

NATIONAL SCHOOL FOUNDATION ASSOCIATION NATIONAL CONFERENCE

Workshops will fill up. Register today by logging in using your confirmation email that you received when you registered.

AGENDA

Wednesday, March 21, 2018

Pre-Conference Session

8:00 AM - 12:00 PM

Experienced Leader Training (Experienced Leader)

Ryman L

In this workshop for experienced executives, participants will reflect on their own leadership style in the context of today's education environment. Through the use of engaging activities and tools, participants will hone skills at: * Leading teams productively * Managing complex relationships with school districts, donors and community partners * Creating balance among priorities - personal and professional Given the small size of the workshop, each participant will get the chance to have immediate challenges discussed with a skilled consultant and accomplished colleagues from around the country.

Speakers: [David Moore](#)



8:00 AM - 12:00 PM

New Foundation or New Leader Training (Foundation Training)

Ryman QR

Are you new to the education foundation industry? Is your foundation just getting started, or restarted? Join us as two renowned education foundation experts share fundamentals in Governance, Financial and Legal Responsibilities, District Relationships, Aligning Funding Priorities with District Priorities, Fundraising, Staffing, Engaging your Board and Telling Your Story. You'll have an opportunity to get your questions answered while building your national peer network.

Speakers: [Laurie Cromwell, CFRE](#),
[Elaine Free](#)



1:00 PM - 2:00 PM

Pre-Conference Member Registration Check-in

Ryman Foyer



2:00 PM - 4:00 PM

Pre-Conference NSFA Member Event

Ryman Ballroom

National Discussion on Equity and Access to Opportunity. Join fellow NSFA members to discuss the role your foundation is playing in ensuring equitable access to opportunity for students. Gain insight from a panel of national experts who are working with other community stakeholders to address this critical issue.

Speakers: [Dan Challenger](#),
[Mary Mélon, CEFL](#),
[Ann Terrell](#)



4:00 PM - 7:00 PM

Conference Registration Check-in

Ryman Foyer



5:00 PM - 7:00 PM

Welcome Reception

Water's Edge

This fun event is designed to help you expand your national network of colleagues, see old friends and meet new ones. Join us for appetizers and a no-host bar before



Thursday, March 22, 2018

5:00 PM - 7:00 PM

Welcome Reception EXTRA TICKET for Guest Water's Edge

Welcome Reception for Guest of Conference Attendee. The Reception is included in attendee's registration cost.

Thursday, March 22, 2018

7:15 AM - 8:00 AM

Exhibits Open and Continental Breakfast Ryman Foyer

8:00 AM - 8:30 AM

Opening Session (Opening session)
Ryman Ballroom

The leadership of NSFA would like to welcome you to the 13th Annual National Conference. In this opening session, you will meet the NSFA Board Members, be introduced to NSFA's Council of Advisors and gain valuable updates regarding NSFA's work since we met last March in Chicago.

Speakers: [Dr. David Else](#),
[Robin Callahan, CFRE, CEFL](#),
[Terry Boehm](#),
[Jim Hanks](#)

Keynote

8:30 AM - 10:00 AM

Opening Keynote Ryman Ballroom

Legendary Leadership Keynote In this program, titled, "Legendary Leadership," Rod C. Taylor, Ph.D., uses the history of pop music from 1951 forward to explore seven qualities that contribute to dynamic, effective, and influential leadership. Through this interactive, music-centered presentation, Rod and his band (including Daves Highway and Matt Billingslea of the Taylor Swift Band) will offer participants a fun and engaging way to reflect on some key characteristics common to successful and impactful leadership.

