



SESSION SCHEDULE – AT A GLANCE

	SUNDAY MAY 4, 2025			
1:00 pm	Sharilyn Hale, PhD		WELCOME & OPENING KEYNOTE Philanthropy is changing. How are you growing?	KEYNOTE PLENARY
2:45 pm	Scott Decksheimer, CFRE & Laureen Jensen		Resourcing your Development office in 2025	Breakout Session
2:45 pm	Ross Marsh & Haley Commodore		The Cultural Revolution in Advancement – Are You Ready?	Breakout Session
2:45 pm	Tony Myers, PhD, LLD, CFRE (ret’d)		Leaders of Tomorrow	Breakout Session
4:15 pm	Sharilyn Hale, PhD	Moderator	PLENARY #2 A conversation with Calgary Philanthropists	PLENARY
5:30 pm	Opening Reception – Mix & Mingle in the Atrium			
	MONDAY MAY 5, 2025			
8:30 am	April Howe		PLENARY #3 A mildly provocative Keynote on the State of DEI	KEYNOTE PLENARY
10:00 am	Ray Marshall, CFRE		Strategic Plans Gather Dust	Breakout Session
10:00 am	Olga Krochak, CFRE & Ingrid Mosker		Big Gifts for Small Shops – Leveraging Creativity, Innovation, and Scalable Strategies	Breakout Session
10:00 am	Marcela Zafra		Big-Picture Communications for Fundraising Success: A Strategic Comms Plan for Nonprofits	Breakout Session
10:00 am	Danny Mah		Flow Through Share Donations	Breakout Session
11:15 am	Dean Dodge, CFRE		10 Things I Wish I Had Known – Common Misses for Small, but mighty, Non-Profit Charities	Breakout Session



11:15 am	Joanne Toller, CFRE (Ret.)		The 2025 Digital Fundraising Playbook: What's Working Now in Tech & Fundraising	Breakout Session
11:15 am	Tyson Stanton, & Tyson Dueck		From Envelope to Engagement: How Direct Mail Drives Annual Giving and Enhances Donor Relations	Breakout Session
12:30 pm	LUNCH & PLENARY #3			
12:30 pm	Christi Cruz	With Karen Ramchuk (WINS) & Amanda Pick (MCSC)	PLENARY #4 Blurred Lines How social purpose is changing the game and creating new opportunities in funding – panel discussion	KEYNOTE PLENARY
2:00 pm	Alex Abboud		Millennials and Corporate Social Responsibility: Cutting Through the Spin to Identify What Works	Breakout Session
2:00 pm	Danisha Bhaloo-Shivji, CFRE		Motherhood and the Mental Load – A Year Later	Breakout Session
2:00 pm	Vincent Duckworth, CFRE		The Math Behind a Major Gift	Breakout Session
2:00 pm	Patrick Matiowski		Succession Planning	Breakout Session
3:15 pm	Ron Smith, CFRE		LEAD. A Fundraiser's Guide to Creating a Better Future for All	Breakout Session
3:15 pm	Doug Nelson & Brian Bowman, CFRE		Reverse Engineering: Transformational Gift First, Campaign Seconds – Making it Work	Breakout Session
3:15 pm	Eva Kwan		Digital/Technology	Breakout Session
3:15 pm	Matthew Hussey & Ben Johnson		Increasing annual giving revenue through optimization and innovation	Breakout Session
4:30 pm	Catherine Scheers, CFRE		Co-creating Transformational Gifts – Join a panel discussion featuring seasoned fundraisers who have successfully secured transformational gifts across various organizational	Breakout Session



			scales—from \$100K for small non-profits to \$27M and \$75M for larger ones.	
4:30 pm	Sandra Wong, CFRE		Round Table Discussion Workshop: Career Development for Fundraisers of All Levels	Breakout Session
4:30 pm	Sean Baylis		Donor Advised Funds	Breakout Session
4:30 pm	Lorie Abernethy, CFRE		Ethics – Case studies and a review of the new AFP Ethics Code	Breakout Session
6:00 pm – 8:00 pm	PARTY WESTERN STYLE – Bring your cowboy hats and boots!			
	TUESDAY MAY 6, 2025			
7:30 am – 8:30 am	Continental Breakfast			
8:30 am	Wafa Kadri	Moderator	PLENARY #5 The Evolving Landscape of Community Investment – Panel discussion with: Britt Kubicz, TELUS Kelsey Dutot, Canadian Natural Lennina Pavon Cardoso, Enbridge Quentin Sinclair, ATB Jenna Procee, Cenovus	KEYNOTE PLENARY
10:00 am	Cheryl Dalwood		Prospect Research	Breakout Session
10:00 am	Francis Quintal		Empowering Everyday Tech: Driving Your Organization’s Digital Transformation	Breakout Session
10:00 am	Philip Manzano		insights from CanadaHelps 2024 Giving Report	Breakout Session
10:00 am	Vincent Duckworth, CFRE		The Math Behind a Major Gift: How many gifts and fundraisers do you need for your campaign?	Breakout Session
11:15 am	Derek Fraser, CFRE & Aly Bandali		50/50 Draws – Are They New Acquisition Strategy	Breakout Session
11:15 am	Andrea McManus		Working with Boards	



11:15 am	Rhonda Newman	Achieve the Extraordinary with Capital Campaigns – From Vision to Victory	
12:30 pm	LUNCH & CLOSING PLENARY #6		
12:30 pm		<i>Moderator: Zain Velji</i> <p>PLENARY #6 Government Relations – a discussion with The Strategists: <i>Stephen Carter, Corey Hogan & Zain Velji</i></p>	KEYNOTE PLENARY
THANK YOU FOR BEING PART OF COMPASS 2025			

Boot Scootin' & Shmoozin'

Get Your Boots On for Line Dancing Networking Night at COMPASS 2025!

Y'all ready for a night of fun, laughter, and a whole lot of two-stepping?

Join us on **Monday, May 5, 2025**, from **6:00-7:30 PM** at the Atrium lobby - right in the **Delta Calgary South** hotel, for the ultimate western-themed networking evening at the **AFP's COMPASS 2025 Conference**.

This is your chance to connect with fellow delegates while soaking in **Calgary's famous western hospitality**. Whether you're a seasoned dancer or a complete beginner, we've got you covered with **free line dancing instruction** that will have you boot-scootin' in no time.

And to keep the good times rolling, enjoy **two complimentary drink tickets** and indulge in **light appetizers** to fuel your dancing feet. Feeling extra hungry? No worries – head on over to **Southland Yard** – they have a full menu available for any additional bites on your own dime. This evening isn't just about the dancing (though that's a big plus!); it's also a fantastic opportunity to forge new connections, strengthen relationships, and unwind after a day packed with **top-quality professional education in Canada**.

Calgary is the perfect backdrop for this unique event, and trust us, this city knows how to show you a good time.

Dust off your boots, grab your hat, and join us for an unforgettable evening of western vibes, networking, and memories you won't soon forget. We can't wait to see y'all there!