

2008 AFP Program topics

Month	Topic	Title	Presenter
JANUARY 14	Planned Giving	Planting Seeds to Ensure a Bountiful Future	Pat Miller & Cathy Reagan Sheffield
FEBRUARY 11	Marketing	Integrated Marketing: Advantages for the Non-Profit Organization	Nancy Farrar
MARCH 10	Marketing/Communications	Marketing Your Brand: Standing Strong in a Cluttered World	Dave Lieber
APRIL 14	Ethics	"Got Ethics?: Ethical Decision Making in the 21st Century"	Susan Bardi Klieser, Ph.D.
MAY 12	Special Events	"How to Keep Your Benefit Party from Becoming a Charity Case: The Do's and Don'ts of Special Events"	Mary Rogers
JUNE	No program-AFP Conference		
JULY 14	Marketing	"Hot Trends in On-line Marketing"	Jason P. Smith
AUGUST 11	Volunteers	"Going from Good to Great in Volunteer Management"	Marie Tucker, CVA
SEPTEMBER 08 (EXTENDED PROGRAM)	Fund Development	The Fund Development Plan Involving Staff, Board and Volunteers in Implementing the Plan	
OCTOBER 13	Annual Giving	"Super Detective: 10 Tips to Donor Acquisition in a Competitive World!"	Paula Parrish
NOVEMBER	No program – National Philanthropy Day luncheon		
DECEMBER 08	Social Entrepreneurship	"Lessons learned from the successful ventures and the failed Ben & Jerry's PartnerShop"	Judi Bishop

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JANUARY 12	Capital Campaigns	Fundraising and Capital Campaigns in a Challenging Economy	Heather Reynolds, Catholic Charities
FEBRUARY 9	Community Foundations	Community Foundations – Friend or Foe?	Victor Korelstein, CFRE The Dallas Foundation
MARCH 9	Fundraising in Challenging Times	Panel discussion-fundraising during challenging economic times: Expertise from veteran fundraisers	Craig Schaefer, Cancer Care Services Trisha Dunbar, Visiting Nurse Association Paula Parrish, FW Country Day

			Marilyn Sammons, Lena Pope Home Don Shisler, Union Gospel Mission Betty Stevens, Cargill Associates
APRIL 13	Volunteers	“Volunteers. You can’t live with them. You can’t live without them.”	Lerii Smith, CFRE Project Partners
MAY 11	Board Development	“What Board Members Want”	June Bradham, CFRE Corporate DevelopMint
JULY 13	Planned Giving		Roger Partridge, CFRE Cathy Reagan Sheffield, CSPG, CFRE Joe McIntosh, Ed.D, CFRE Merrilee Kuylen, CPA Bill McLeRoy, CFRE
AUGUST 10- EXTENDED PROGRAM	Major Gifts	Major Gifts: It is an Art and a Science	Don Garrett, CFRE Kathy Friend, CFRE Children’s Medical Center
SEPTEMBER 14	Ethics	“Do You Have to Be <i>More</i> Than Ethical To Be a Good Leader?”	Carole V. Rylander, CFRE Rylander Associates
OCTOBER 12	Diversity	Diversity: Issue or Opportunity?	Tracy Brown, Diversity Trends LLC.
DECEMBER 14	Senior Members Panel	What do you want to know? You have questions - our panel has answers!	Trisha Dunbar, CFRE Visiting Nurse Association Vinsen Faris, CFRE Meals on Wheels of Johnson and Ellis Co. Missy Gale, CFRE M. Gale & Associates, LLC Jim Lewis, CFRE University of Texas at Arlington Moderator: James Holcomb, Retired as CFRE President, Holcomb & Associates