Speakers: [Rod C. Taylor Ph.D.](#)

10:00 AM - 10:15 AM

Break Ryman Foyer

Session A

10:15 AM - 11:15 AM

Breaking the Million-Dollar Ceiling (A3) Ryman HI

"How can our foundation break the million-dollar ceiling? How can we become THAT foundation?" Many foundations see themselves as too small or not organized enough to raise major gifts at the million-dollar level: "We try and try, but we're just never going to get there!" In this presentation-Breaking the Million-Dollar Ceiling-fundraising professional Karin Cox, Senior Executive Vice President and Chief Creative Officer at Hartsook and Dawn Meyer, Executive Director at Loudoun Education Foundation in Northern Virginia share how to overcome the "Three Fs" for breaking the barrier to reach the million-dollar gift threshold: 1. Fear: "We don't have the right skills ... staff ... organization, etc. to achieve the goal." 2. False Perceptions: "We need something really special (that we don't have) to achieve the goal." 3. Fabricated Expectations: "We don't have the right donors ... partners ... community, etc. to achieve the goal."

Speakers: [Karin Cox](#)

10:15 AM - 11:15 AM

Don't Spare the Change: The Fundraiser as Change Agent (A4) Ryman JK

While PreK-12 public education foundations represent one of the fastest growing fields of philanthropy, foundation fundraisers constantly need to be change agents in order to be successful. While working with superintendents, faculty, and school boards, public education foundation leaders often need to change the prevailing landscape and perspectives of how funding opportunities are identified, understood, and maximized. And then there are our neighbors in our local communities who wonder why a charitable gift is necessary when local, state, and federal tax dollars fund the local school system. Again, the work of a persuasive change agent is essential in order to be an effective fundraiser in this environment. This workshop will demonstrate how fundraising skills translate into leadership skills. The session then will provide practical ways to deal with resistance and foster the changes that need to happen to take your fundraising to new levels of impact.

Speakers: [Bill Stanczykiewicz](#)

10:15 AM - 11:15 AM

Engaged Boards: A Key to Successful Education Foundations (A5)
Ryman QR

One of the key variables in successful education foundations is having a board that is engaged and understands its responsibilities. Areas of focus will include getting board members involved in program development, marketing, fundraising and management of the foundation. There will also be discussion regarding the selection of individuals to serve on the board to ensure success.

Speakers: [Elaine Free](#)

10:15 AM - 11:15 AM

Industry Leadership Council Meeting (ILC)
Ryman O

Inagural Meeting for the 2018 Industry Leadership Council Members. The Industry Leadership Council is made up of Executive Directors who are highly regarded thought leaders who serve as a voice of industry to NSFA and ambassadors to their state on behalf of NFSA. If your state does not have a member and you'd like to nominate someone, see the NSFA website for more details.
www.schoolfoundations.org.

10:15 AM - 11:15 AM

Revenue Growth Strategies (A1)
Ryman L

Learn the path the Foundation for Edmonds School District took in growing from \$40,000 to one million in seven years by adding Major Gifts, an Annual Fund, Special Events, Grant Writing and Alumni Engagement.

Speakers: [Deborah Anderson](#)

10:15 AM - 11:15 AM

Take Back Your Summer! School Supply Program Tips (A2)
Ryman MN

Learn practical tips for how to start or refresh your back to school supply drive. Hear how one Colorado education foundation streamlined their school supply backpack program from 2 months to 2 days while still serving the back to school needs of more than 1,500 students. Topics covered in the presentation will include raising the funds, purchasing supplies, volunteer recruitment, the how-to of backpack stuffing and distribution.

Speakers: [Kim Akeley-Charron](#), [CEFL](#)

Session B

11:30 AM - 12:30 PM

County Wide School District/Multiple Cities or School Districts (B6)
Ryman MN

Discussion group by type of community served

11:30 AM - 12:30 PM

Large, Urban Community (40K+ Students) (B1)
Ryman L


Discussion group by type of community served

11:30 AM - 12:30 PM

Medium to Large Rural Community (10K+ Students) (B5)
Ryman O

Discussion group by type of community served

11:30 AM - 12:30 PM	Medium to Large, Suburban Community (15K+ Students) (B2) Ryman JK Discussion group by type of community served	◆
11:30 AM - 12:30 PM	Small Rural Community (Up to 5K Students) (B4) Ryman HI Discussion group by type of community served	◆
11:30 AM - 12:30 PM	Small Suburban Community (up to 10K Students) (B3) Ryman QR Discussion group by type of community served	◆

