



# AFP Northeast Wisconsin Chapter 2021 Program Calendar

## Programming Co-Chairs

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*Do you have any new program ideas, contacts for speakers or suggestions for future content? Send us a note!*

*Register to attend any of these programs and learn more at [www.afpnewi.org](http://www.afpnewi.org).*

<b>JANUARY 2021</b> <i>Focus: Virtual Fundraising</i>			
<p><b>Thursday, January 21</b> 12:00 – 1:30 PM</p> <p><b>Schedule:</b> 12:00 PM: Welcome! - Networking - Chapter Updates</p> <p>12:30 – 1:30 PM: Presentation &amp; Questions</p>	<p><b>Chapter Program</b> <b>Topic: How to Create a Virtual-First Fundraising Strategy That Won't Age</b></p> <p>The global pandemic has forced nonprofits to rethink their fundraising strategies overnight. For many, this allowed them to reach a new segment of donors and supporters. With the vaccine in play, many nonprofits are asking if a return to the status quo for fundraising is possible.</p> <p>During this session, Justin will address why maintaining a virtual-first fundraising strategy is critical to your long- term success as a nonprofit and provide practical steps you can take to scale in 2021 and beyond!</p>	<p><b>Host(s):</b> <b>Justin Wheeler</b> CEO/Co-Founder of <i>Funraise</i></p> <p><a href="http://www.funraise.org">www.funraise.org</a></p>	<p><b>Location:</b> VIRTUAL – ZOOM</p> <p><b>Registration Info:</b> Members: \$10 Non-members \$15</p>
<b>FEBRUARY 2021</b> <i>Focus: Refocus &amp; Reset</i>			
<p><b>First Wednesday of Month</b> <b>February 3<sup>rd</sup></b> 8:30am – 9:30am</p> <p>Share, learn &amp; enjoy networking time!</p>	<p><b>Morning Roundtable</b> <b>Topic: Looking Ahead &amp; Planning for 2021</b></p> <p>Kicking off the new year of networking and discuss your nonprofit plans for 2021! Share ideas and brainstorm with fellow fundraisers in this open forum discussion to share ideas, resources and dive into how you are planning 2021! Are there any key points from Justin's program on virtual fundraising that you are implementing?</p>	<p><b>Host(s):</b> <b>AFP Board Member</b></p>	<p><b>Location:</b> VIRTUAL – ZOOM</p> <p><b>Registration Info:</b> FREE</p>
<p><b>February 16</b> 12:00 – 1:00pm</p>	<p><b>Chapter Program/Webinar –Discussion with Catapult Fundraising</b> <b>Topic: Pop Goes Development</b></p>	<p><b>Host(s):</b> <b>Paul A. Dunne, CFRE</b> Senior Vice President</p>	<p><b>Location:</b> VIRTUAL – ZOOM</p>

<p><b>Schedule:</b> 12:00 PM: Welcome! - Networking - Chapter Updates</p> <p>12:15 – 1:00 PM: Presentation &amp; Questions</p>	<p>As development professionals, we have the huge task of juggling many different segments of donor activities: major donors, direct mail, marketing, events, board relationships, and even planned giving. This presentation will help prioritize and give clarity to those individuals who always feel they are reacting rather than being proactive in their work to ensure the greatest return.</p> <p>This presentation is especially informative for smaller organizations where the development director is in charge of many different areas.</p>	<p><i>Catapult Fundraising</i></p>	<p><b>Registration Info:</b> Members: \$10 Non-members \$15</p>
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**MARCH 2021**  
*Focus: Development Planning & Mentorships*

