice he gave, it was interesting to delve deeper into corporate engagement, especially in relation to small shops.	10/20/2015 10:58 AM
43	No new ideas from "unaffiliated constituencies" ...	10/20/2015 10:53 AM
44	This session was mostly anecdotes from the presenters rather than an informational session. I don't think I walked away with any new information.	10/20/2015 10:43 AM
45	I learned a good deal about direct mail- which was great. However, I really would have liked to have heard more about e-appeals. they went over in time and seemed to really have to rush through the online section of the discussion.	10/20/2015 10:38 AM
46	The title of this session was a bit misleading.	10/20/2015 10:38 AM
47	This topic was way outside of my comprehension. I think next year, after I've had some more exposure to fundraising, the information presented in this talk will be more accessible. Be that as it is, the speakers were engaged and engaging and clearly knowledgeable about their subject. I just couldn't tell what we were talking about - does my organization need to purchase special software to analyze our data? Do we need to hire consultants to analyze our data?	10/20/2015 10:30 AM

48	Mary Scully was informative but Deborah Feldman is a bit strange. I wish I had known that it was about a vendor relationship and not necessarily building individual communication skills.	10/20/2015 10:29 AM
49	Was very Major Gifts 101 and not specific enough to the topic at hand. Again, speakers were clearly experts, but I think the topic was too specific that they couldn't give non-general advice.	10/20/2015 10:29 AM
50	Very good information! I would like the slides from the presentation as I needed more time to take notes. Thank you!	10/20/2015 10:28 AM
51	Good job!	10/20/2015 10:25 AM
52	Good insight, but not any time for questions. Too much in their presentation	10/20/2015 10:22 AM
53	I didn't feel it completely pertained to major gifts but found it very helpful nonetheless	10/20/2015 10:22 AM
54	The name of the session and the topic covered was not a clear match.	10/20/2015 10:20 AM
55	I think this may have been more helpful for me if less established organizations were represented on the panel. The lessons of such old, well-known brands like Pine Street Inn and Greater Boston Food Bank are not terribly relevant to a mid-sized, relatively young education nonprofit. We'd like to be able to do what they do some day. I really wanted to hear from those at younger, perhaps smaller nonprofits who have more recently struggled and succeeded at getting gifts from "unaffiliated" constituencies.	10/20/2015 10:19 AM
56	Creating a Board Culture of Philanthropy- Should have had a board member on the panel to give that side of discussion	10/20/2015 10:19 AM
57	The presenters were great, well prepared. I would have loved few more specific examples.	10/20/2015 10:17 AM
58	Interesting topic, clearly experienced presenters with good stories	10/20/2015 10:13 AM

Q11 Please rate these aspects of your experience in the sessions:

Answered: 162 Skipped: 15



	Excellent	Very Good	Good	Fair	Poor	Total	Weighted Average
Technology services	16.67% 26	32.05% 50	39.10% 61	11.54% 18	0.64% 1	156	2.47
Size of breakout rooms	29.38% 47	41.88% 67	27.50% 44	0.63% 1	0.63% 1	160	2.01
Temperature of rooms	16.88% 27	26.25% 42	29.38% 47	19.38% 31	8.13% 13	160	2.76
Length of sessions	21.74% 35	37.89% 61	30.43% 49	7.45% 12	2.48% 4	161	2.31
Session format	24.20% 38	38.85% 61	32.48% 51	3.82% 6	0.64% 1	157	2.18

#	Please explain (please specify the session/track)	Date
1	Some sessions could have been a little shorter, maybe 1 hour	10/27/2015 10:11 AM
2	Some of the rooms were very cold!	10/26/2015 4:28 PM
3	There should have been free wifi.	10/26/2015 1:02 PM
4	Sessions would be better @ 90 minutes	10/26/2015 12:09 PM
5	The last session I went to had some difficulty getting the power point working. The first session I went to had some issues showing a video. They both ended up working.	10/26/2015 9:41 AM
6	There were technical issues in 2 of 3 sessions I went to	10/26/2015 9:21 AM
7	I'm glad we didn't have to break into small groups and discuss among ourselves.	10/26/2015 9:02 AM
8	so hard to get the temperature right in these rooms. Mine were all freezing	10/26/2015 8:51 AM
9	Wireless access was confusing; it only seemed to work in the lobby	10/23/2015 8:14 PM

10	The annual giving session with David Nudchet and the online giving sessions were booked solid, and there was standing room only. Could've used 10 to 15 more chairs in that room	10/23/2015 8:03 PM
11	Session were too long and too focused on one/two speaker(s) at front of room.	10/22/2015 8:38 PM
12	For my first session a video wouldn't play and the technology support from the hotel had to figure it out.	10/22/2015 11:46 AM
13	Anatomy of an Ask had tech problems - took a while to fix	10/21/2015 5:51 PM
14	Some of the rooms were way too cold. Sessions could have been a little shorter but overall it was very well organized.	10/21/2015 11:26 AM
15	there was not enough seating in the last session with mark jacobson	10/21/2015 10:07 AM
16	some of the rooms were too cold!	10/21/2015 9:33 AM
17	More action learning opportunities should be offered.	10/20/2015 7:47 PM
18	microphone not loud enough, limited value in visuals.	10/20/2015 5:51 PM
19	Acoustics in break out rooms were horrible. Really difficult to hear. For a great session, you don't want it to end. But most felt too long.	10/20/2015 3:46 PM
20	I am sure the technology service were very good but I did not need that for myself.	10/20/2015 3:42 PM
21	The third floor breakout rooms were FREEZING. It made it difficult to pay attention.	10/20/2015 3:15 PM
22	It would be great if we could get WIFI access. I was hoping to look up in real time some of the companies and concepts discussed in the sessions.	10/20/2015 1:51 PM
23	Tech services for Anatomy of an Ask required a distracting fix that took several minutes, and moderator did not use the microphone. I found it difficult to hear him. Video screens were hard to see during the keynote presentation--too light, with too little contrast. (Or maybe it's just my age.)	10/20/2015 1:48 PM
24	warmer rooms, and shorter sessions	10/20/2015 1:37 PM
25	a lot of rooms were cold! How could they have AC blasting on a day that required a parka, gloves and hat?	10/20/2015 12:05 PM
26	The upstairs rooms were FRIGID!! Sessions should be shorter.	10/20/2015 12:01 PM
27	Rooms were freezing. That helps cut down on the dozing, I suppose. Sessions could be a little shorter.	10/20/2015 12:00 PM
28	Fairfax room was freezing; sessions could have been 60 minutes; I would have preferred to see the seating in a format that was less classroom and more welcoming/collaborative	10/20/2015 11:48 AM
29	It was so cold everywhere.	10/20/2015 11:42 AM
30	Most rooms upstairs were very cold. There was a technology issue in my last session but someone can to fix it quickly.	10/20/2015 11:37 AM
31	Rooms too cold	10/20/2015 11:26 AM
32	Rooms were ALL too cold, and it would have been important to have wireless internet access available to participants.	10/20/2015 11:17 AM
33	75 minutes feels too long	10/20/2015 11:15 AM
34	more time for q and a and group learning. less lecturing.	10/20/2015 11:05 AM
35	The ballroom was very cold! The plenary session was too long, but the breakout sessions were just the right length of time. It would be great if a few sessions were offered multiple times during the day.	10/20/2015 11:04 AM
36	I was cold all day, the video didn't work in one of my sessions, and wifi would have been great	10/20/2015 11:00 AM
37	The first session on society giving programs and major gifts by Allison Cooley was a great presentation but the AC on the room was turned up very high.	10/20/2015 10:58 AM
38	It was a little chilly in the Early Afternoon Session with Crate Herbert.	10/20/2015 10:58 AM
39	Long sessions but good content.	10/20/2015 10:56 AM
40	Sessions should be 45 minutes, 60 tops. All of my sessions felt like we were trying to fill the time in the last 25-15 minutes. Not a good use of our time. Make the day shorter, and compact in more.	10/20/2015 10:53 AM
41	Most of the rooms were very cold. I think the sessions are too long. 50-60 minutes would be plenty.	10/20/2015 10:46 AM
42	There were some technology issues in two of the sessions I attended. Tech support was able to remedy them but seemed slow to respond.	10/20/2015 10:43 AM
43	the rooms were super cold.	10/20/2015 10:37 AM

44	Cold! So cold!	10/20/2015 10:30 AM
45	I would almost rather have more sessions, but shorter in length.	10/20/2015 10:29 AM
46	How is sound not available for slides, easily? Should not have taken so long for The Art of the Ask	10/20/2015 10:29 AM
47	Most of the rooms were very cold! I think that 75 minutes is a bit on the long side. Perhaps 60 minutes and add one more session to the day?	10/20/2015 10:28 AM
48	Longer sessions are more valuable.	10/20/2015 10:28 AM
49	I think that the sessions could be 15-20 minutes longer	10/20/2015 10:22 AM
50	Major Gifts	10/20/2015 10:19 AM
51	Rooms were cold in the morning	10/20/2015 10:19 AM
52	Some rooms were a bit cool.	10/20/2015 10:17 AM
53	Sessions in general were 15 minutes too long.	10/20/2015 10:15 AM
54	Rooms were cold!	10/20/2015 10:14 AM
55	Sessions could have been 15 minutes shorter perhaps	10/20/2015 10:13 AM
56	Would have been nice to have the wifi code	10/20/2015 10:08 AM
57	Rooms were cold	10/19/2015 7:57 PM
58	Lack of free wifi a problem when you want us to use an app	10/19/2015 4:30 PM

Q12 Is there a specific keynote speaker you would like to hear next year?