12:00 PM - 1:30 PM	Thursday Lunch EXTRA TICKET for Guest Ryman Ballroom Lunch Guest of Conference Attendee. Lunch is included in attendee's registration cost.	◆ 
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Session C

12:30 PM - 2:00 PM	Business/Administration Staff (C7) Ryman Ballroom Lunch Discussion group by foundation role	◆
12:30 PM - 2:00 PM	Development Staff (C4) Ryman Ballroom Lunch Discussion group by foundation role	◆
12:30 PM - 2:00 PM	Executive Director - No Staff (C1) Ryman Ballroom Lunch Discussion group by foundation role	◆
12:30 PM - 2:00 PM	Executive Director 1-4 Staff (C2) Ryman Ballroom Lunch Discussion group by foundation role	◆
12:30 PM - 2:00 PM	Executive Director 5+ Staff (C3) Ryman Ballroom Lunch Discussion group by foundation role	◆
12:30 PM - 2:00 PM	Fdn. Board in All Volunteer Org. (C9) Ryman Ballroom Lunch Discussion group by foundation role	◆
12:30 PM - 2:00 PM	Fdn. Board with Staff (C10) Ryman Ballroom Lunch Discussion group by foundation role	◆
12:30 PM - 2:00 PM	Marketing Staff (C5) Ryman Ballroom Lunch Discussion group by foundation role	◆
12:30 PM - 2:00 PM	Other Staff (C8) Ryman Ballroom Lunch Discussion group by foundation role	◆
12:30 PM - 2:00 PM	Program Staff (C6) Ryman Ballroom Lunch Discussion group by foundation role	◆
12:30 PM - 2:00 PM	School Board Members (C12) Ryman Ballroom Lunch Discussion group by foundation role	◆

12:30 PM - 2:00 PM

Superintendent/Principal (C11)

Ryman Ballroom

Lunch Discussion group by foundation role



Keynote

1:00 PM - 2:00 PM

The Urgency of Educational Equity: Ensuring Maximum Impact from Your Foundation

Ryman Ballroom

Equity and excellence in Prek-12 education have become a catch-all phrase to ensure that districts and policymakers provide for the diverse needs of an ever-changing student and family demographic. But what would it look like for a foundation positioned to make a significant impact to move beyond equity and strive for justice? Cornell West said that "justice is what love looks like in public." How can educational advocates such as yourself employ a posture and practice of justice in your daily work? This interactive, dynamic keynote will provide a tangible theory to practice, evidenced-based ideas that will empower your foundation to move from awareness to action in addressing equity. Practical strategies and best practices from effective models will be shared that help moves the needle on a stubborn and persistent "opportunity gap." An emphasis on asset focused, strengths-based partnerships between Foundations and the communities that they impact will be highlighted.

Speakers: [Mona Ivey-Soto](#)



Discussion Session

2:10 PM - 3:05 PM

Solution Oriented Session with Vendors

Ryman Ballroom

Education foundations face universal challenges. How do you capture and leverage important data? How do you utilize your time and your staff's time for the greatest ROI? How do you engage meaningfully with your donors or alumni? How do you maximize your fundraising potential? In this session, our partners will share at a high level, their solutions for the greatest challenges you face, allowing you to follow up after the session. Get ready to take some notes, do some intense listening...and learning. Facilitated by Kim Akeley-Charron

Hosts: [Kim Akeley-Charron](#), [CEFL](#)



3:05 PM - 3:25 PM

Break

Ryman Ballroom



Session D

3:15 PM - 4:15 PM

Building a Culture of Gratitude (D2)

Ryman QR

Education Foundations, like many non-profits, are only as successful as the relationships that they develop and maintain. Presenters will share the ways that their foundation has found success by cultivating a culture of gratitude that extends to donors, volunteers, program partners, staff and board. Participants will leave with practical ideas that they can easily implement at their foundations including donor stewardship techniques, event ideas, volunteer retention and more. Our jobs can be tough but cultivating gratitude will not only improve your relationships and your outcomes but will bring more joy to your work.