<p><i>First Wednesday of Month</i> <b>March 3<sup>RD</sup></b> 3:30 – 4:30pm</p> <p>Share, learn &amp; enjoy networking time!</p>	<p><b>Afternoon Roundtable *STILL IN DEVELOPMENT*</b> <i>Topic: Mentorships through AFP</i></p> <p>Did you know that AFP has a robust mentorship program? Network and chat to learn more about opportunity to get involved as a mentor or mentee within the AFP chapter!</p>	<p><b>Host(s):</b> <b>Lisa Strandberg</b> <i>AFP Board Mentorship Chair and the Community Engagement Director for Pillars</i></p>	<p><b>Location:</b> VIRTUAL – ZOOM</p> <p><b>Registration Info:</b> FREE</p> <p>Register at <a href="http://www.afpnewi.org">www.afpnewi.org</a></p>
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<p><b>March 11<sup>th</sup></b> 9:00 – 10:30am</p> <p><b>Schedule:</b> 9:00am: Welcome / Updates 9:30 – 10:30am: Presentation &amp; Questions</p>	<p><b>Chapter Program</b> <i>Topic: Using Energy Management to Generate Better Results</i></p> <p>What if your current thought patterns and habits that led to your success are now holding you back from creating the results that you’re looking for? Or, what if there was another approach to getting the success you’re accustomed to without compromising what really matters?</p> <p>If we can’t determine what thought patterns and habits are supporting us or which ones are getting in the way of influencing the outcomes that we want, we will <u>always</u> be limited in our ability to create meaningful results. Exceptional leaders create exceptional results. What do they do differently? Exceptional leaders are those professionals who have the courage to observe their own behavior and commit to doing the hard work of making changes rather than being so focused on the behavior of others and wishing for them to show up differently.</p> <p>The good news is that there’s a simple model that all of us can use to observe the thought patterns and habits that are holding us back. More importantly, we can use it to skillfully manage our energy so that we can experience high performance along with health and happiness.</p> <p>Whether you’re already an exceptional leader or you’re on the journey to becoming one, we’ll explore this model and share our experiences in a fun and engaging workshop!</p>	<p><b>Host:</b> <b>Jonny Richard</b> <i>Executive Coach Cause &amp; Effect</i></p>	<p><b>Location:</b> VIRTUAL – ZOOM</p> <p><b>Registration Info:</b> Members: \$10 Non-members \$15</p> <p>Register at <a href="http://www.afpnewi.org">www.afpnewi.org</a></p>
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<p><b>March 24<sup>TH</sup></b> 12:00 – 1:30pm</p> <p><u>Schedule:</u> 12:00pm: Welcome 12:15 – 1:30: Discussion and hands-on application</p>	<p><b><u>Midday EXTENDED Roundtable</u></b> <b>Topic: Development Planning</b></p> <p>If anything in the past year has taught us, that even the best laid plans need to change; but the importance was having them down to begin with. Everyone approaches development plans differently, and in this session Cara and Jen will walk us through the exercise they both did when they approached development planning for their organizations, what they learned through the process and do some hands-on exercises to help you get started on your own!</p> <p><b>Key takeaways:</b></p> <ul style="list-style-type: none"> <li>- Discuss what barriers and hurdles people have to creating a development plan</li> <li>- Start writing your own development plan and leave having an outline on what you have to complete</li> </ul>	<p><b>Host(s):</b> <b>Cara Gosse</b> <i>VP Communications &amp; Development – Family Services of Northeast Wisconsin</i></p> <p><b>Jenifer Allen,</b> <i>Director of Strategic Engagement – InitiativeOne</i></p>	<p><b>Location:</b> VIRTUAL – ZOOM</p> <p><b>Registration Info:</b> FREE</p> <p>Register at <a href="http://www.afpnewi.org">www.afpnewi.org</a></p>

