

Time	Room	Activity
7:30am - 8:30am	Grand Lobby (at Bar)	Registration
	Grand Lobby	Exhibitors Open
	South/Center Ballroom	Breakfast (buffet in the room)
8:45 am - 9:00am	South/Center Ballroom	Opening Remarks
9:00am - 10:00am	South/Center Ballroom	Keynote Panel: Solving Our Challenges Through Philanthropy
10:00 am - 10:15 am		Break
		<div>Brandywine (250 Theater/ 120 Classroom)</div> <div>Belmont (150 Theater/ 70 Classroom)</div> <div>Chesapeake (120 Theater/ 50 Classroom)</div> <div>North Ballroom A (150 Theater/ 72 Classroom)</div> <div>North Ballroom B (100 Rounds- Set TBD for Leadership)</div> <div>Franklin 1 (50 Theater/ 30 Classroom)</div> <div>Franklin 1 (50 Theater/ 30 Classroom)</div> <div>Franklin 1 (50 Theater/ 30 Classroom)</div>
10:15 am - 11:15am		<div>From Curiosity to Commitment: Crafting the Right Message for the Right Moment - Ciaron Bellwoar, UPenn Wharton</div> <div>Adapting to Unprecedented Times - Christa Kerber, POWER Interfaith</div> <div>Title TBD - Amanda Amato & Emily Conners Henry, Valley Youth House</div> <div>Strengthening Relationships to Increase Your Grant Success - Julie Zumas, Lehigh Valley Grant Services LLC; Andrew Block, Block Strategies; & Sharon Alexander, Carbon County Community Foundation, Christina Schoemaker, Valley Youth House</div> <div>Leadership Intensive Coaching Session: Built to Last: Burnout Prevention for High-Stakes Fundraising - Shana Lewis, SDL Enterprises Education, Training, & Consulting Services, LLC</div>
11:15 am - 11:30am		Speed Networking & Refreshment Break with Exhibitors
11:30am - 12:30pm		<div>From "No" to "Now:" Five Ways to Reignite Your Major Gift Momentum - Barbara O'Reilly & Katherine Sprissler-Klein, Windmill Hill Consulting</div> <div>A Tale of Two Campaigns, and how the One that Failed Led us to Success Years later - Mark Chilutti, Magee Rehab Hospital Foundation of Jefferson Health</div> <div>From Mission to Mailbox: Direct Mail to the Rescue! - Phil Goodhart, PMG Marketing Solutions</div> <div>Loving the Call: Building Donor Engagement Strategies that Create Fulfillment - Kristine Medley Farmer, The Hole in the Wall Gang Camp & Wilson Black, Wilson Black Consulting & Donor Relations Training</div> <div>Leadership Intensive Panel: Leading Your Team in the Current Climate</div>
12:30pm - 1:30pm		Lunch (South/Center Ballroom)
1:30pm - 2:30pm		<div>Leading Your Team into the AI Era - Sarah Pita, Center for Independence of the Disabled, New York</div> <div>One Plus One Equals WE - Sean Vereen, Heights Philadelphia & Sara Woods, Sara L. Woods Consulting</div> <div>Soliciting + Closing Major Gifts (through a campaign lens and otherwise) - Meg George, George Philanthropy Group</div> <div>The Art and Science of Relationship Building - Joelle Te Paske & Maura Kirk, CCS Fundraising</div> <div>Planned Giving: More than a Gift - Lise Detwiler, Generate Philanthropic Services, LLC</div>
2:30pm - 2:45pm		Speed Networking & Refreshment Break with Exhibitors
2:45pm - 3:45pm		<div>Team First: The Art of Staff Stewardship - Karen Hamilton, CHOP</div> <div>The Metrics You're Missing: Building Reports That Actually Drive Change - Jesse Park, amplifi</div> <div>Creating a Development Operations Contingency Plan - Schultz & Williams</div> <div>Everybody Wins: Authentic, Aligned, and Collaborative Fundraising in Your Team - Kwinn Tucker, Consulting by Kwinn (CBK) & Richona McKnight, CityTeam Chester</div> <div>Ctrl+Alt+Restore: A Burnout Recovery Session for Grant Pros - Rhonda Hudak, Reading Area Community College</div>
4:00pm - 5:00pm		Closing Remarks (10 min) & Reception Begins- Streetlight Kitchen & Bar
5:00 PM		CONFERENCE ENDS