Speakers: [Meagan Berardi](#),
[Gail Rothman](#), [CEFL](#)



3:25 PM - 4:25 PM

Crowdfunding: Unleash its Power in Your District! (D1)

Ryman HI

Community. Equity. Accountability. Partnerships. Learn how these assets - among others! - can be attained through an effective and sustained district-wide crowdfunding strategy. Explore proven programs, policies and PR strategies that will work for your schools and community.

Speakers: [Mike Kuhl](#),



Wendy Van

3:25 PM - 4:25 PM

Food Insecurity - How We Made Stone Soup (D5)

Ryman O

'Children need to come to school ready to learn so they can leave to earn'. But how can they learn when they are hungry? Come and discover how four education foundations used a 'Stone Soup' approach to work with partners, volunteers, donors, and districts to bring food to students and their families. Jodi Lunt, Director Davis Education Foundation, Steven Hall, Director Jordan Education Foundation, Brent Severe, CEO Granite Education Foundation, and Monica Yocom, Board Chair Salt Lake Education Foundation and Senior Manager Community Relations for Fidelity Investments, come together to share their experiences in a panel moderated by David James, sports news anchor and talk show host for Salt Lake City's CBS affiliate, Granite Education Foundation Board member, and dedicated advocate for hunger issues facing Utah children. These experienced leaders share specific ways they worked with their communities and school leadership to survey school needs and to explore and implement a variety of programs and projects such as mobile food pantries, in-school pantries, principal pantries, No Hunger Zones, Souper Bowl of Caring, donor adoption of a school, meal packs, snack packs, and giving campaigns

Speakers: Steve Hall,
Jodi Lunt, CEFL,
Brent Severe, CEFL,
David James,
Monica Yocom

3:25 PM - 4:25 PM

Secrets of the 2nd Gift - the Key to Donor Retention (D6)

Ryman L

Fundraisers spend a lot of time acquiring new donors, and with good cause. However, in order to create a long-lasting relationship, the most critical gift isn't the first; it's the second. In this session, nonprofit technology veteran Jay Love will make the case for why donors should concentrate on acquiring a donor's second gift in order to achieve sustainable funding, high donor retention rates and high donor lifetime values. You'll see examples that can be implemented by any organization, whether you are a one-person shop or a large development department. The results can be astounding when put into daily use!

Speakers: Heather Carroll, CEFL,
Jay Love

3:25 PM - 4:25 PM

Strategic Planning: A "Realistic Road Map" (D3)

Ryman JK

Where in the world is our foundation headed? The road to success involves deliberate planning with strategic initiatives. Strategic planning provides an opportunity for a foundation to learn about who it is, where it wants to go and how it will get there. Developing and implementing a strategic plan will make your organization more effective at programming, operations and fundraising. Participants will learn the key elements of a strategic plan and how to implement a strategic planning process for stronger impact from their education foundation.

Speakers: Laurie Cromwell, CFRE,
Chris Ary

3:25 PM - 4:25 PM

Your Education Foundation - Becoming a Social Entrepreneur (D4)

Ryman MN

Have you ever considered your education foundation becoming a social entrepreneur? Do you have ideas to bring about social change that can make your foundation money at the same time? Think Gatorade or Newman's Own. How can you take a problem and turn it into a solution that provides a steady revenue stream to the Foundation? Learn how the Pinellas Education Foundation created several ventures over the years that continue to produce revenue for the Foundation each and every year and contribute to deeper preparation for college, careers, and life after high school.