**APRIL 2021**  
*AFP IDEA Month – Inclusion, Diversity, Equity & Access*

<p><b>First Wednesday of Month April 7<sup>th</sup></b> 8:30am – 9:30am</p> <p>Share, learn &amp; enjoy networking time!</p>	<p><b><u>Morning Roundtable</u></b> <b>Topic: Diversity – Part I</b></p> <p>As your nonprofit is journeying through what Inclusion, Diversity, Equity &amp; Access (IDEA) means for your organization, what resources are available to help you have meaningful conversations? This roundtable will be an opportunity have open discussion and learn what resources are available for AFP members through the global AFP IDEA group – as well as within our community.</p>	<p><b>Host(s):</b> <b>Nick Reising</b> <i>AFP Board – Diversity &amp; Inclusion Chair and the Director of Development for Fox Cities P.A.C.</i></p>	<p><b>Location:</b> VIRTUAL – ZOOM</p> <p><b>Registration Info:</b> FREE</p>
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<p><b>April TBD</b> 12:00 – 1:30pm</p> <p><u>Schedule:</u> 12:00 PM: Welcome! - Networking - Chapter Updates</p> <p>12:30 – 1:30 PM: Presentation &amp; Questions</p>	<p><b><u>Chapter Program *STILL IN DEVELOPMENT*</u></b> <b>Topic(s): Diversity &amp; Inclusion</b></p> <p><b>PENDING PROGRAM:</b> <b>*Deanna Signh</b> –She has a book “Purposeful Hustle” that she presents through the lens of Diversity, Equity and Inclusion. Additionally, she has a specific business called Uplifting Impact that focuses on helping leaders gain the knowledge, self-awareness and community you need to become an intentional ally in the fight against racism.</p> <p>There are a number of specific topics that can be presented, and located on her website for additional information here: <a href="https://www.upliftingimpact.com">https://www.upliftingimpact.com</a></p>	<p><b>Host(s):</b> <b>*pending*</b></p> <p><b>Deanna Singh</b> Founder, Uplifting Impact and Author</p>	<p><b>Location:</b> VIRTUAL – ZOOM</p> <p><b>Registration Info:</b> Members: \$10 Non-members \$15</p>
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	<p>Summit hosted specific to racism and being an ally in February:  <a href="https://www.upliftingimpact.com/how-to-be-an-ally-summit">https://www.upliftingimpact.com/how-to-be-an-ally-summit</a></p>		
<p><b>April TBD – end of month</b></p>	<p><b>Monthly Roundtable – Part II *STILL IN DEVELOPMENT*</b></p> <p>What are the challenges our NP’s are facing here in the Valley? What are the barriers? Follow up roundtable with community leaders part of IMAGINE Fox Cities</p> <ul style="list-style-type: none"> <li>- How do we talk about diversity?</li> <li>- What does it mean?</li> </ul>	<p>Host(s):</p>	<p>Location: VIRTUAL – ZOOM</p> <p>Registration Info: FREE</p>
<p><b>MAY 2021</b></p> <p>Focus: Spring Fundraising Seminar</p> <p>3.1 – presentation synopsis due to AFP</p> <p>4.27 – registration deadline to guarantee receive book PRIOR to event</p>			
<p>First Wednesday of Month  <b>May 5<sup>th</sup></b>  3:30 – 4:30pm</p> <p>Share, learn &amp; enjoy networking time!</p>	<p><b>Afternoon Roundtable *STILL IN DEVELOPMENT*</b></p> <p>Topic: <i>Engaging Youth in Philanthropy</i></p>	<p>Host(s):  <b>Michelle Dejno</b>  AFP Board – Youth in Philanthropy Chair and VP with O’Connor Connective</p>	<p>Location: VIRTUAL – ZOOM</p> <p>Registration Info: FREE</p>
<p><b>1<sup>st</sup> Session Date</b>  <b>Tuesday, May 11<sup>th</sup></b></p> <p><b>Schedule:</b>  8:30am: Welcome &amp; Logistics  8:45 – 10:45am: Presenter w/ 2 short stretch breaks  10:45am: Wrap Up</p> <p><b>2<sup>nd</sup> Session Date</b>  <b>Tuesday, May 18<sup>th</sup></b></p>	<p><b>Non-Profit Fundraising Seminar – CONFIRMED!</b></p> <p>Topic(s): <i>It’s Not JUST About the Donor: The Ultimate Guide to Major Gift Success</i></p> <ul style="list-style-type: none"> <li>- <i>Major Gift and Planned Giving Programs</i></li> <li>- <i>Donor Relationships and Prospecting</i></li> <li>- <i>The Tools You Need For A Successful Development Team</i></li> </ul> <p>*Specific synopsis coming March 2021.</p>	<p>Presented by:  <b>AFP Northeastern Wisconsin Chapter and Non-Profit Leadership Initiative</b></p> <p>Host(s):  <b>Jeff Schreifels</b>  Senior Partner - The Veritus Group</p> <p>Author of books “It’s Not JUST About the Money” and “It’s Not</p>	<p>Location: VIRTUAL – ZOOM</p> <p>Registration Info:  Members: \$45  Non-members \$50  *Includes newly written book by Jeff and access to both virtual sessions.</p>