Answered: 24 Skipped: 153

#	Responses	Date
1	I've never heard her before but I would invite Anne Melvin back. She is a great speaker and educator.	10/27/2015 11:39 AM
2	I find the family who started the charity Be Like Brit and the work they are doing in Haiti to be inspirational.	10/26/2015 9:02 AM
3	Perhaps a presentation from a local philanthropist or foundation director.	10/21/2015 12:20 PM
4	Ann with Planned Giving.	10/20/2015 7:47 PM
5	Seth Godin. I subscribe to his daily blog and he always make me think about things from a different perspective.	10/20/2015 5:42 PM
6	Seth Godin, Dan Pink	10/20/2015 5:25 PM
7	Someone as good as this year's speaker. :)	10/20/2015 3:46 PM
8	No I cannot think of anyone in particular.	10/20/2015 3:42 PM
9	Jim Kittendaugh, if he's still circling around.	10/20/2015 1:50 PM
10	A Donor	10/20/2015 12:25 PM
11	A technology young philanthropists.	10/20/2015 12:18 PM
12	Someone who would encourage us in what we do.	10/20/2015 12:14 PM
13	Mayor Bloomberg, A signer of the Gates/Buffett Giving Pledge, Ken Feinberg, Jim Thompson	10/20/2015 12:00 PM
14	Planned giving. and Art of the Solicitation	10/20/2015 11:48 AM
15	editor(s) from chronicle of philanthropy - Dan Parks or Stacy Palmer	10/20/2015 11:14 AM
16	N/A	10/20/2015 11:04 AM
17	Lisa Spalding	10/20/2015 11:04 AM
18	N/A	10/20/2015 10:58 AM
19	Maybe like Tom Ahern or someone who is specifically focused in fundraising.	10/20/2015 10:58 AM
20	N/A	10/20/2015 10:29 AM
21	Robin Sparkman!	10/20/2015 10:29 AM
22	I know she was a breakout last year, but I'd love to have Stacey Palmer from The Chronicle as a plenary speaker (not necessarily keynote).	10/20/2015 10:29 AM
23	OPRAH! (kidding.) How about somebody from Indiana U Philanthropy study program?	10/20/2015 10:13 AM
24	Brene Brown	10/19/2015 7:57 PM

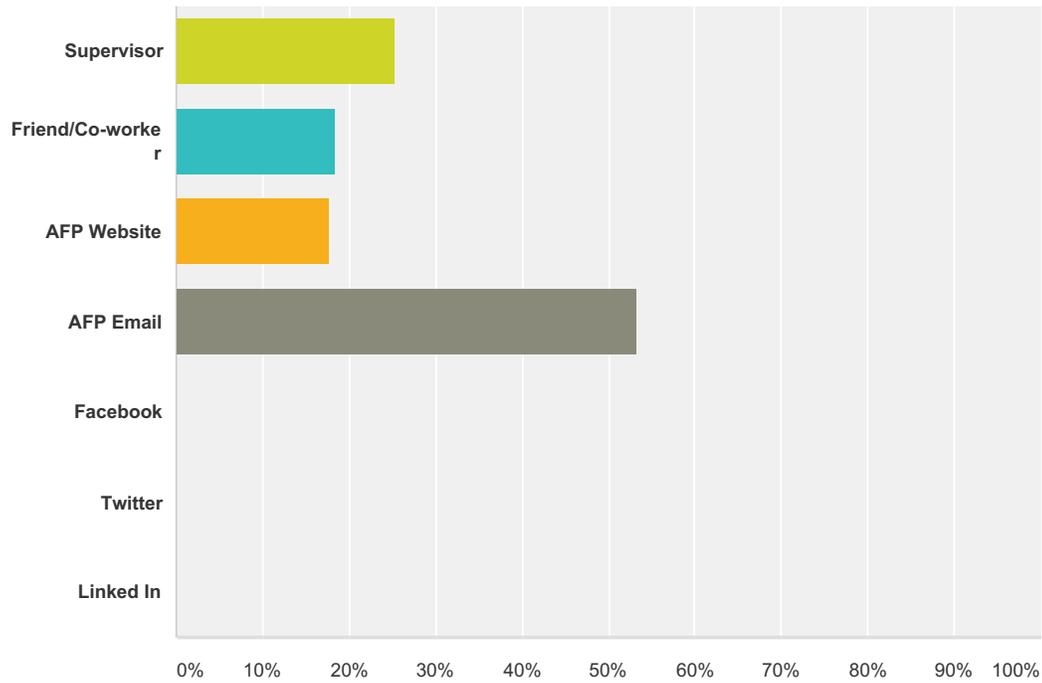
Q13 Is there a specific keynote topic you would like to hear next year?

Answered: 27 Skipped: 150

#	Responses	Date
1	1. Creating synergy and collaboration within your organization to achieve your fundraising goals. 2. The lifespan and important milestones of donors - where do we fit in as fundraising professionals?	10/27/2015 11:39 AM
2	Someone like Robin Sparkman, who is perhaps not directly linked to the fundraising world but can offer a helpful perspective.	10/27/2015 10:11 AM
3	Stick with what you are doing because each year you've had wonderful and powerful speakers, each one making a difference in some significant way.	10/26/2015 9:02 AM
4	perhaps something to do with the federal government, giving it is a Presidential election year?	10/23/2015 12:36 PM
5	Ethics and stewardship Metrics-how and what to measure in grant writing	10/22/2015 4:54 PM
6	There should be a track for foundation/corporate giving	10/21/2015 11:26 AM
7	More for small shops	10/20/2015 7:37 PM
8	the psychology of why people give and differences between donor generations. what's changing in how and when people give? What do they respond to today?	10/20/2015 5:42 PM
9	something that is uplifting and encouraging	10/20/2015 5:25 PM
10	Planned Giving	10/20/2015 4:34 PM
11	"Why the Chronicle of Philanthropy has lost its way." But seriously, I thought this year's keynote was fantastic - a great topic does not need to be fundraising specific, so long as there is inspiration and takeaways one can leverage in development practice.	10/20/2015 3:46 PM
12	No I cannot think of anyone in particular.	10/20/2015 3:42 PM
13	I would suggest to continue having speakers from major foundations present. That was particularly relevant to my work in foundation relations and as a someone new to the development field, I also really enjoyed learning from their expertise.	10/20/2015 1:51 PM
14	small shop fundraising	10/20/2015 1:37 PM
15	Working with the next generation of donors!	10/20/2015 1:31 PM
16	Something motivational...	10/20/2015 12:32 PM
17	From the Donors Perspective	10/20/2015 12:25 PM
18	Generational philanthropy focus. Maybe not as keynote but someone from a philanthropic publication like Chronicle of Philanthropy and others to talk about trends and newsworthy stories in our field.	10/20/2015 12:18 PM
19	Encouragement.	10/20/2015 12:14 PM
20	loved the attention given to small shops. keep it up	10/20/2015 12:05 PM
21	Social enterprise/B corps and their relationship with the nonprofit sector	10/20/2015 11:42 AM
22	future of charitable giving in the tax code, marketing ideas within fundraising offices, leadership development	10/20/2015 11:14 AM
23	Engaging younger donors/evolving philanthropic interests among younger philanthropists.	10/20/2015 11:04 AM
24	A topic regarding campaigns and best practices.	10/20/2015 10:58 AM
25	N/A	10/20/2015 10:29 AM
26	Vulnerability in fundraising	10/19/2015 7:57 PM
27	Build in sessions that tie into the keynote and theme...	10/19/2015 4:30 PM

Q14 How did you hear about this event?

Answered: 158 Skipped: 19

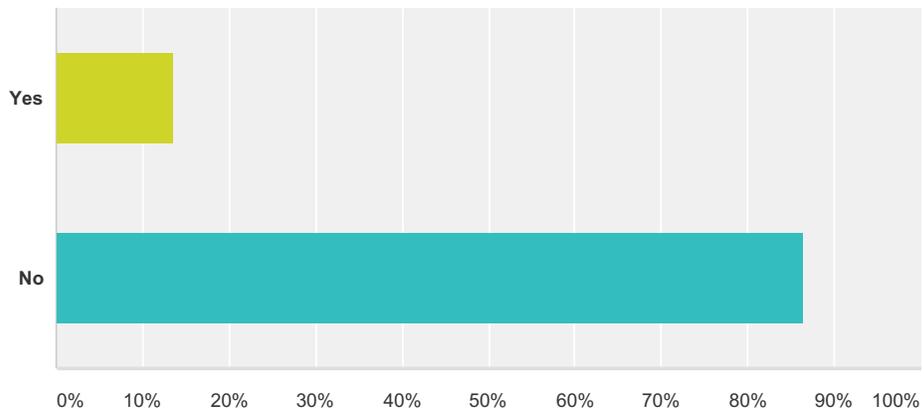


Answer Choices	Responses
Supervisor	25.32% 40
Friend/Co-worker	18.35% 29
AFP Website	17.72% 28
AFP Email	53.16% 84
Facebook	0.00% 0
Twitter	0.00% 0
Linked In	0.00% 0
Total Respondents: 158	

#	Other (please specify)	Date
1	Diversity Fellowship	10/23/2015 5:52 PM
2	I have attended in the past	10/22/2015 11:52 AM
3	Mail	10/20/2015 7:49 PM
4	Board member	10/20/2015 7:16 PM
5	Past attendee	10/20/2015 3:47 PM
6	I've attended in the past.	10/20/2015 10:31 AM
7	we sponsor each year	10/20/2015 10:15 AM

Q15 Did you share this event with others through social media?