Speakers: Stacy Carlson,
John Ruby,
Bob McIntyre

Session E

4:30 PM - 5:15 PM	Midwest Region (E3) Ryman QR Discussion Group for ND, SD, NE, KS, MN, IA, MO, IL, WI, IN, MI, OH	◆
4:30 PM - 5:15 PM	Northeast Region (E1) Ryman MN Discussion Group for PA, NY, NH, VT, ME, MA, RI, CT, NJ, DE, MD, DC	◆
4:30 PM - 5:15 PM	Southeast Region (E2) Ryman JK Discussion Group for LA, AR, MS, AL, TN, KY, WV, VA, NC, SC, GA, FL	◆
4:30 PM - 5:15 PM	Southwest Region (E4) Ryman L Discussion Group for AZ, NM, OK, TX,	◆
4:30 PM - 5:15 PM	Western Region (E5) Ryman O Discussion Group for CA, WA, OR, ID, MT, WY, CO, UT, NV	◆

5:30 PM - 8:30 PM	Dine Around at Gaylord, check in at Registration Desk Gaylord Hotel Restaurants Don't pass up on this opportunity to build your national network. Join a small group of your peers (8 or less) for dinner at one of the many fabulous Gaylord restaurants or downtown Nashville starting at 5:30, 6:00 or 6:30. You will have the opportunity to sign up for the restaurant of your choosing when you check in at the conference. Are you a Young Professional? Meet other Young Professionals as NSFA kicks off that networking group through this Dine Around Opportunity.	◆
6:00 PM - 8:00 PM	State Leader's Dinner Martin's BBQ Joint - Downtown Nashville This event is by invitation only for the NSFA Board, State Affiliate Leaders and members of the Industry Leadership Council. If you are leading the education foundation movement in your state but are not yet part of the Industry Leadership Council, please email robin@schoolfoundations.org.	◆
6:45 PM - 10:30 PM	Shuttle to and from Music Row Presidential Portico Pickups at Presidential Portico (Gaylord) and Wild Horse Saloon (Downtown). Must have conference badge to ride.	◆
9:30 PM - 10:30 PM	Certified Education Leaders Reception To be announced This is a celebration for the newest Certified Education Foundation Leaders and a networking opportunity for all Certified Education Foundation Leaders and National University Staff. You must be a CEFL to attend this event.	◆

Friday, March 23, 2018

7:15 AM - 8:00 AM	Exhibits Open and Continental Breakfast Ryman Foyer	◆
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Keynote

8:00 AM - 8:45 AM	NSFA Awards Ceremony (Awards) Ryman Ballroom We are proud to recognize the powerful work taking place across the country and the leaders who make it possible. In this session, you will meet the 2018 Industry Leadership Council, the 2017 National Superintendent of the Year, Dr. Michel	
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Grego, the winners of the SWAG Awards and the 2017 - 2018 Certified Education Foundation Leaders. You'll also learn about NSFA's new online Board Member Training Program.

Speakers: [Kendall Williams](#),
[Toba Cohen-Dunning](#),
[Bill Hoffman](#),
[Ann Terrell](#)

8:45 AM - 9:45 AM

Superintendent of the Year Panel – A District & Foundation Relationship That Creates Nationally Reno (SOTYA)
Ryman Ballroom

What are the key components in a successful collaboration between stakeholders which result in measurable, high-level student outcomes? In this panel discussion featuring NSFA's National Superintendent of the Year, Dr. Michael Grego, you'll gain insights into the extraordinary working relationship that exists between the key stakeholders including the Pinellas Education Foundation CEO and Board, Pinellas County School District, School Board and the Business Community. Learn how you and your district can implement these key concepts to better achieve your mutual goals.

Speakers: [Dr. Michael Grego](#),
[Stacy Carlson](#),
[Bill Hoffman](#),
[Bob McIntyre](#),
[Rene Flowers](#)

Session F

9:45 AM - 10:45 AM

Becoming a Certified Education Foundation Leader (F6)
Ryman Ballroom

Are you looking for a way to grow professionally in your knowledge as an education foundation leader? Learn more about the Education Foundation Leader Training and Certification Program, offered in partnership with National University. The most recent Certified Education Foundation Leaders will share their experience, the value of the program and answer any questions you might have.