<p><b>Schedule:</b>        8:30am: Welcome &amp; Logistics        8:45 – 10:45am: Presenter w/ 2 short stretch breaks        10:45am: Wrap Up</p>		<p><i>JUST About the Donor” and co-author of fundraising blog “Passionate Giving”</i></p>	
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**JUNE 2021**  
*Focus: Tools for Success*

<p><b>First Wednesday of Month June 2<sup>nd</sup></b>        8:30am – 9:30am</p> <p>Share, learn &amp; enjoy networking time!</p>	<p><b><u>Morning Roundtable</u></b>  <b>Topic: <i>Benchmarks, dashboards, etc.</i></b></p> <p>Benchmarks, dashboards and spreadsheets...oh my! Share ideas and brainstorm in this open forum discussion about what is working for you!</p> <ul style="list-style-type: none"> <li>- What metrics do you use to track internally?</li> <li>- Are there key reports you create and share with your board?</li> <li>- Do you have any stellar dashboards you use that have been particularly helpful for your team and/or organization? What metrics/benchmarks do you use and track internally? Reports to your board? Do you have any sweet dashboards that you use that have been particularly helpful?</li> </ul>	<p><b>Host(s):</b>  <b>AFP Board Member</b></p>	<p><b>Location:</b>        VIRTUAL – REMO</p> <p><b>Registration Info:</b>        FREE</p> <p>Register at <a href="http://www.afpnewi.org">www.afpnewi.org</a></p>
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<p><b>June XX (front end)</b>        12:00 – 1:30pm</p> <p><b>Schedule:</b>        12:00 PM: Welcome!        - Networking        - Chapter Updates</p> <p>12:30 – 1:30 PM:        Presentation &amp; Questions</p>	<p><b><u>Chapter Program:</u></b>  <b>Topic: <i>The Science of Focus: what to do with information when you receive it</i></b></p> <p>There are four ways you can process information when it gets to you, so what’s the most efficient? In this one-hour program we will explore:</p> <ul style="list-style-type: none"> <li>- Mindset related to turning off distractions (no more alerts!)</li> <li>- Prioritize what to do with information going at you</li> <li>- Structure your inbox so you are focused on things that need your attention</li> </ul> <p><i>This program is brought to our chapter by Heidi Dusek with the J. J. Keller Foundation.</i></p>	<p><b>Host(s):</b>  <b>Vendor of Effective Edge</b></p>	<p><b>Location:</b>        VIRTUAL – ZOOM</p> <p><b>Registration Info:</b>        Members &amp; Non-Members: FREE</p>
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<p><b>June 28 – 30, 2021</b></p>	<p><b><u>Conference Opportunity</u></b>  <b>Topic: <i>AFP ICON</i></b></p> <p>The world’s largest conference for fundraising professionals. Registration available online through AFP global.</p>	<p><b>AFP International</b></p>	<p><b>Minneapolis, MN &amp; Virtual</b></p>
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## JULY

*Focus: Sweet Summertime*

<p><b>First Wednesday of Month July 7<sup>th</sup></b> 3:30 – 4:30pm</p> <p>Share, learn &amp; enjoy networking time!</p>	<p><b><u>Afternoon Roundtable</u></b> <b>Topic: <i>Org structures to support development</i></b></p> <p>Organizations both small and large have different structures – but how do you determine what works? In this open forum roundtable we'll share with each other:</p> <ul style="list-style-type: none"> <li>- What does your development team structure look like?</li> <li>- How is your team aligned with leadership and/or other departments?</li> <li>- Challenges and/or perks with current structure?</li> <li>- Are you outsourcing specific tasks or considering this to help create efficiencies?</li> </ul>	<p><b>Host(s):</b> <b>AFP Board Member</b></p>	<p><b>Location:</b> VIRTUAL – ZOOM</p> <p><b>Registration Info:</b> FREE</p>
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## AUGUST

