



AFPOC proudly presents
a regional conference on philanthropy

IMAGINING THE FUTURE of philanthropy



Presented by:

Join CEOs & Executive Directors, Fundraisers, and Board Members for a day of peer-to-peer learning and enrichment.

Friday, April 1, 2022 | 8:30 a.m. – 4:30 p.m.

Hilton Orange County / Costa Mesa | 3050 Bristol Street, Costa Mesa, CA 92626

All sessions eligible for CFRE credit.

AFPOC Members*

Early Bird:

\$150 per person

December 2, 2021 - February 28 2022

Early access for OC members

\$180 per person

March 1, 2022 - March 25, 2022

*Members may register up to 3 additional attendees from their same organization at their member rate.

AFP Members*

Early Bird:

\$150 per person

December 17, 2021 - February 28 2022

\$180 per person

March 1, 2022 - March 25, 2022

*Members may register up to 3 additional attendees from their same organization at their member rate.

Non-Members

Early Bird:

\$190 per person

December 17, 2021 - February 28 2022

\$200 per person

March 1, 2022 - March 25, 2022

Register at <https://cvent.me/qvL4MN>

Keynote Speakers



Luncheon Keynote Speaker:

Dr. James L. Doti
President Emeritus and
Professor of Economics
Chapman University



Afternoon Keynote Speaker:

Rachel Muir
Speaker, Trainer, Nationally
Recognized Non Profit Founder
and Thought Leader

Morning Panel Discussion

Demystifying Family Foundations – Building a Collaborative Future



Moderator
Lisa Parker
President/Executive Director,
The Lawrence Welk Family Foundation,
Founder & Principal, Family Circle Advisors



Panelist
Ben Drutman
Executive Director, Simon Family
Foundation and Simon Scholars Program



Panelist
Cameron Jalbert
The Crevier Family Foundation



Panelist
Joanna Kong
Director of Programs,
The Sun Family Foundation



Panelist
Erin Samuelli
Director of Social Justice Philanthropy,
The Samuelli Foundation

As a nonprofit leader, do you wonder what happens as philanthropists begin to incorporate their children – and grandchildren – in their philanthropic decision making? Come and hear from the source!

This moderated discussion will explore: How families successfully engage younger generations. What younger philanthropists are seeking from the nonprofits they choose to support. How can nonprofits proactively engage families before – and after – philanthropic decision making expands or transitions.

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Breakout Sessions



The CEO as a Fundraising Change Agent
Chris Looney
Principal & Managing Director
CCS Fundraising

Most development professionals will tell you that strong leadership is an essential ingredient to successful fundraising. Leadership, they say, starts at the top. This speaks to the important role that nonprofit Executive Directors, Presidents, and CEOs can truly have as change agents when it comes to driving philanthropic revenue. Join us for an engaging exploration into the role of the effective CEO fundraiser. A few of the topics to be explored include casting an exciting vision for the future of the organization, prospect and donor relationship-building, board member activation, and more. This is a perfect session for organizational leaders and development professionals. Bring your questions and your notepads. You won't want to miss this discussion.



Engaging Online Donors - Digital Fundraising Lessons from the Pandemic and Beyond
Moderator: Julie Lacouture
Founder, Good Ways Inc



The Critical Mission in the Virtual Age
Jim Palmer
President & CEO
Orange County Rescue Mission

Panelists:
Rachel Feinberg, Online Campaign Manager, Children's Hospital Los Angeles
Hillary Freeman, Digital Philanthropy Officer, Southern California, Providence
Emily Parris Sandler, Sr Executive Director, Digital Philanthropy, City of Hope

The pandemic greatly accelerated digital adoption for consumers, businesses...and donors. In this panel discussion, digital philanthropy experts share their lessons from the past two years as well as the keys to success engaging donors online. Panelists will share the activities and tools that have delivered the greatest return and recommendations for simple strategies anyone can implement.

Orange County Rescue Mission is in its 50th year of serving "the least, the last and the lost" in our community – a critical mission for Orange County. Learn from lifelong fundraiser Hon. Jim Palmer, J.S.D., the nation's youngest recipient of the CFRE designation at the age of 26, who has been raising funds and leading organizations for the last 40 years. Jim will share how OCRM has applied forward-looking and visionary strategies balanced with the ability to adapt quickly to advance its mission and build momentum for its fundraising throughout the County. He will also share personal insights on the future of philanthropy, focusing on the areas of vision casting, donor resources, technology driven transparency, crowd leveraging, digital engagement, broader collaborations, entrepreneurial opportunities, self-directed millennials, and more.

2022 AFP EDUCATION CONFERENCE STEERING COMMITTEE

Co-Chairs:

Jeanne Flint
Orange Door Consulting

Michele Bignardi, CFRE
Netzel Grigsby Associates

Nora Caldwell
Volunteer

Elizabeth Kurila
Segerstrom Center for the Arts

Dominic Mumolo
Laguna College of Art & Design

Catherine Spear, CFRE
Spear & Associates

Kathy Corpuz
Orange County Business Council

Sally Lawrence, CFRE
Volunteer

Shazeen Mufti
Volunteer

Wendy Weeks
Girl Scouts of Orange County

Bill Ennis
Media Magic

Claudia Looney, CFRE
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Duane Rohrabacher
University of California, Irvine

Alex Willis
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Susan Kenny
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