Speakers: [Bill Hoffman](#),
[Suzi Bruin, CEFL](#),
[Lance Swanson, CEFL](#)

9:45 AM - 10:45 AM

Congratulations! Now what? Development 101 (F1)
Ryman L

After a successful career as a teacher, administrative assistant, or something else, you have now been given an opportunity to lead your school system's foundation. What an honor! Congratulations! What now? What is the difference between a gift, a pledge, a planned gift, and a recurring gift? Thank you letters, receipts, reports, volunteers, board members - and, what is that silly word that people mention in all of its forms, Philanthropy, Philanthropists, Philanthropic? What do you mean there's a difference between a mission statement and a vision statement? Appeals, funds, campaigns, constituency groups - are you beginning to feel dizzy yet? Fund Development is one of the most amazing professional fields a person can enter and exceed in, if given the proper training and tools from the onset. This course will cover the overall concepts and theories of development, and at least 50 definitions of terms you must know to start your successful venture - all in one hour!

Speakers: [Stephanie Maxwell, CFRE](#)

9:45 AM - 10:45 AM

Leadership (Hacks!) (F4)
Ryman MN

Amazon offers a mere 187,530 books about leadership! Who, What and How can you find your own best pathway to lead with confidence and heart, as well as inspire others to become leaders alongside you.

Speakers: [Laura Zimmerman](#)

9:45 AM - 10:45 AM

Scholarships (F5)
Ryman HI

The access to post-secondary education transforms lives - but it's not accessible for every student. Are you thinking of starting a scholarship program? Learn from this group of experienced leaders how they administer their scholarship programs and steward relationships with the donors who make them possible.

Speakers: [Kim Akeley-Charron, CEFL](#),
[Judy Slate](#),
[Sheryl Franke](#)

9:45 AM - 10:45 AM

Staff Campaigns: Developing a Culture of Giving (F2)
Ryman JK

Live the mission, give the mission, own the mission. This workshop will guide attendees through the growth of a district staff culture that owns the success of their school foundation. From less than 10 percent giving to a consistent rate of 90%, learn how one foundation harnessed the giving nature of school personnel. Attendees will receive sample calendars, campaign structure, solicitation materials and payroll deduction/pledge cards.

Speakers: [Traci Skalberg, CEFL](#)

9:45 AM - 10:45 AM

Technology Tips & Tricks to Streamline Operations (F3)
Ryman QR

From texting campaigns, to social media campaigns to online forms and payments. Learn about non-profit best practices for engaging donors and supporters via technology. Participate in a real time texting exercise. A case study of the Prairie View Educational Foundation will include their usage of texting, online scholarship applications, grant forms, secured review forms for committees and event registration. Special focus will be given to how foundations can ensure a good user experience that will keep donors and supporters returning to your website and social media tools.

Speakers: [Allyson James](#)

Session G

11:00 AM - 12:00 PM

Building A Successful Annual Campaign (G1)
Ryman JK

Building a Successful Annual Campaign is essential for every education foundation. It is the most important piece of the fundraising puzzle. It requires coordinated planning efforts that help maximize year-round fundraising opportunities as well as share the impact of your education foundation. This workshop will walk through the step by step process of building a successful annual campaign specifically for education foundations. Workshop participants will gain tips on creating a solicitation list, strategies for different levels of giving, marketing the campaign, and building momentum for giving among key constituencies. Topics will include Board Giving, District Staff Campaigns, Major Gifts and Community Appeals. Originally presented at a New Jersey Education Foundation Partnership state-wide meeting in October, this workshop was extremely well-attended and received unanimously positive reviews from participants who said the material was accessible and easily implemented.

Speakers: [Molly Servais, CEFL](#)

11:00 AM - 12:00 PM

Developing a partnership - Board President & E.D. (G4)
Ryman HI

The Board President and Executive Director of the Omaha Public Schools Foundation will discuss how they have changed the culture of roles and responsibilities for the board of directors by developing a strong partnership. The Foundation has been ranked among the top ten K-12 education foundations in the U.S. for the past four years. Come explore various techniques and tools that have proven successful in empowering and engaging our diverse foundation board of directors to assist 52,000 students in the largest urban school district in the State.