Answered: 162 Skipped: 15

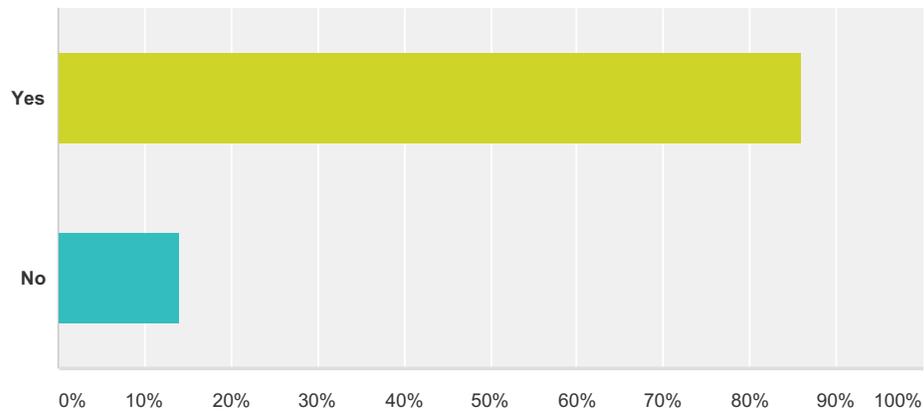


Answer Choices	Responses
Yes	13.58% 22
No	86.42% 140
Total	162

#	Other (please specify)	Date
1	I twitted during the event, but there's should be more mentioned about it	10/20/2015 12:20 PM

Q16 Will you plan to attend next year? And please let us know why or why not?

Answered: 151 Skipped: 26



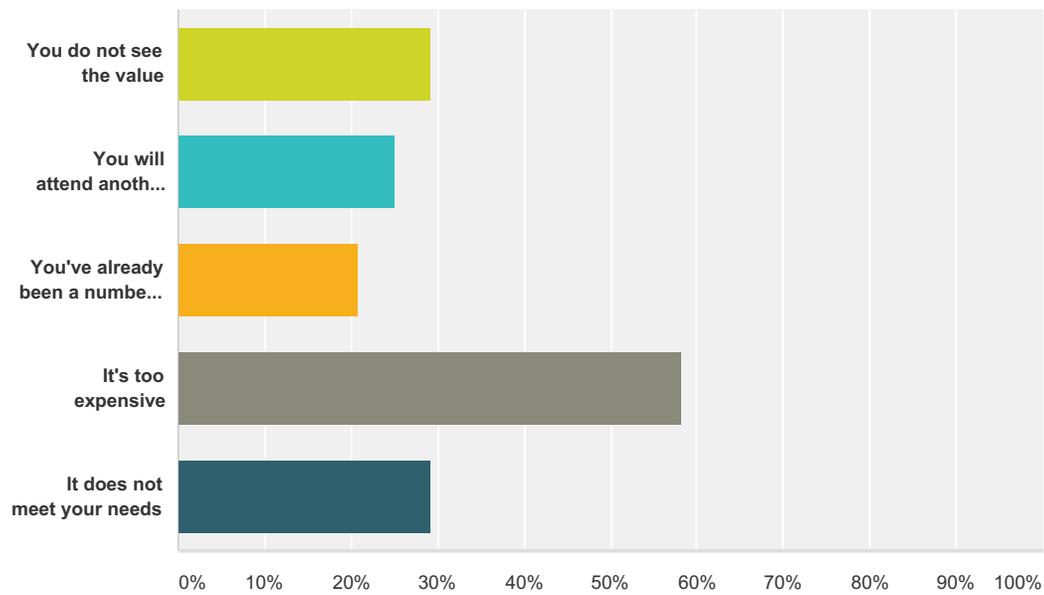
Answer Choices	Responses
Yes	86.09% 130
No	13.91% 21
Total	151

#	Please explain	Date
1	Depending on my organization's professional development budget	10/27/2015 10:14 AM
2	Maybe	10/26/2015 5:09 PM
3	depending on the date, I would plan to attend	10/26/2015 10:39 AM
4	I learned some new things and was able to put the work of my organization in perspective. I felt it was a valuable use of my time.	10/26/2015 9:43 AM
5	Education and networking	10/26/2015 9:21 AM
6	I look forward to this conference most of all	10/26/2015 9:05 AM
7	Retiring	10/23/2015 8:38 PM
8	Assuming the sessions are relevant, if I don't attend my mentee will	10/23/2015 7:31 PM
9	Not sure!	10/23/2015 7:14 PM
10	Can't miss a great opportunity	10/23/2015 5:52 PM
11	too expensive. didn't learn that much	10/23/2015 5:14 PM
12	Undecided - will depend on program.	10/22/2015 8:38 PM
13	Valuable event both for learning and for connecting with colleagues	10/22/2015 12:50 PM
14	It will depend on the sessions and presenters being offered	10/22/2015 11:52 AM
15	Consistently good quality	10/21/2015 5:53 PM
16	I would like to attend next year, but I don't think it's necessary for as many people from my organization to attend.	10/21/2015 12:50 PM
17	It will likely depend upon the sessions being offered.	10/21/2015 12:44 PM
18	I plan to attend next year. I find that the sessions are helpful and it is a great way to network.	10/21/2015 9:37 AM
19	Maybe -- have to think about it given the attendance I saw this year and parking challenges.	10/21/2015 2:00 AM

20	Professional development	10/20/2015 7:40 PM
21	I will probably attend, but will pay more attention to choosing sessions with an eye toward who is doing the presenting.	10/20/2015 5:48 PM
22	I plan on attending next year's conference because I am planning on getting a job in the field and would like to be with colleagues and network.	10/20/2015 3:48 PM
23	Maybe. Feels like there are diminishing returns year after year. I still leave with more energy for my work, but the information I walk away with is more limited.	10/20/2015 3:47 PM
24	Perhaps--depends on the topics and workshop offerings, as well as timing.	10/20/2015 2:33 PM
25	Probably, depending on work schedule and whether it's approved.	10/20/2015 1:55 PM
26	I may attend next year or I may attend CASE instead. I wish there were a greater number of higher ed attendees at this conference, but it seems they opt for CASE.	10/20/2015 12:51 PM
27	Appreciate the networking and CFRE education credits	10/20/2015 12:28 PM
28	Probably, if there is a consistent corporate/foundations track and if there are more advanced sessions offered.	10/20/2015 12:17 PM
29	Not sure there was enough for me to learn working at a large shop and having been in the industry for 6 years.	10/20/2015 12:03 PM
30	Too soon to say	10/20/2015 11:50 AM
31	Depends on programming offered.	10/20/2015 11:49 AM
32	Networking opportunities	10/20/2015 11:47 AM
33	Unsure!	10/20/2015 11:41 AM
34	if my company sponsors me to attend again	10/20/2015 11:40 AM
35	Appalachian Mountain Club attends annually.	10/20/2015 11:29 AM
36	Before attending this year's session, I was contemplating letting my membership lapse, as the quality of the recent conferences had dropped, and that's pretty much the only thing of value to me with this membership. Now having attended this year's conference and experienced the high quality of the speakers, I will plan to attend next year.	10/20/2015 11:18 AM
37	It's a great conference overall!	10/20/2015 11:18 AM
38	love meeting other fundraising and learning best practices	10/20/2015 11:16 AM
39	As long as the sessions are of interest, I will plan to attend.	10/20/2015 11:06 AM
40	too basic. conference feels more geared to junior. need a senior track if going to attract senior.	10/20/2015 11:06 AM
41	Wasn't the best use of my time	10/20/2015 11:02 AM
42	I'm interested to meet more development professionals and to learn more about best practices in the field.	10/20/2015 11:01 AM
43	I did not feel it was valuable.	10/20/2015 10:54 AM
44	Too much focus on large shops not enough on small shops	10/20/2015 10:50 AM
45	Again, not sure the value was there if you're going to feel really nickel and dimed. It's always my go-to conference of the year, but I left wanting more.	10/20/2015 10:31 AM
46	unsure	10/20/2015 10:30 AM
47	I would like a better preview of the sessions before I choose them.	10/20/2015 10:25 AM
48	always attracts good people and is a well run conference	10/20/2015 10:15 AM
49	Likely not - it's expensive and may try to do something else next year.	10/20/2015 10:14 AM
50	Need to beef up content for experienced fundraisers...that is why you are losing folks	10/19/2015 4:31 PM

Q17 If you chose NO, was it for any of these reasons?

