



# Virginia Fund Raising Institute

## *Energize. Educate. Empower.*

### *Since 1992*

July 24-25, 2019, Richmond Marriott Hotel  
Richmond, Va.

The Virginia Fund Raising Institute hosts interactive educational workshops and keynote presentations designed to inspire and equip development professionals, board members, and executive directors to excel in fundraising and nonprofit management. The 2019 VFRI will provide sessions that attract a multi-level audience that will energize, educate, and empower great fundraising.

### **Call for Speaker Proposals**

The 27<sup>th</sup> Annual VFRI will feature a broad range of workshop topics of value to development professionals, executive directors, board members, and other volunteers who wish to advance their professional skills. Drawing more than 250 attendees to historic Richmond, Va., VFRI is the premiere educational and networking event for development and nonprofit professionals in the Commonwealth.

The Program Committee invites proposals for 20 workshop sessions, either 60 or 90 minutes each, depending upon the time slot. ***We ask that individuals submit no more than two (2) proposals each.***

While sessions will not be restricted to participants, the following categories should be used as guidelines so that we can best serve the needs of our attendees:

- Early Career

Workshops in this category should offer the opportunity to gain knowledge in fundraising fundamentals. Ideal for attendees that are new to the profession (less than 5 years).

- Experienced

Workshops in this category should offer the opportunity to gain knowledge in a broad range of fundraising topics, and develop in depth understanding and conversation. Ideal for attendees that are mid-level fundraising professionals (5-10 years).

- Leadership

Workshops in this category should offer the opportunity to gain advanced knowledge needed for fundraising leaders, development program management, and board engagement. Ideal for attendees that are development leaders (10 plus years).

- General

Workshops in this category should offer the opportunity to gain knowledge that would be applicable to fundraising professionals across all experience levels.

- Innovation

Workshops in this category should offer insight and discussion around innovative and emerging topics such as advocacy, behavioral economics, social justice, impact investing, and others. Applicable to fundraising professionals across all experience levels.

Individuals interested in being considered to present a 60 or 90-minute workshop should provide the information requested in this document. **Client co-speakers and panel sessions are encouraged.**

**Please return completed RFPs to Mary Kidd [admin@vfri.org](mailto:admin@vfri.org) (phone/fax: 804-368-3397) no later than March 1, 2019.**

All proposals will receive a response from the VFRI Program Committee by April 5, 2019.

## Suggested/Desired Topics

### Early Career

Fundraising 101  
Making the Ask  
Communication/Marketing Basics  
Creating and Implementing a Development Plan  
Donor Cultivation and Stewardship  
Strategic Events: How to Turn Special Events into Fundraising Opportunities

Corporate and Foundation Giving Basics  
Annual Fund Management  
New Donor Acquisition  
Planned Giving Basics  
Board and Volunteer Management  
Day of Giving Campaigns  
Peer to Peer Fundraising/Crowd Funding/Social Media Basics

### Experienced

Prospect Research Tools & Database Management  
Social Media Best Practices  
Planned Giving: Understanding Options  
Planned Giving: When to Approach a Donor  
Ethics and Accountability  
Moves Management Strategies  
Donor Advised Funds

Major Gift Program Essentials  
Board Development: Stewarding Your Board  
Small Shop Development Strategies  
Value of Community Partnerships  
Nonprofit Collaborations  
Marketing/PR and its Relationship to the Development Office

### Leadership

Impact and Issues of Transformational Gifts  
Ethics and Accountability  
Creating a Culture of Philanthropy  
Boards and Bosses: The CEO, CDO, Board Chair Relationship

Training Your CEO to Fundraise  
Merging NPOs and How it Affects Fundraising  
The Voice of Philanthropy in Organizational Strategic Planning  
Engaging Women in Philanthropy

### General

Case for Support: Perfecting Your Message  
Leading with Emotional Intelligence  
Building an Effective Team  
Digital Fundraising  
Time and Resource Management

Successful Campaigns  
Meaningful Board Engagement  
The Power of Story Telling  
Generational Attitudes on Philanthropy

### Innovation

Coaching Your Staff to Excellence  
Managing Organization Change  
Setting Staff Expectations:  
Assessing Performance  
Impact Investing  
Incorporating Social Justice into Your Organization

Transitioning Into a Fundraising Career  
Measure What Really Matters to Move your Organization Forward  
Inspiring Women to Strong Leadership  
Young Professional Engagement

## 27<sup>th</sup> Annual VFRI RFP Submission

Please provide the following information:

Name, position title, and organization of Speaker(s) (lead contact should be listed first)

Contact information (mailing address, email, website URL, phone, and cell phone number) for Speaker(s)

Attach speaker(s) bio (please list academic experience, certifications, degrees, volunteer experience, work experience, publications, and speaking experience – or attach a résumé, along with three references)

Please indicate the proposed audience (in terms of level of experience. Please be thoughtful when choosing, as category selection helps guide the committee to ensure the best experience for our attendees)

Early Career  
 Experienced  
 Leadership

General  
 Innovation

Title of presentation/workshop

Brief description of workshop (and preference of 60 or 90-minute session. VFRI reserves the right to request change in preferred workshop length)

Preliminary outline of presentation

Workshop goals and expected outcomes

## VFRI Speaker Guidelines

1. Only two (2) RFP submissions will be accepted from each speaker.
2. Workshops should be informative, energizing and inspiring – for both the speakers and the participants. Feel free to be creative in formulating your presentations. Creative learning approaches are encouraged.
3. If the speaker is a consultant, it is encouraged he or she co-present with a client/practitioner, if possible.
4. Speakers will provide in advance an outline of their workshop agenda as well as any collateral materials no later than June 24, 2019.
5. VFRI will provide projectors and screens for presentations. Speakers are required to provide their own laptop and adapters.
6. While a free exchange of various and diverse points of view is essential to education, speakers must take caution to clearly identify personal opinion from factual content. In addition, speakers may not use their workshop to espouse any type of personal agenda or to promote a particular religious group, political party, social movement, or ideological theme.
7. Speakers should feel free to provide business cards and supplemental collateral materials for participants in their workshops. They may not, however, attempt to sell a product or professional service to the attendees or promote a business in which the speaker has a personal or financial interest.
8. Speakers who have published a book will have the opportunity to sell it at a designated booktable. Please contact Mary Kidd directly for further information at [admin@vfri.org](mailto:admin@vfri.org).
9. Presentation participation in VFRI is voluntary. Speakers will not be financially compensated, however will receive a 50% discount on the conference registration rate.

By my signature below, I indicate my agreement to and acceptance of the above-stipulated guidelines.

\_\_\_\_\_  
Lead Speaker's Name

\_\_\_\_\_  
Date

**Thank you for offering your expertise for consideration for inclusion in the  
27<sup>th</sup> Annual Virginia Fund Raising Institute.**

If you have questions about completing the RFP or about VFRI 2019, please contact the Program Committee Chair: Erik Williams [ewilliams@vccs.edu](mailto:ewilliams@vccs.edu) or the conference co-chairs: Kate Boyles, [kate.boyles@stewardschool.org](mailto:kate.boyles@stewardschool.org) or Michelle Adcock, [maddock@vcu.edu](mailto:maddock@vcu.edu)

Please return your completed submission to  
Mary Kidd at [admin@vfri.org](mailto:admin@vfri.org) (T/F: 804-368-3397)  
no later than **March 1, 2019**.

