

Time	Schedule	Topic		Presenter/s
09:00 AM – 09:15 AM	Welcome & Introductions			Danette O'Connell
09:15 AM – 10:15 AM	Keynote Speaker	Winter Is Coming: Create A Year-End Marketing Plan Now To Attract More (And Larger) Gifts	Year-end fundraising can quickly turn into a rush of emails, appeals, social posts, and last-minute asks. But the strongest campaigns start with a clear plan. Learn how to reflect on past performance, set realistic fundraising goals, choose the right channels and strategies, and map out a year-end communications plan your team can actually execute.	Candace Cody
10:15 AM – 11:10 AM	Fundraising Session	Fundraise Like a 5th Grader, Powered by AI	AI hasn't changed fundraising, donors still give to people. Bestselling author Patrick Kirby pairs proven fundraising fundamentals with smart AI tools to speed up asks, board engagement, and events. Get ready-to-use prompts and practical steps to do your job faster without losing the human touch.	Patrick Kirby
	Finance Session	Building a Working Budget and Presenting It to Your Board with Confidence	A working budget shouldn't sit on a shelf. In this session led by nonprofit accounting experts Jitasa, learn how to build a flexible budget grounded in real financial data, track variances throughout the year, and present clear updates that build board trust and drive better decisions.	Kerrigan Molland
	Compliance Session	Website compliance: what every nonprofit needs to know	Your website collects more personal data than you think, creating critical compliance obligations. Learn the essentials of Privacy Policies, Cookie Consent, and Terms of Service, and leave with an actionable checklist to easily assess your site.	Donata Stroink-Skillrud
11:10 AM – 11:15 AM	Session Break			
11:15 AM – 12:15 PM	First Sessions Continued			
12:15 PM – 12:20 PM	Break			
12:20 PM – 12:50 PM	Keynote Speaker	Your Donors Don't Want Coffee: The New Major Gifts Playbook for the Self-Serve Donor	It's not you. Today's major donors research on their own and move on their own timeline. The money is there, especially in DAFs and new wealth. The old playbook was built for a donor who stopped showing up years ago. In this 30-minute keynote, Rhea Wong, host of The Nonprofit Lowdown and author of Get That Money, Honey, shows why the old moves stall and what to build instead	Rhea Wong
12:50 PM – 1:00 PM	Welcome Back			
1:00 PM – 1:55 PM	Board Fundraising Session	Why Isn't Your Board Fundraising?	Stop avoiding hard boardroom conversations. This interactive bootcamp brings together Executive Directors and Board Chairs to tackle tough challenges, break through polite avoidance, and build a truly functional, aligned leadership dynamic.	Sonia Saleh, Matthew Thompson, Stephen E. Peeler
	Strategic Planning Session	Stop Letting Your Strategic Plan Sit on the Shelf: Using AI to Draft, Improve, and Activate Your Plan	Stop letting your strategic plan collect dust. This practical bootcamp shows you how to use AI to turn high-level goals into a clear 90-day action roadmap, complete with tracked tactics, board-ready updates, and funder-proof results.	Adam Wolford
	Audit Session	Explaining the 990	Demystify Form 990 to understand what your nonprofit's financial reporting actually communicates. Learn how to accurately read key sections, ensure tax compliance, and use your 990 as a transparent storytelling tool to build donor and board trust.	Rebecca Christiansen, William Skody
1:55 PM – 2:00 PM	Session Break			
2:00 PM – 3:00 PM	Second Sessions Continued			
3:00 PM – 3:30 PM	Closing Remarks			Danette O'Connell