Answered: 24 Skipped: 153

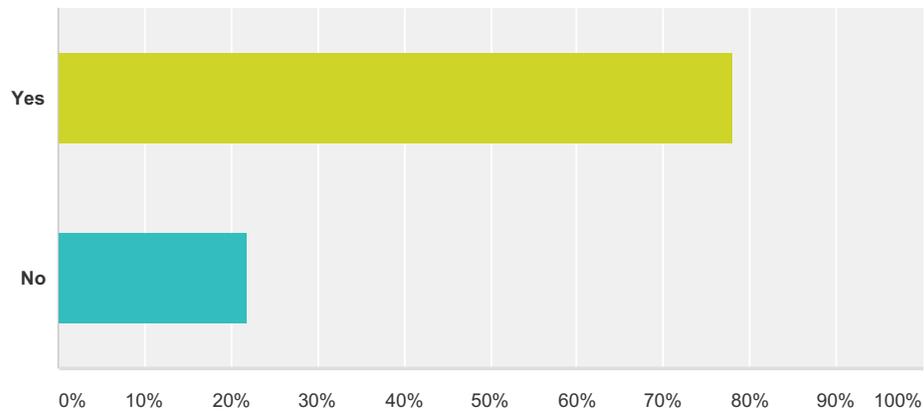


Answer Choices	Responses
You do not see the value	29.17% 7
You will attend another conference instead	25.00% 6
You've already been a number of years in a row	20.83% 5
It's too expensive	58.33% 14
It does not meet your needs	29.17% 7
Total Respondents: 24	

#	Other (please specify)	Date
1	We don't have a budget for it so I pay for it myself.	10/23/2015 7:14 PM
2	Not specific to my job description	10/23/2015 3:00 PM
3	International Conference in March - you might want to piggy back on it!	10/20/2015 12:28 PM
4	See above	10/20/2015 12:03 PM
5	Unclear whether or not I will attend	10/20/2015 11:49 AM
6	Not feasible for me to go every year	10/20/2015 11:02 AM
7	I may go again in two years. I pay for professional development out of pocket.	10/20/2015 10:21 AM

Q18 Did the benefits of today's conference justify the cost?

Answered: 146 Skipped: 31



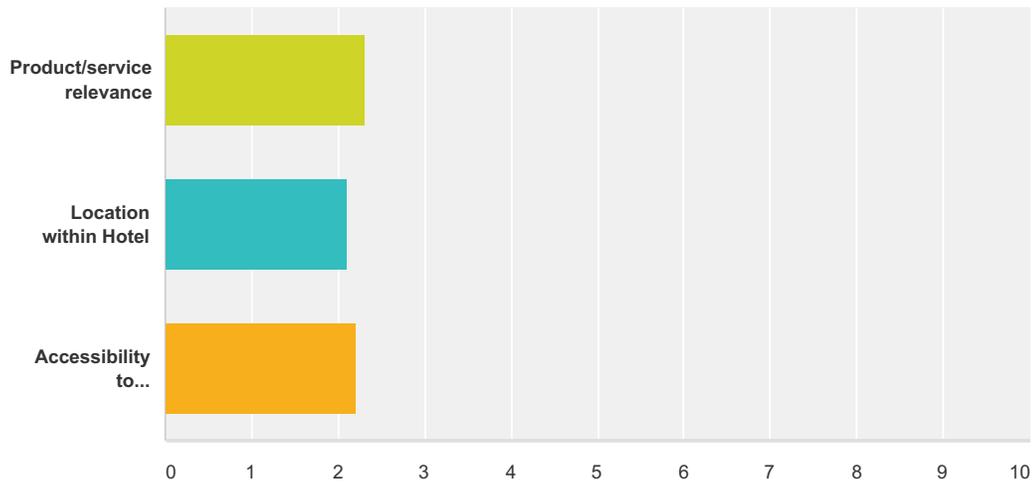
Answer Choices	Responses
Yes	78.08% 114
No	21.92% 32
Total	146

#	Please explain	Date
1	Great sessions but the price is really steep. In comparison to CASE, this is the better conference though	10/26/2015 9:32 AM
2	As a first-time sponsor/exhibitor, I was surprised by how few attendees stopped by to visit. Presumably, they go to a conference because they realize there is more to know, yet don't avail themselves of the expertise at the event in the specialized exhibitors. Should be positioned more as a value-add of information, perspective from the field, and best practice (even if not a vendor/consultant leading a session).	10/26/2015 9:18 AM
3	Not sure!	10/23/2015 7:14 PM
4	Exceeded costs.	10/23/2015 5:52 PM
5	Good question. Just barely. 50-50.	10/23/2015 12:41 PM
6	It's a little expensive for a one-day conference, but I do feel I got a lot for my money.	10/22/2015 12:50 PM
7	I think it is too expensive. I have gone for a few years now, and every year usually there is at least one session that isn't very good that I attend.	10/22/2015 11:52 AM
8	I find that it is worth it, as this is only major conference that I attend each year. I also like that it is local and that many of the people I meet there I encounter in my work and the topics and data shared are relevant to me and my organization.	10/21/2015 9:37 AM
9	Reduce the price and inspire/incent more people to attend, especially senior development professionals	10/21/2015 2:00 AM
10	I think it was very expensive. Worth a lot of maybe bringing it down a little would be helpful	10/20/2015 10:21 PM
11	I learned a few things that will help in my daily job. I am a CFRE and required to attend training for continuing ed credit, so a one-day conference helps accrue continuing ed points.	10/20/2015 5:48 PM
12	I was very lucky to be a Scholarship Recipient. I am very grateful for that.	10/20/2015 3:48 PM
13	It was a bit pricey for the one day. I think you should offer sliding scale costs based on organizations' budget size.	10/20/2015 2:33 PM
14	info and networking	10/20/2015 1:39 PM
15	Maybe more outreach to the C level organizations to engage their staff in conversations about prof. dev.	10/20/2015 12:20 PM

16	If we can implement a few good ideas we may see payoff.	10/20/2015 12:16 PM
17	NA	10/20/2015 12:07 PM
18	Too expensive for a conference with no program.	10/20/2015 11:34 AM
19	I don't feel as though the benefits paralleled the cost.	10/20/2015 11:29 AM
20	The conference is not cheap, but if the quality of the sessions is kept high, it is worth the money. The only downside was the keynote speaker.	10/20/2015 11:18 AM
21	bit pricey	10/20/2015 11:16 AM
22	Although I think the day is valuable I do think over \$500 is costly.	10/20/2015 10:41 AM
23	Wifi would have been good; also a drink ticket!	10/20/2015 10:33 AM
24	Hard to tell.	10/20/2015 10:30 AM
25	I was a scholarship recipient	10/20/2015 10:26 AM
26	Well worth it, but I can't justify going and paying so much money every year. Perhaps every other.	10/20/2015 10:21 AM
27	very costly for the benefits (for me)	10/20/2015 10:19 AM
28	It's super expensive for what amounts to a few sessions	10/19/2015 7:58 PM
29	My employer paid	10/19/2015 4:31 PM

Q19 Please rate your experience with sponsor exhibits:

Answered: 119 Skipped: 58

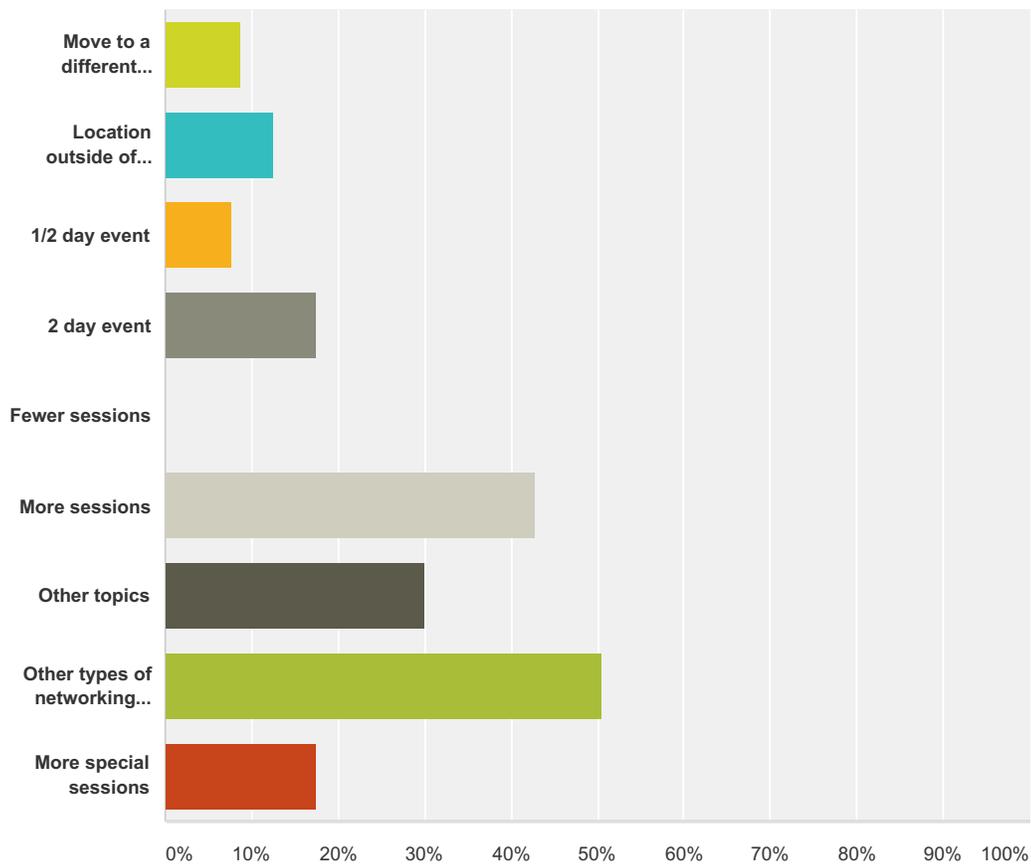


	Excellent	Very Good	Good	Fair	Poor	Total	Weighted Average
Product/service relevance	22.61% 26	30.43% 35	39.13% 45	7.83% 9	0.00% 0	115	2.32
Location within Hotel	33.33% 39	28.21% 33	35.04% 41	1.71% 2	1.71% 2	117	2.10
Accessibility to product/service information	26.79% 30	33.04% 37	33.93% 38	4.46% 5	1.79% 2	112	2.21

