



2018 Professional Development Calendar

February 21

Webinar and Social

4:00 – 5:15 plus Social

Webinar 4:00 pm

United Way of Indian River County • 1836 14th Avenue • Vero Beach

“Using Neuroscience to Improve Your Fundraising Results”

Presented by: Simone P. Joyaux, ACFRE, Adv Dip

A working knowledge of recent neuroscience discoveries can help you raise more money. In fact, understanding consumer behavior can help you raise lots more money. This session explores some key principles that influence behavior – and how fundraisers can apply those principles to donors. Don't worry! You don't have to be a scientist to understand and use this stuff.

5:30 - ? Networking Social

Southern Social • 1932 14th Avenue • Vero Beach

March 20

Food for Thought

Northern Trust • 755 Beachland Blvd

8:00 – 9:30 am

Avoiding Campaign Calamities

Preparing for and completing a successful capital or endowment campaign requires great planning and execution. In addition, it is also vitally important that you avoid some “campaign calamities” which can compromise a campaign’s success.

Steve Higgins, CFRE and President of Carter, and Lenora Ritchie, APR, CFRE and Vice President of Carter will present campaign best practices and the *5 essentials for success*. Steve and Lenora will also share stories of events that you will want to be sure you avoid as you prepare for and embark on a capital campaign. This event will be highly informative but will also encourage participation from the attendees.

Light breakfast will be served

April 27

A+ Speaker Event with Chuck Loring

8:30 am – 3:00 pm

Northern Trust • 755 Beachland Blvd

\$80 • 10% Discount for groups of 3 or more

Breakfast and Lunch will be provided

May 10	<p>Food for Thought Northern Trust • 755 Beachland Blvd 8:00 – 9:30 am</p> <p>Tax and Accounting Implications for Nonprofits Scott A. Nuttall, CPA, CFP Kmetz, Nuttall, Elwell, Graham, PLLC <i>Light breakfast will be served</i></p>
June	<p>National Philanthropy Day Workshop <i>More information to follow</i></p>
July	<p>Webinar and Social</p>
August 8 & 9	<p>CFRE Review Course with Janet Ginn, CFRE Two Day event Northern Trust • 755 Beachland Blvd \$125 per person Breakfast, Lunch & Snacks Included <i>More information to follow</i></p>
September 26	<p>Food for Thought Northern Trust • 755 Beachland Blvd 8:00 am – 12:00 pm</p> <p><i>Giving USA Report</i> Presented by Melissa Brown Can data about why people give help you raise more money for your nonprofit organization? Yes! Please join us for an interactive workshop as nationally-ranked fundraising trainer Melissa Brown reveals the results of the 2018 Giving USA: Annual Report on Philanthropy. Melissa will not only show us what to look for in the trends but also dig into the "drivers" of giving so we can harness them better. Participants will come away a with better understanding of what motivates donors and give their organizations an edge when planning for fundraising success. Light breakfast will be served</p>
October	<p>Webinar and Social</p>
November	<p>National Philanthropy Day <i>More information to follow</i></p>
December	<p>Holiday Party and Annual Meeting <i>More information to follow</i></p>