*Focus: Year End Prep*

<p><b>First Wednesday of Month August 4<sup>th</sup></b> 8:30 – 9:30am</p> <p>Share, learn &amp; enjoy networking time!</p>	<p><b><u>Morning Roundtable *STILL IN DEVELOPMENT*</u></b> <b>Topic: <i>Membership / TBD</i></b></p> <p><i>AFP Membership focus...what are the perks, ways to get involved, etc?</i></p>	<p><b>Host(s):</b> <b>Amanda Moore &amp; Kasha Huntowski</b> <i>AFP Board – Membership Co-Chairs</i></p>	<p><b>Location:</b> VIRTUAL – ZOOM</p> <p><b>Registration Info:</b> FREE</p>
<p><b>TBD – August 2021</b></p>	<p><b><u>*Conference Opportunity</u></b> <b>Topic: <i>Fundraising Day WI</i></b> A full day of professional development, workshops, luncheon &amp; social hour.</p>	<p>Presented by Greater Madison &amp; Southeastern AFP chapters</p>	<p>TBD</p>
<p><b>August XX</b> <b>12:00 – 1:30pm</b></p> <p><u>Schedule:</u> 12:00 PM: Welcome!  <ul style="list-style-type: none"> <li>- Networking</li> <li>- Chapter Updates</li> </ul> 12:30 – 1:30 PM: Presentation &amp; Questions</p>	<p><b><u>Chapter Program *STILL IN DEVELOPMENT*</u></b> <b>Topic: <i>TBD - “Words That Work to Increase Planned Gifts” or “Inside the Mind of the Bequest Donor”</i></b></p> <p><b><u>PENDING PROGRAM:</u></b> <b>*Dr. Russel James</b> – He was recommended by AFP board member, Amanda Moore, for his expertise on financial planning and research he’s done on planned giving. Has provided a virtual presentation to the NPlace community in the past and has a number of different finance related topics to consider.</p> <p><a href="https://www.linkedin.com/in/encouragegenerosity/">https://www.linkedin.com/in/encouragegenerosity/</a></p>	<p><b>Host(s):</b> <b>Dr. Russel James</b> <i>Professor of Charitable Financial Planning at Texas Tech University</i></p>	<p><b>Location:</b> VIRTUAL – ZOOM</p> <p><b>Registration Info:</b> Members &amp; Non-Members: FREE</p>

## SEPTEMBER

*Focus: Storytelling & Appeals*

<p>First Wednesday of Month <b>September 1<sup>st</sup></b> 3:30 – 4:30pm</p> <p>Share, learn &amp; enjoy networking time!</p>	<p><b>Afternoon Roundtable *STILL IN DEVELOPMENT*</b> <i>Topic: TBD</i></p>	<p><b>Host(s):</b> AFP Board Member</p>	<p><b>Location:</b> VIRTUAL – ZOOM</p> <p><b>Registration Info:</b> FREE</p> <p>Register at <a href="http://www.afpnewi.org">www.afpnewi.org</a></p>
<p><b>*week of 9.13 or 9.20*</b> <b>September XX<sup>d</sup></b> 12:00 – 1:30pm</p> <p><u>Schedule:</u> 12:00 PM: Welcome! - Networking - Chapter Updates</p> <p>12:30 – 1:30 PM: Presentation &amp; Questions</p>	<p><b>Chapter Program *STILL IN DEVELOPMENT*</b> <i>Topic: Storytelling Workshop Focused on Non Profit Organizations</i></p> <p><i>Why is story telling important?</i></p>	<p><b>Host(s):</b> Tara Pohlkotte <i>Founder of Storycatchers</i></p>	<p><b>Location:</b> VIRTUAL – ZOOM</p> <p><b>Registration Info:</b> Members: \$10 Non-members \$15</p> <p>Register at <a href="http://www.afpnewi.org">www.afpnewi.org</a></p>