#	Other (please specify)	Date
1	Was better with the food out in the exhibitor area late in the afternoon. Would be better to have the coffee stations and continental breakfast offerings in the exhibitor space too.	10/26/2015 9:18 AM
2	Some vendors were lost on the far side of the lobby I thought. Hard to find the job listings too.	10/23/2015 12:41 PM
3	Sponsor exhibits were limited in variety. They seemed to focus on businesses that could fundraise for us or help us fundraise; however, that is what we do.	10/20/2015 1:55 PM
4	I didn't find them to be applicable.	10/20/2015 12:03 PM
5	Did not visit the exhibits.	10/20/2015 12:02 PM
6	I did not visit the exhibits.	10/20/2015 11:06 AM
7	I did not visit these sponsor exhibits	10/20/2015 10:48 AM
8	Didn't interact with sponsors.	10/20/2015 10:21 AM

Q20 What changes would you like to see us incorporate next year?

Answered: 103 Skipped: 74



Answer Choices	Responses
Move to a different location	8.74% 9
Location outside of Boston	12.62% 13
1/2 day event	7.77% 8
2 day event	17.48% 18
Fewer sessions	0.00% 0
More sessions	42.72% 44
Other topics	30.10% 31
Other types of networking opportunities	50.49% 52
More special sessions	17.48% 18
Total Respondents: 103	

#	Please explain	Date
1	Sessions like metrics, database, annual appeal and others directed towards "back of the house" staff would be nice.	10/27/2015 10:14 AM

2	Slightly longer session allowing for more audience interaction	10/26/2015 12:10 PM
3	I was impressed by the breadth of sessions and relevance. The two I attended were well-presented with useful information.	10/26/2015 9:18 AM
4	More gift planning, especially related to collaboration with annual giving and major gift colleagues.	10/26/2015 9:05 AM
5	Move roundtables back to lunch time please.Or don't have them at all if too hard to coordinate and get volunteers.	10/23/2015 12:41 PM
6	Enjoy the in Boston venue	10/22/2015 4:56 PM
7	I would love more sessions for mid-career professionals where we can learn best practices from each others mistakes that are shared.	10/22/2015 11:18 AM
8	Perhaps some of the sessions could be double sessions to make them longer and more in depth (I heard that the Major Gifts making an ask session was very good, but would have been better had attendees had more time to break out and work as groups).	10/22/2015 9:38 AM
9	AFP already covers so many helpful topics! Perhaps offer some/more sessions for higher levels of fundraising and organisational management. Sessions geared toward current and future development directors, senior leadership and org. presidents.	10/21/2015 12:44 PM
10	Membership programs	10/20/2015 7:40 PM
11	please just repeat excellent content, format, length, location and food!	10/20/2015 5:53 PM
12	Perhaps there could be a few sessions for fundraisers who are more advanced in the field.	10/20/2015 5:48 PM
13	More round table sessions	10/20/2015 4:35 PM
14	I would think having people who are just starting out in the Fundraising field have some time to share with each other.	10/20/2015 3:48 PM
15	Parking was SO expensive.	10/20/2015 2:33 PM
16	A session on foundations would be amazing!	10/20/2015 1:52 PM
17	Move president's reception to a closer spot to actual conference -- seems like it loses a lot of people.	10/20/2015 1:51 PM
18	I wish I had the opportunity to attend the morning roundtable sessions, then I may have felt more comfortable attending the president's reception. I think it should be open to all and there shouldn't be limited capacity.	10/20/2015 1:35 PM
19	It would be interesting to see the conference outside of Boston or at least not right downtown. Maybe the Airport Hilton? Or somewhere off 128	10/20/2015 12:34 PM
20	Advanced sessions, skills workshops.	10/20/2015 12:17 PM
21	Keep it one day in Boston, accessible by T.	10/20/2015 12:16 PM
22	If you move out of Boston, I won't come	10/20/2015 12:06 PM
23	It would be good if there were more opportunities for networking and conversations. And more on careers, I think - panelists this year identified the trend of leaving a job 18-24 months in as a negative. So, let's talk about that - why are people flitting between institutions. Also, it's still mostly white women in there. That is a big drawback in my opinion.	10/20/2015 11:50 AM
24	Just outside of Boston would be great -- less traffic and headache getting into the city.	10/20/2015 11:45 AM
25	More CFR breakout sessions.	10/20/2015 11:29 AM
26	more focus with small shops, possible career coaching opportunities for younger AFP members, mentoring opportunities	10/20/2015 11:16 AM
27	Sessions offered at multiple times throughout the day. Maybe build in some time for networking within the sessions - i.e. 10 minutes at beginning or end to network within the room.	10/20/2015 11:06 AM
28	The sessions were very close together which condensed the time for networking.	10/20/2015 11:01 AM
29	More session - but less time at each session	10/20/2015 10:57 AM
30	I would rather attend (4) shorter sessions than (3) 1:15 minute sessions	10/20/2015 10:48 AM
31	Maybe round tables could be during lunch before the keynote?	10/20/2015 10:22 AM
32	I think the breaks were a little too long by 5 minutes. Perhaps an additional, structured round-table during the day to help folks new to the field network more.	10/20/2015 10:21 AM

Q21 If you were the Chairperson for next year's conference, what improvements would you recommend?