Speakers: [Steve Kinkead](#),
[Toba Cohen-Dunning](#)

11:00 AM - 12:00 PM

Don't Spare the Change: The Fundraiser as Change Agent (G6)
Ryman JK

While PreK-12 public education foundations represent one of the fastest growing fields of philanthropy, foundation fundraisers constantly need to be change agents in order to be successful. While working with superintendents, faculty, and school boards, public education foundation leaders often need to change the prevailing landscape and perspectives of how funding opportunities are identified, understood, and maximized. And then there are our neighbors in our local communities who wonder why a charitable gift is necessary when local, state, and federal tax dollars fund the local school system. Again, the work of a persuasive change agent is essential in order to be an effective fundraiser in this environment. This workshop will demonstrate how fundraising skills translate into leadership skills. The session then will provide practical ways to deal with resistance and foster the changes that need to happen to take your fundraising to new levels of impact.

Speakers: [Bill Stanczykiewicz](#)

11:00 AM - 12:00 PM

How to Captivate and Engage Constituents with Your Website (G3)
Ryman QR

Everything you do as a school foundation leads people back to your website. It is the center of your marketing universe and home base of your brand. Does your website captivate and engage people or is it merely an online brochure with a few photos and mission statement? In this session, we will share more than a decade of focus group research that reveals:

- The 5 elements of an engaging website.
- The one thing every nonprofit should be thinking about, but isn't.
- Real-world examples of nonprofit organizations that have mastered their online presence.

Wendy Van will be joining Jay Wilkinson for a special look at how the Foundation for Lincoln Public Schools has applied these key fundamentals to help further their mission.

Speakers: [Jay Wilkinson](#),
[Wendy Van](#)

11:00 AM - 12:00 PM

Standards for Education Foundation - Process and Implementation in Florida (G2)
Ryman MN

The Consortium of Florida Education Foundations (CFEF) supports the development of local education foundations with robust professional development, networking opportunities and one on one support. The goal of establishing quality standards for members emerged in 2017 as the next step in strengthening the statewide network. The challenge was how to develop standards that are appropriate for a diverse membership with sophisticated large education foundations and small entirely volunteer-driven organizations. An active task force representing the size and scope of CFEF members and along with opportunities for all members to participate in the process, have shaped the work. Collectively the members identified key categories and elements to craft 30 standards for effective foundations. Members assess themselves based on criteria and evidence. Executive Directors and Boards are responding with enthusiasm using the standards as a roadmap for improvement.

Speakers: [David Moore](#),
[Tracy Burger](#)

11:00 AM - 12:00 PM

The Three-Legged Stool: Fundraising for a Capital (G5)
Ryman O

Learn about the fail-safe three step recipe to raise money for one of our most pressing challenges - capital campaigns. Hear from a professional consultant who has raised more than \$300 million and an veteran Executive Director in the midst of a \$15 million capital campaign.

Speakers: [Brian Lauterbach](#),
[Traci Skalberg, CEFL](#)

12:00 PM - 1:30 PM

Friday Lunch EXTRA TICKET for Guest
Ryman Ballroom

Keynote

12:00 PM - 1:00 PM

The Importance of Telling Your Story

Ryman Ballroom

Shanon Doolittle is a fundraising and storytelling coach at Voice for Good. As the lead creative on hundreds of events, campaigns, and donor retention programs over the past 15 years, Shanon has helped raise tens of millions of dollars (and counting) for nonprofits of all sizes. She is also a co-founder of the Nonprofit Storytelling Conference, guest lecturer on fundraising at the University of Washington and Seattle University, and a frequent speaker at conferences worldwide.

Speakers: [Shanon Dolittle](#)



1:00 PM - 1:30 PM

Closing and Door Prize Drawing EXTRAVAGANZA (Closing)

Ryman Ballroom

Thinking of leaving early? You will not want to miss this Door Prize Drawing EXTRAVAGANZA. Our sponsors and exhibitors will have some fabulous prizes to give away and you must be present to win.

