



Proudly Presented by



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 PLENARY #1	Lunch & Opening Plenary Russell James III, Ph.D., J.D., CFP® – 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 SESSION #1	Tony Myers, PhD, MA, LLB, CFRE (Ret'd) – Leadership in Action	Brent Barootes – Prospecting for sponsorship success	Tess Conrad – How to increase giving by 35% with gifts of assets	Scott Decksheimer, CFRE – Create the Futureproof YOU (and team)	Aimee Lindenberger – Legacy Giving Without the Fear Factor: From Myth-Busting to Meaningful Action
3:15	Bio Break				
3:30 SESSION #2	Olga Krochak, CFRE & Ron Smith, CFRE – Influence Without Ownership: Rethinking the Leader as Brand	Gwen Nowasad & Karin Nybo – If It's Not in the CRM It Didn't Happen	Russell James III, Ph.D., J.D., CFP® Using behavioural science in fundraising communications: What experimental research tells us about the right words and phrases.	Alex Abboud – The Fundraiser with Many Hats: How to Make the Most of Playing Multiple Roles	Tess Conrad – 4 Essentials to Grow a Planned Giving Program
4:45 PLENARY #2	Fireside Chat – Roger D. Ali, CFRE, Andrea McManus, FAFP, Richard Morgan, CFRE with moderator, Vincent Duckworth, CFRE				
6:15	Opening Reception				

DATE	Monday May 4				
ROOM	Ballroom	Yorkshire1	Yorkshire 2	Lincolnshire 1	Lincolnshire 2
7:30 am	Breakfast				
8:30 am	Plenary – Ross Marsh – What Will Your 2030 Fund Development Program Be Like?	PLENARY #3 <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 am SESSION #3	Vincent Duckworth, CFRE AI for Fundraisers: Practical Tools to Work Smarter and Build Stronger Donor Relationships	Brent Barootes – From Getting the Meeting to Closing the Deal - A Sponsorship Success Program.	Rob Kelly – Story, Systems, and Humanity: Crafting Fundraising Videos That Land	Christoph Clodius & Jason Demers, CFRE Weave Your Career Web with Intention	Danny Mah – Flow-Through Share Donations in Practice: Real-World Case Studies for Major Gift Fundraising
11:30 am	Lunch & Plenary – Dree Thomson, CFRE, ACFRE & panel - Young Guns Silver Bullets 2.0	PLENARY #4			
1:45 pm SESSION #4	Roger D. Ali, CFRE – Mastering Major Gifts in an evolving philanthropic landscape	Eva Kwan – Strategic AI Literacy: What Nonprofit Leaders Actually Need to Know	Kathryn Kolaczek – From Crisis to Credibility: Communicating Clearly When Things Go Wrong	Alex Abboud – Engaging Six Generations of Supporters: Building a Fundraising Program That Spans All Ages	Jonathan NG – Engaging People in Legacy Giving - A Lawyer's Perspective
3:00 pm	Bio Break				
3:15 pm SESSION #5	Michelle Bergsma – What Reality TV can teach us about Campaign Case writing	Gloria Stewart & Kris Fernet – Why Outsourcing Makes Good Financial Sense	Bri McBain & Kayli McClelland – From Zero to Hero Fundraising: Building a New Fundraising Campaign from the Ground Up	Sara Stepa – The Unconscious Drivers of Fundraising Decisions	Roy Boettger, KC Reflections from an Estate Planners Desk
4:30					

Tuesday May 5, 2026					
ROOM	BALLROOM	Yorkshire 1	Yorkshire 2	Lincolnshire 1	Lincolnshire 2
7:30 am	Breakfast & 10 Points of the Compass				
8:30 am	Doug Nelson – The Four Roles of Value-Added Boards: A Framework for Fundraising Engagement	PLENARY #5		<i>Please note that this schedule is subject to change</i>	
10:00 am	Bio Break				
TRACKS	Fundraising, Strategy & Innovation	Partnerships, External Relations & Data	Communications, Marketing & Storytelling	Career Development & Leadership	OTHER
10:15 am SESSION #6	Alice Ferris, ACFRE – Planning When you Don't Know What's Next	Sara Stepa – Cracking the Funder Code: A Strategic Approach to Grant Success	Jill Petrovic Stop Assuming, Start Asking: Journey Mapping as a Catalyst for Change and Sustainability	Jim Anderson, CFRE – But what if...? Special Event Planning as a Contingency Strategist	Kyle Keith – The Intelligence Gap: Why do fundraisers feel left behind by technology?
11:30					
11:45 am SESSION #7	Vincent Duckworth, CFRE – Naming Rights in Fundraising: How to Structure, Value, and Manage Donor Recognition	Derek Fraser, CFRE & Aimee Lindenberger, CFRE Donor Advised Funds: What Every Fundraiser Needs to Know (and Do) Now	Kathryn Kolaczek – AI, Ethics, and Fundraising Communications: What Leaders Need to Know Now	Jeff Sodowsky, CFRE – Navigating Change: Using the Three Cs to Advance Your Efforts	Matt Hussey – Make Them Feel It: Messaging That Moves Donors to Give
1:00 – 2:35 PM	LUNCH & CLOSING PLENARY – Alice Ferris, ACFRE & Jim Anderson I am Not a Bot: AI, Resistance, and the Future of Human-Centered Fundraising		PLENARY #6 (CLOSING)		



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