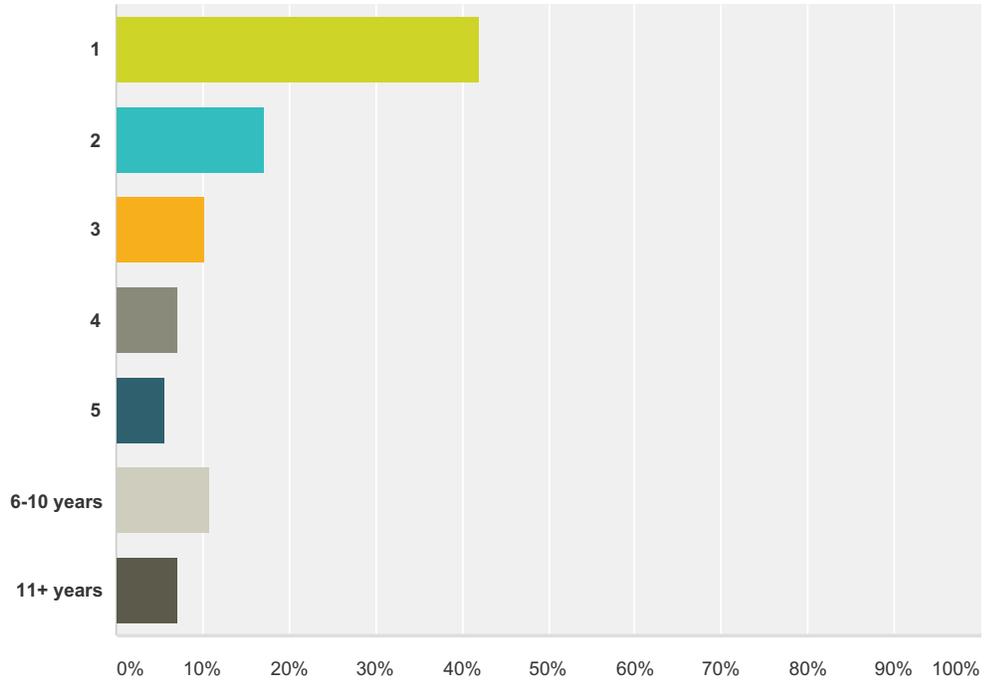
Answered: 33 Skipped: 144

#	Responses	Date
1	Considering the number of attendees, ask each session to provide handouts/work note sheets to aid in the learning process. (I forgot this but try to impress on speakers that they speak up into mic, do AV check between each session to ensure all participant's in the room can hear.)	10/27/2015 11:44 AM
2	Think about ways to make sessions more dynamic and relevant/appealing to a broader audience. Workshop presenter diversity (role, background, experience), workshop format and level of engagement with attendees, etc. Perhaps sourcing questions in advance, etc... App was great, but access to it was spotty because of the WiFi - make sure materials fill gaps if app can't be accessed easily by all. At least one complimentary drink at the reception and coffee easily accessible throughout, but especially in the morning!	10/26/2015 4:36 PM
3	New venue, possibly only a half day event	10/26/2015 10:39 AM
4	Advertise mother's rooms and/or coach the registration volunteers/staff on where to go and who to ask.	10/26/2015 9:32 AM
5	You're doing a great job bringing this conference every year.	10/26/2015 9:05 AM
6	As a small shop person, I still felt a bit lost in the shuffle.	10/23/2015 8:15 PM
7	Seems like we are getting less materials at the conference, advertizing about the conference in advance, yet we are paying more for parking/conf. fees. I would also open up the speaker selection process, to make sure that you get enough speakers for various issue-area tracks. You don't know who the volunteer conference committee staf doesn't know who could be a great speaker. Seems like many of the same speakers are recycled each year.	10/23/2015 12:41 PM
8	Make sure website and app are working and easily accessible.	10/22/2015 12:50 PM
9	For next year, I would love to see sessions that address issues that are not directly related to fundraising but are something that fundraising professionals do or should know about. Topics could include non-profit law, budgeting and accounting, management and human resources, bylaws and policy, or any area not directly or solely managed by the fundraising staff. I imagine this would be helpful for folks who do-it-all in small shops, those who want to grow in their careers, or just have a better understanding as to what is involved in managing a non-profit organisation.	10/21/2015 12:44 PM
10	Location outside Boston	10/20/2015 7:40 PM
11	provide more opportunities for volunteering	10/20/2015 5:27 PM
12	Maybe have information for people who are just starting out in the field on how to enter into the field and any other information that would be helpful.	10/20/2015 3:48 PM
13	Open the morning roundtable session to all. There was definitely room at most of the tables. Also, make sure the plenary session is relevant to all.	10/20/2015 1:35 PM
14	Not hold the conference in 2016 and suggest attendance at the International Conference in March instead.	10/20/2015 12:28 PM
15	Involve more people for more ideas in the pre-planning stage. Get suggestions from people. Follow best practices from other AFP conferences, don't reinvent the wheel	10/20/2015 12:20 PM
16	Advanced sessions, skills workshops.	10/20/2015 12:17 PM
17	Main speaker to encourage and appreciate the fundraising community.	10/20/2015 12:16 PM
18	Reach out to local nonprofits serving communities of color, led by people of color - they may also have fundraising challenges. Also, the conference is dominated by the big shops - Dana Farber, the Brigham, the MFA, Harvard, The Boston Foundation. That seems to be a limiting factor in terms of topics, panelists, and audiences.	10/20/2015 11:50 AM

19	I think that the sessions should be offered multiple times throughout the day. For example, in the morning block there were 3 sessions I was interested in, and in the middle session there were not really any I was thrilled about. I wish there was an option where sessions were offered at least twice throughout the conference so we could better plan when we attend... I hope that makes sense! I also like how last year they suggested who should attend each session - ie "admin staff, senior leadership, etc." I didnt see that this year. It would help with guidelines when registering, but not make it a requirement. Need more networking opportunities. I barely spoke to people outside of my org except at meals, but when there is a speaker during each meal it makes it challenging as well.	10/20/2015 11:40 AM
20	printing a program	10/20/2015 11:34 AM
21	more focus with small shops, possible career coaching opportunities for younger AFP members, mentoring opportunities, add WiFi!!	10/20/2015 11:16 AM
22	See other comments.	10/20/2015 11:06 AM
23	N/A	10/20/2015 11:05 AM
24	I don't believe that at this stage in my career (new to development) that I am qualified to answer this question because I'm still learning.	10/20/2015 11:01 AM
25	Shorter sessions that are smaller and more targeted. Nachos were such a bizarre and unsanitary snack option.	10/20/2015 10:54 AM
26	Beer/soft drinks with afternoon chips/salza	10/20/2015 10:33 AM
27	I thought the keynote was interesting and I really like StoryCorp, but I wasn't able to take much away from the talk other than good feelings which counts for something. I would love to listen to someone who would perhaps demonstrate how their work relates to mine, what they do that I could do to be successful and happy in my position.	10/20/2015 10:31 AM
28	N/A	10/20/2015 10:29 AM
29	Someone needs to staff this, watch all the details. People sitting on the floor for the first session is inexcusable. Lunch time people had a hard time finding a seat.	10/20/2015 10:28 AM
30	I would add a fourth session and have a shorter morning presentation.	10/20/2015 10:26 AM
31	Same total options, but less options per time slot (so slightly shorter sessions). It was hard to choose!	10/20/2015 10:26 AM
32	Have special sessions to attract CDOs	10/20/2015 10:15 AM
33	Use the app for better networking	10/19/2015 4:31 PM

Q22 How many years have you attended the AFP MA Annual Conference on Philanthropy?

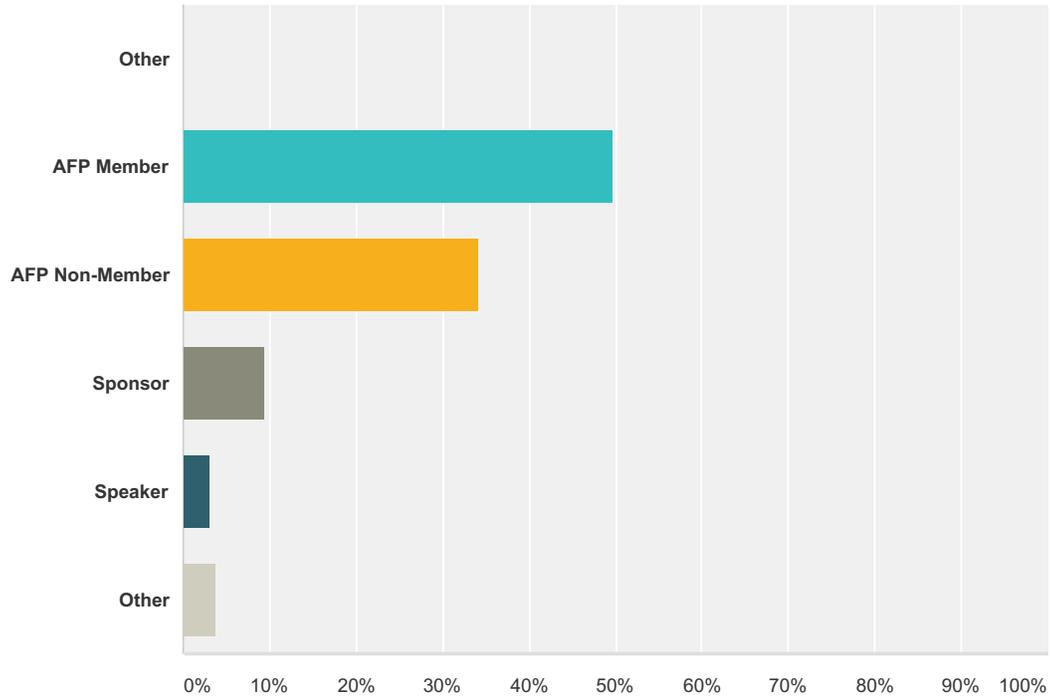
Answered: 157 Skipped: 20



Answer Choices	Responses
1	42.04% 66
2	17.20% 27
3	10.19% 16
4	7.01% 11
5	5.73% 9
6-10 years	10.83% 17
11+ years	7.01% 11
Total	157

Q23 Please tell us how you participated in this 2015 Annual Conference on Philanthropy?

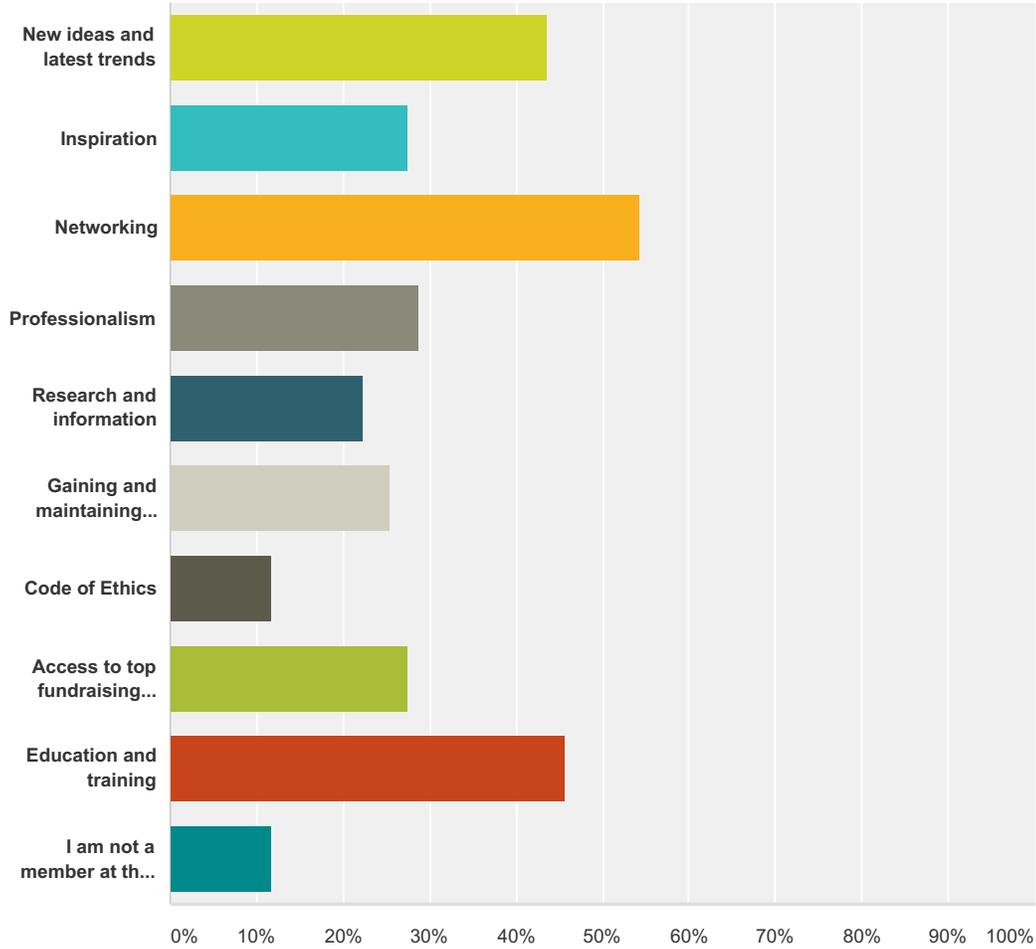
Answered: 161 Skipped: 16



Answer Choices	Responses
Other	0.00% 0
AFP Member	49.69% 80
AFP Non-Member	34.16% 55
Sponsor	9.32% 15
Speaker	3.11% 5
Other	3.73% 6
Total	161

Q24 If a member, what are the most valuable benefits you receive with your AFP membership?