## OCTOBER

*Focus: Fundraising Ethics*

<p>First Wednesday of Month <b>October 6<sup>th</sup></b> 8:30am – 9:30am</p> <p>Share, learn &amp; enjoy networking time!</p>	<p><b>Morning Roundtable *STILL IN DEVELOPMENT*</b> <i>Topic: Ethics</i></p>	<p><b>Host(s):</b> Rudi Pakendorf <i>AFP Board – Ethics &amp; Governance Chair</i></p>	<p><b>Location:</b> VIRTUAL – ZOOM</p> <p><b>Registration Info:</b> FREE Register at <a href="http://www.afpnewi.org">www.afpnewi.org</a></p>
<p><b>October 14<sup>th</sup></b> 8:00am – 12:15pm</p>	<p><b>Conference Opportunity</b> <i>Business &amp; Ethics Summit</i> Keynote Speaker: Andy Fastow</p>	<p><b>Host(s):</b> Samaritan Counseling</p>	<p>TBD</p>
<p><b>October XX</b> TBD</p>	<p><b>Nonprofit Conference *STILL IN DEVELOPMENT*</b> <i>Topic:</i></p>	<p><i>Workshop hosted by CMFVR, UWFC, NPLI, CLA &amp; AFP NEWI</i></p>	<p>TBD</p>

## NOVEMBER

*Focus: Celebrate Philanthropy*

<p>First Wednesday of Month <b>November 3<sup>rd</sup></b> 3:30 – 4:30pm</p> <p>Share, learn &amp; enjoy networking time!</p>	<p><b>Afternoon Roundtable *STILL IN DEVELOPMENT*</b> <i>Topic: Year End Giving / Support for AFP Chapter</i></p>	<p>Host(s): AFP Board Member</p>	<p>Location: VIRTUAL – ZOOM</p> <p>Registration Info: FREE</p>
<p><b>November 1 – 3, 2021</b></p>	<p><b>Conference Opportunity</b> <i>Nonprofit Storytelling Conference</i> A conference like no other for the entire team.</p>	<p>Various Speakers</p>	<p>San Diego, CA &amp; Virtually</p>
<p><b>November XX (TBD)</b> Full Conference 8:15am – 3:00pm</p> <p>Award Celebration Luncheon 11:15am – 1:00pm</p>	<p><b>Conference Opportunity *STILL IN DEVELOPMENT*</b> <i>Topic: National Philanthropy Day</i> Focus on philanthropy / giving and NOT specific fundraising training</p>	<p>Speakers TBD</p>	<p>TBD</p>

## DECEMBER

*Focus: Stewardship*

<p>First Wednesday of Month <b>December 1<sup>st</sup></b> 8:30am – 9:30am</p> <p>Share, learn &amp; enjoy networking time!</p>	<p><b>Morning Roundtable *STILL IN DEVELOPMENT*</b> <i>Topic: Takeaways from the Year</i></p>	<p>Host(s): AFP Board Member</p>	<p>Location: VIRTUAL – ZOOM</p> <p>Registration Info: FREE</p>
<p><b>December TBD</b> 12:00 – 1:30pm</p> <p><u>Schedule:</u> 12:00 PM: Welcome! - Networking - Chapter Updates</p> <p>12:30 – 1:30 PM: Presentation &amp; Questions</p>	<p><b>Chapter Program *STILL IN DEVELOPMENT*</b> <i>Topic(s): TBD</i></p> <p><b>PENDING PROGRAM:</b></p>	<p>Host(s): *pending*</p>	<p>Location: VIRTUAL – ZOOM</p> <p>Registration Info: Members: \$10 Non-members \$15</p>



<b>December XX</b> 4:00 – 5:00pm	<b><u>Year End Social</u></b> <i><b>Topic: Let's celebrate 2021!</b></i> Get some chapter updates and have fun as we celebrate the year we all had and look forward to the new one!	<b>Host(s):</b> <b>AFP Board Member</b>	TBD
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Please check the chapter website [www.afpnewi.org](http://www.afpnewi.org) for the latest updates and news.

***Additional Topics to Schedule:***

- What is a CFRE designation? The ins and outs of obtaining this designation as a fundraising professional.
- CFRE study group discussion
- Database user groups (Blackbaud RE, Salesforce, Donor Perfect, etc.)
- Classes offered through Network for Good and additional partnerships with NPLI
- AFP global webinars
- Donor stewardship
- Tax laws and changes (WipFli, CLA)