

## 2016 AFP International Webinar Series Fort Worth Metro Chapter Offerings

### Cold Calling and Prospecting for Development Officers – Tuesday, December 13<sup>th</sup>

Reach any prospect. Billionaires, your top prospects that haven't been successfully engaged. Philanthropists who everyone calls. You can get those crucial first meetings that make or break major campaigns. This is very unique and hard to find training taught by a 30 year development veteran who still cold calls everyday. Learn to engage your HNW prospects that every other development officer wants to sit down with.



#### About the presenter:

Armando Zumaya has been in fundraising for 30 years in a variety of roles that have given him a unique perspective on development offices, prospecting and role of prospect research/management.

Most notably, he served as the Director of Development at the San Francisco Opera for over 2 years where he directed the refurbishment of their major and planned giving efforts. He proudly served as the Director of External Relations at the Springboard Schools. He lectures at AFP, AFP Hemispheric, APRA, APRA Chapters, CARA, MARC, Compass Point, Blackbaud, Forum on Fundraising, The Foundation Center and Academic Impressions.

He has spent the bulk of his fundraising career as a Major Gift, Leadership Gifts and Annual Fund Officer on two \$1+ billion dollar campaigns at Cornell University and the University of California, Berkeley. He began his career in 1985 as a canvasser for SANE/FREEZE in Los Angeles and Ithaca N.Y. where he led door to door canvassers in the field for 5 years. He has served in the Vice President of Development, Director of Major Gifts and Chief Development Officer roles. He is currently the Senior Vice President of Development at the Mexican Museum of San Francisco.