Answered: 94 Skipped: 83



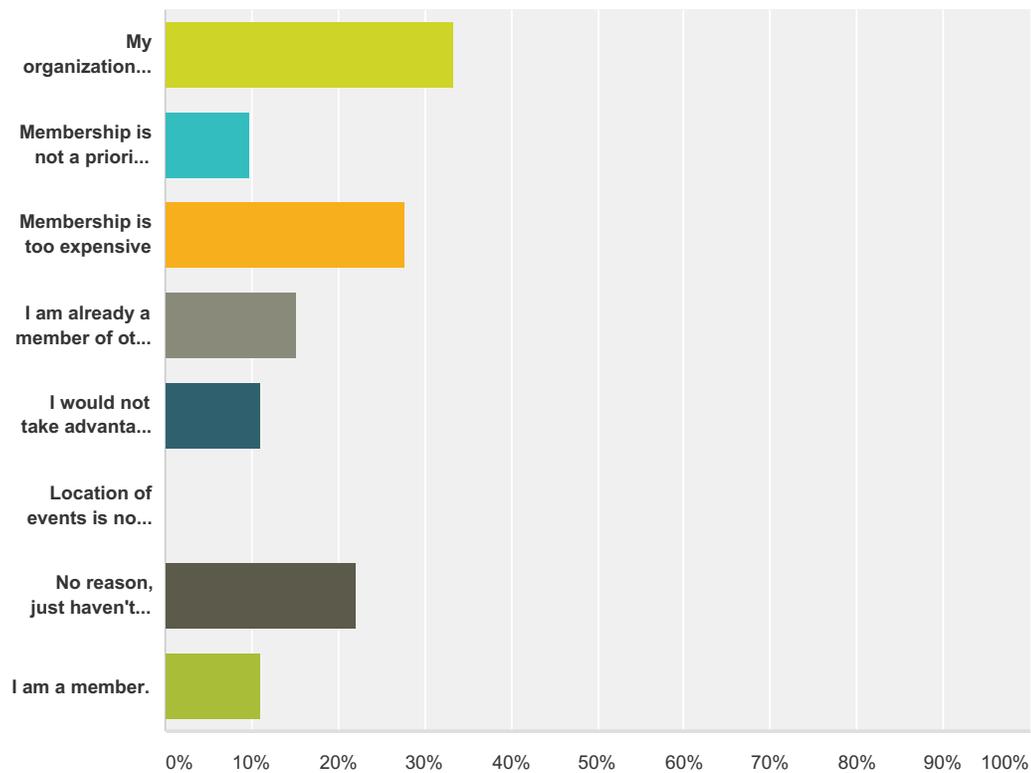
Answer Choices	Responses
New ideas and latest trends	43.62% 41
Inspiration	27.66% 26
Networking	54.26% 51
Professionalism	28.72% 27
Research and information	22.34% 21
Gaining and maintaining connections	25.53% 24
Code of Ethics	11.70% 11
Access to top fundraising professionals	27.66% 26
Education and training	45.74% 43
I am not a member at this time.	11.70% 11

Total Respondents: 94	
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#	Other (please specify)	Date
1	The annual conference is of value. If all of the above are available to me as a member, I am obviously unaware of how to benefit from these.	10/20/2015 11:20 AM

Q25 If not a member, please tell us why you are not an AFP member

Answered: 72 Skipped: 105



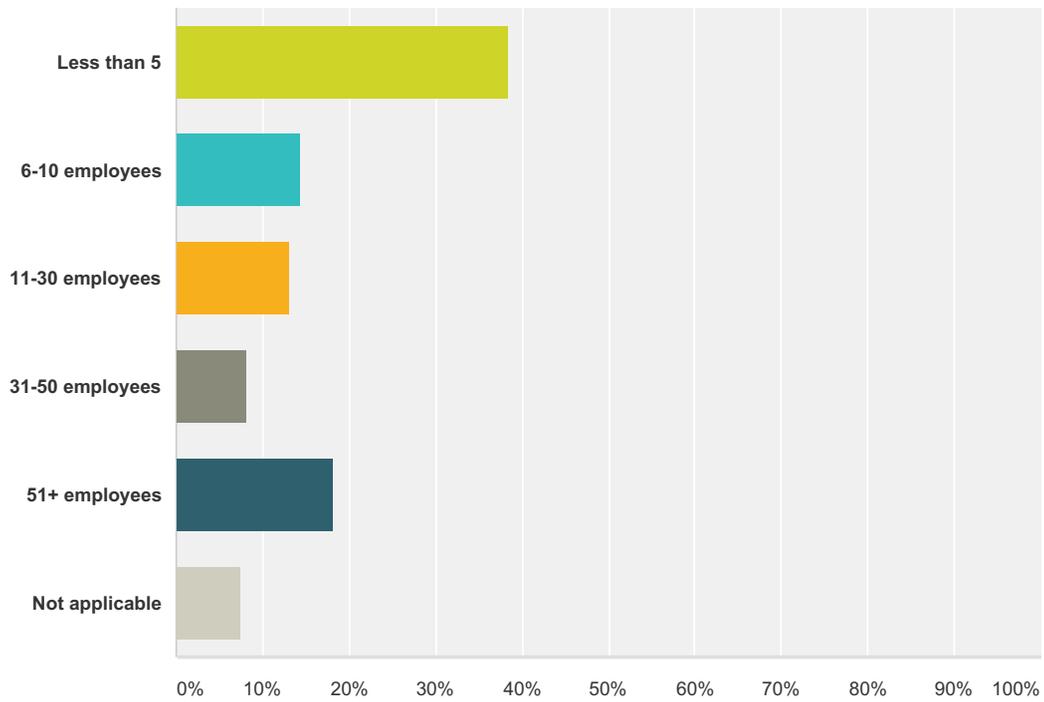
Answer Choices	Responses
My organization does not pay for membership	33.33% 24
Membership is not a priority to my employer	9.72% 7
Membership is too expensive	27.78% 20
I am already a member of other organizations	15.28% 11
I would not take advantage of any membership benefits	11.11% 8
Location of events is not convenient	0.00% 0
No reason, just haven't signed up	22.22% 16
I am a member.	11.11% 8
Total Respondents: 72	

#	Other (please specify)	Date
1	Two of my colleagues are members, we are not able to extend additional.	10/27/2015 11:49 AM
2	Not specific to my job description	10/23/2015 3:02 PM
3	I was previously a member of the NY AFP but have not joined MA AFP since relocating.	10/21/2015 12:49 PM
4	I am planning on becoming a member very soon. I am doing the payment plan.	10/20/2015 3:50 PM

5	Boss is a member.	10/20/2015 12:17 PM
6	My supervisor's membership had expired, I do not know yet if she'll renew. I personally have not signed up because the membership is out of my price range.	10/20/2015 11:03 AM
7	I am new to the field.	10/20/2015 10:17 AM

Q26 What is the size of your organization's development staff?

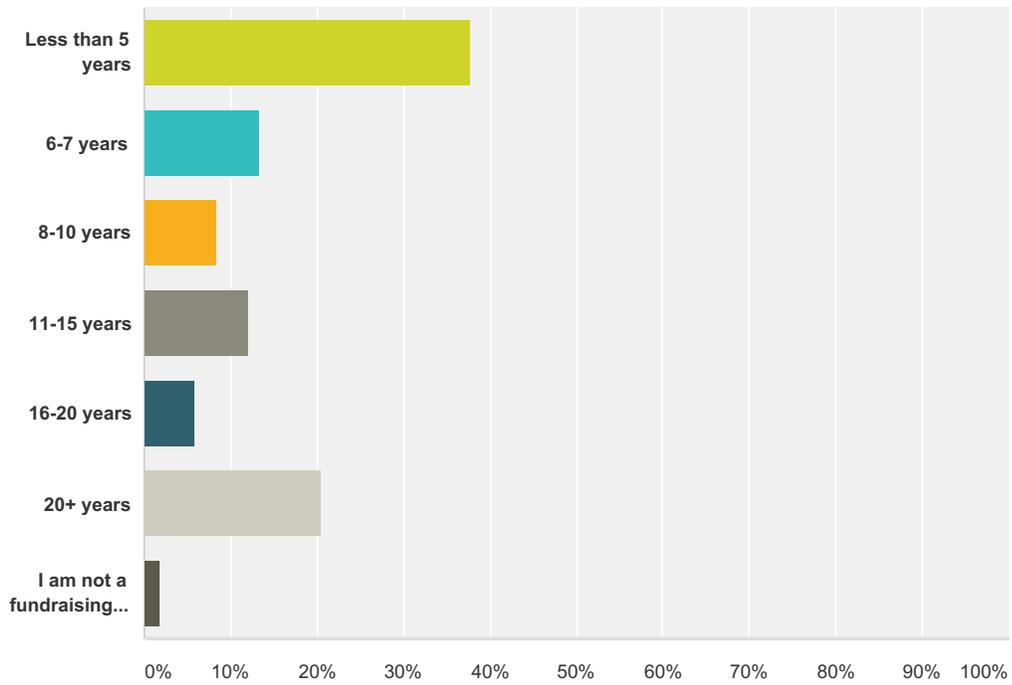
Answered: 159 Skipped: 18



Answer Choices	Responses
Less than 5	38.36% 61
6-10 employees	14.47% 23
11-30 employees	13.21% 21
31-50 employees	8.18% 13
51+ employees	18.24% 29
Not applicable	7.55% 12
Total	159

Q27 Please indicate how many years of full time professional fundraising experience you have?

