

DATE	Sunday May 3				
ROOM	Ballroom	Yorkshire1	Yorkshire 2	Lincolnshire 1	Lincolnshire 2
11:00	Welcome - Registration & Networking		<i>Please note that this schedule is subject to change</i>		
11:30	<b>Lunch &amp; Opening Plenary</b> <b>Dr. Russell James</b> – Ten Moves that lead to transformational gifts: Research and real-world practice				
1:30	Bio Break				
TRACKS	Fundraising, Strategy & Innovation	Partnerships, External Relations & Data	Communications, Marketing & Storytelling	Career Development & Leadership	Planned Giving
1:45	<b>Ross Marsh</b> – What Will Your 2030 Fund Development Program Be Like?	<b>Brent Barootes</b> – Prospecting for sponsorship success	<b>Tess Conrad</b> – How to increase giving by 35% with gifts of assets	<b>Olga Krochak, CFRE &amp; Ron Smith, CFRE</b> – Influence Without Ownership: Rethinking the Leader as Brand	<b>Aimee Lindenberger</b> – Legacy Giving Without the Fear Factor: From Myth-Busting to Meaningful Action
3:00	Bio Break				
3:15	<b>Scott Decksheimer, CFRE</b> Create the Futureproof YOU (and team)	<b>Gwen Nowasad &amp; Karin Nybo</b> – If It's Not in the CRM It Didn't Happen	<b>Dr. Russell James</b> – Using behavioural science in fundraising communications: What experimental research tells us about the right words and phrases.	<b>Alex Abboud</b> – The Fundraiser with Many Hats: How to Make the Most of Playing Multiple Roles	<b>Tess Conrad</b> – 4 Essentials to Grow a Planned Giving Program
4:30	<b>Fireside Chat –</b> <b>Roger D. Ali, CFRE,</b> <b>Andrea McManus, FAFP, Richard Morgan, CFRE</b> <b>with moderator,</b> <b>Vincent Duckworth, CFRE</b>				
6:00	Opening Reception				

**Not Registered Yet? – follow this [LINK](#), register and SAVE if you're a group of 3 or more!**

DATE	Monday May 4				
ROOM	Ballroom	Yorkshire1	Yorkshire 2	Lincolnshire 1	Lincolnshire 2
7:30	Breakfast				
8:30	<b>Plenary – Tony Myers, PhD, LLB – Trends, Leadership, an interactive session</b>	<i>Please note that this schedule is subject to change</i>			
10:00	Bio Break				
TRACKS	Fundraising, Strategy & Innovation	Partnerships, External Relations & Data	Communications, Marketing & Storytelling	Career Development & Leadership	Planned Giving
10:15	<b>Vincent Duckworth, CFRE</b> AI for Fundraisers: Practical Tools to Work Smarter and Build Stronger Donor Relationships	<b>Brent Barootes –</b> From Getting the Meeting to Closing the Deal – A Sponsorship Success Program.	<b>Rob Kelly –</b> Story, Systems, and Humanity: Crafting Fundraising Videos That Land	<b>Christoph Claudius &amp; Jason Demers –</b> Weave Your Career Web with Intention	<b>Danny Mah –</b> Flow thru shares
11:30	<b>Lunch &amp; Plenary – Dree Thomson, ACFRE &amp; panel - Young Guns   Silver Bullets 2.0</b>				
1:45	<b>Roger D. Ali, CFRE –</b> Mastering Major Gifts in an evolving philanthropic landscape	<b>Eva Kwan –</b> Strategic AI Literacy: What Nonprofit Leaders Actually Need to Know	<b>Kathryn Kolaczek –</b> From Crisis to Credibility: Communicating Clearly When Things Go Wrong	<b>Alex Abboud –</b> Engaging Six Generations of Supporters: Building a Fundraising Program That Spans All Ages	<b>Jonathan NG –</b> Engaging People in Legacy Giving – A Lawyer’s Perspective
3:00	Bio Break				
3:15	<b>Michelle Bergsma –</b> What Reality TV can teach us about Campaign Case writing	<b>Gloria Stewart &amp; Kris Fernet –</b> Why Outsourcing Makes Good Financial Sense	<b>Bri McBain –</b> From Zero to Hero Fundraising: Building a New Fundraising Campaign from the Ground Up	<b>Sara Stepa –</b> The Unconscious Drivers of Fundraising Decisions	<b>Roy Boettger,</b> Tales from the Estate Planners Desk
4:30					

**Not Registered Yet? – follow this [LINK](#), register and SAVE!**

Tuesday May 5, 2026					
ROOM	BALLROOM	Yorkshire 1	Yorkshire 2	Lincolnshire 1	Lincolnshire 2
7:30	Breakfast & <b>10 Points of the Compass</b>				
8:30	<b>Doug Nelson –</b> The Four Roles of Value-Added Boards: A Framework for Fundraising Engagement	<b>Kathryn Kolaczek – pending</b> Trust Is the Currency: Ethical Communications That Strengthen Fundraising in Polarized Times		<i>Please note that this schedule is subject to change</i>	
10:00	Bio Break				
TRACKS	Fundraising, Strategy & Innovation	Partnerships, External Relations & Data	Communications, Marketing & Storytelling	Career Development & Leadership	OTHER
10:15	<b>Alice Ferris, ACFRE –</b> Planning When you Don't Know What's Next	<b>Sara Stepa –</b> Cracking the Funder Code: A Strategic Approach to Grant Success	<b>Jill Petrovic</b> Stop Assuming, Start Asking: Journey Mapping as a Catalyst for Change and Sustainability	<b>Jim Anderson –</b> But what if...? Special Event Planning as a Contingency Strategist	<b>Kyle Keith –</b> <i>Fundraising &amp; Technology</i>
11:30					
11:45	<b>Vincent Duckworth, CFRE –</b> Naming Rights in Fundraising: How to Structure, Value, and Manage Donor Recognition	<b>Ross Marsh –</b> From Survive to Thrive: Achieving Breakout Growth in Fund Development	<b>Kathryn Kolaczek –</b> AI, Ethics, and Fundraising Communications: What Leaders Need to Know Now	<b>Jeff Sodowsky, CFRE –</b> Navigating Change: Using the Three Cs to Advance Your Efforts	<b>Matt Hussey –</b> Make Them Feel It: Messaging That Moves Donors to Give
1:00 – 2:35 PM	<b>LUNCH &amp; CLOSING PLENARY –</b> <b>Alice Ferris &amp; Jim Anderson</b> I am Not a Bot: AI, Resistance, and the Future of Human-Centered Fundraising				