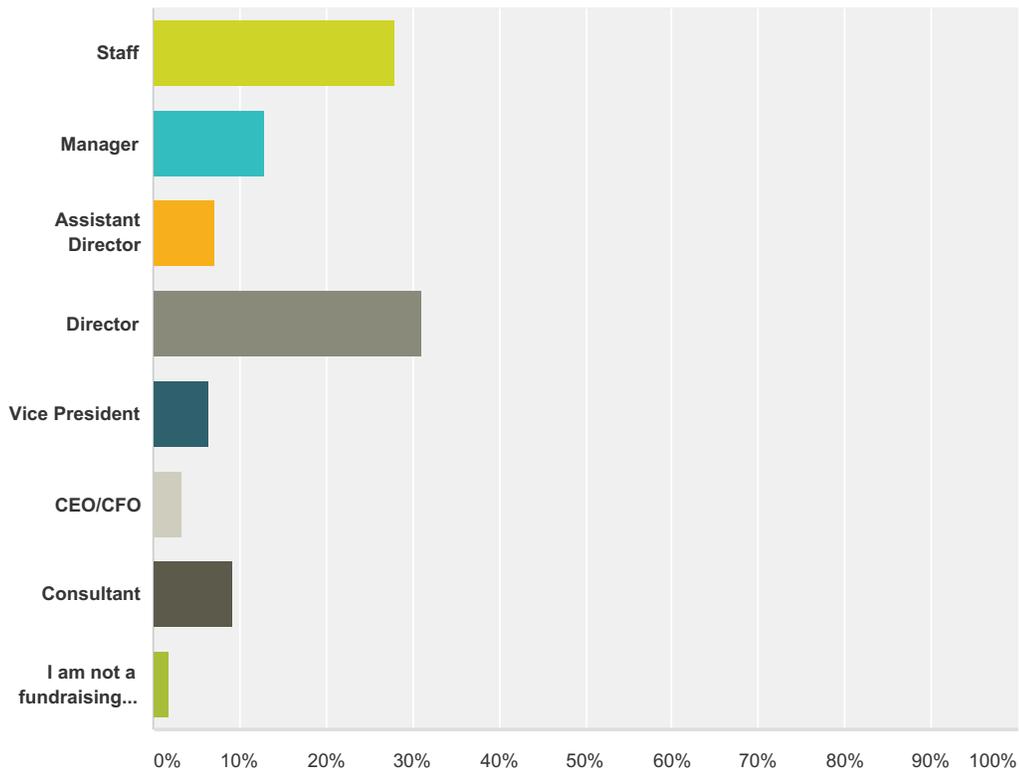
Answered: 156 Skipped: 21



Answer Choices	Responses
Less than 5 years	37.82% 59
6-7 years	13.46% 21
8-10 years	8.33% 13
11-15 years	12.18% 19
16-20 years	5.77% 9
20+ years	20.51% 32
I am not a fundraising professional	1.92% 3
Total	156

Q28 What is your level of job responsibility?

Answered: 154 Skipped: 23



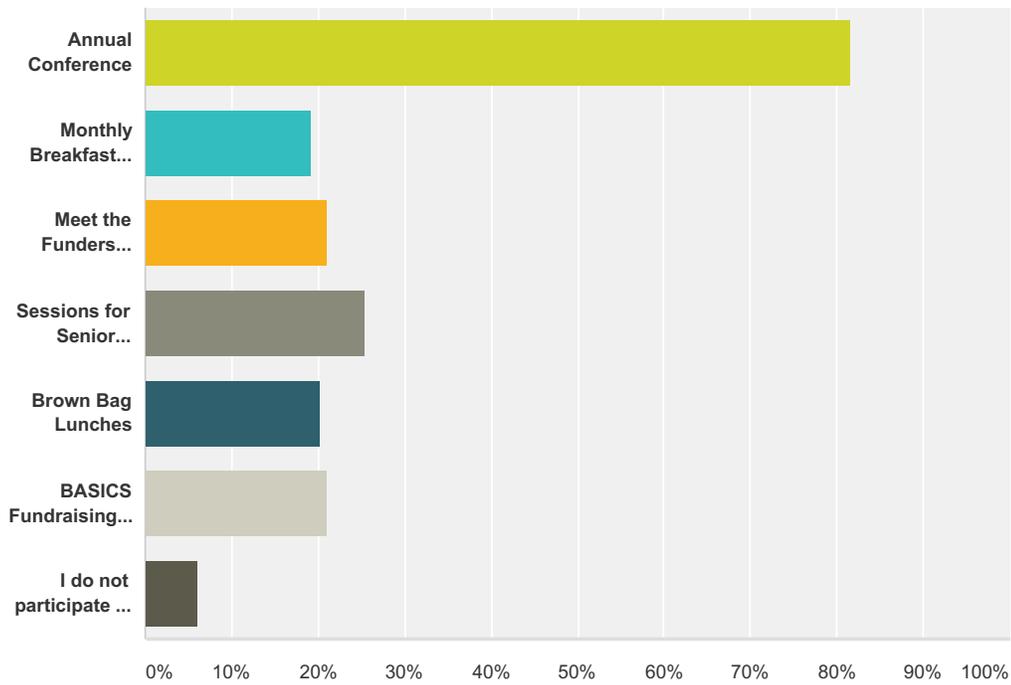
Answer Choices	Responses	
Staff	27.92%	43
Manager	12.99%	20
Assistant Director	7.14%	11
Director	31.17%	48
Vice President	6.49%	10
CEO/CFO	3.25%	5
Consultant	9.09%	14
I am not a fundraising professional	1.95%	3
Total		154

#	Other (please specify)	Date
1	AF Officer	10/27/2015 11:49 AM
2	Senior Major Gifts Officer	10/20/2015 11:29 AM
3	Development Administrative Assistant	10/20/2015 11:03 AM
4	Development Officer for Massachusetts Region (i.e. a generalist for all development activity in this region; report to development director)	10/20/2015 10:25 AM
5	Volunteer	10/20/2015 10:20 AM

6	Senior associate	10/20/2015 10:09 AM
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Q29 Which programs have the most value to your membership?

Answered: 114 Skipped: 63



Answer Choices	Responses
Annual Conference	81.58% 93
Monthly Breakfast Meetings	19.30% 22
Meet the Funders Breakfast	21.05% 24
Sessions for Senior Development Officers	25.44% 29
Brown Bag Lunches	20.18% 23
BASICS Fundraising Course	21.05% 24
I do not participate in education programs	6.14% 7
Total Respondents: 114	

#	Recommend a new program:	Date
1	If there are sessions for senior development officers, I would like to attend them.	10/20/2015 5:50 PM
2	mentoring opportunities, leadership skill development (public speaking, management skills, etc)	10/20/2015 11:17 AM
3	have not attended anything yet...	10/20/2015 10:31 AM
4	I think there's so much value! I just don't see myself affording all of this on my own in the near future, which is unfortunate: I will not have enough money to spend until I am more established, but these trainings would help me become more established!	10/20/2015 10:25 AM

Q30 Want to volunteer your time with one of our committees? If so, please use this space to provide your contact information and indicate which committee you are interested in.

Answered: 8 Skipped: 169

#	Responses	Date
1	Conference committee	10/26/2015 12:11 PM
2	Yes, I'd love to volunteer with AFP Boston. Let me know what volunteer spots are available. My name is Danielle Kempe and my personal e-mail is DJDiG@comcast.net. I'm an AFP member working at the National Organization for Rare Disorders.	10/26/2015 11:09 AM
3	Sponsors	10/23/2015 5:55 PM
4	Not at this time.	10/21/2015 11:28 AM
5	I am not sure what committees are available, but I would be interested in learning more. Molly Gentilucci Work: MGentilucci@Advocates.org, (508) 628-9519 Personal: molly.gentilucci@gmail.com	10/20/2015 3:18 PM
6	Lindsay S. Cullen Wellesley Centers for Women 106 Central Street, Wellesley, MA 02481 781.283.2548 lcullen@wellesley.edu I am interested in joining the Conference Committee.	10/20/2015 1:40 PM
7	possibly, don't know about any of the committees	10/20/2015 11:17 AM
8	Kate Henderson kate.e.henderson@gmail.com *I am interested in learning more about the available opportunities. Perhaps a "new member" committee?	10/20/2015 10:25 AM