Program Title	Session Time	Room	Presenter	Title	Organization / Company	Headline Description
From Curiosity to Commitment: Crafting the Right Message for the Right Moment	10:15 a.m. - 11:15 a.m.	Brandywine	Ciaron Bellwoar	Development Communications Director	The Wharton School of the University of Pennsylvania	Come learn how to design strategic, donor-centered message arcs that build trust, inspire investment, and unify your team across the donor journey.
Adapting to Unprecedented Times	10:15 a.m. - 11:15 a.m.	Belmont	Christa Kerber, BA, MS	Director of Development	POWER Interfaith	In these tumultuous times, we need to take an honest look at our organizations' vulnerabilities and resources, and engage all stakeholders in building the strongest fundraising base possible. In the world of grassroots organizing, we often say we need to organize people and money. Our ability to do this is depends wholly on our ability to relate to our people in ways that go far beyond the transactional. We help people to identify their own self interest and how it connects to that of others, and to the work we are doing together to transform society. Lets have a conversation about what this means to each of us and our organizations, and how this relational approach can carry us through the challenges of funding our work, from the mundane to the monumental.
TBD	10:15 a.m. - 11:15 a.m.	Chesapeake	Amanda Amato, BS, MPH	Associate Director, Southeast Regional Advancement	Valley Youth House	Learn how Valley Youth House amplified its presence across 16 counties in Pennsylvania by building a culture of ambassadorship among staff and Boards, leveraging region-specific marketing strategies grounded in ethical storytelling, and scaling successful event models to expand fundraising and visibility. In this session, we'll explore how our most well-established region became the blueprint for engaging new communities and activating donor bases, while maintaining brand integrity across diverse geographies. We'll share tools, metrics, and lessons learned from launching high-impact events, tailoring messaging to local audiences, and building ambassadorship across segments while honoring local identities. This presentation is designed for nonprofits operating across neighborhoods, regions, or chapter systems seeking to balance consistency with customization. Attendees will gain replicable strategies to build trust, increase reach, and expand engagement across communities-no matter where they operate.
Strengthening Relationships to Increase Your Grant Success	10:15 a.m. - 11:15 a.m.	North Ballroom A	Julie Zumas, MPH	Owner / Principal Consultant	Lehigh Valley Grant Services LLC	Building Funder Trust: A Panel on Strengthening Relationships to Boost Grant Success Join a dynamic panel discussion featuring seasoned consultants, a Foundation Director, and a Director of Development from a regional nonprofit as they share real-world strategies for making funder relationships a central part of your grant strategy. Learn how to build trust, communicate with intention, and apply equity-focused practices to increase your chances of securing funding in today's competitive landscape.
Built to Last: Burnout Prevention for High-Stakes Fundraising	10:15 a.m. - 11:15 a.m.	North Ballroom B	Shana Lewis, PhD	Corporate Mental Health Expert/Executive Wellness Coach & Strategist	SDL Enterprises Education, Training, & Consulting Services, LLC	This session equips senior fundraising professionals with the tools to prevent burnout and lead more sustainably in high-pressure environments. Participants will learn to identify early signs of stress, apply practical wellness strategies, and develop a personalized leadership wellness plan. With a focus on resilience and long-term impact, this session reframes wellness as a critical leadership asset-not a luxury. Attendees will walk away empowered to protect their energy, strengthen team dynamics, and increase their capacity to raise more money with clarity and confidence.
From "No" to "Now:" Five Ways to Reignite Your Major Gift Momentum	11:30 a.m. - 12:30 p.m.	Brandywine	Barbara O'Reilly, CFRE	Founder and Principal	Windmill Hill Consulting	Feeling stuck in your major gift work? This session offers five proven, practical strategies to help you move from hesitation to confident action. You'll learn how to reframe donor conversations around shared values, simplify your prospect plans for clarity, and build authentic, trust-based relationships. We'll explore how timing can be a strategic tool-not a guessing game-and how to shift your mindset from perfection to progress. This session also challenges traditional fundraising norms that may unintentionally exclude or alienate diverse donors. Whether you're new to major gifts or a seasoned fundraiser needing a reset, you'll leave with tools to deepen donor engagement, align interests with impact, and advance your major gift strategy with clarity, confidence, and a more inclusive approach. Walk in stuck-walk out with momentum.

A Tale of Two Campaigns, and how the One that Failed Led us to Success Years later	11:30 a.m. - 12:30 p.m.	Belmont	Mark Chilutti, CFRE		Magee Rehab Hospital Foundation- Jefferson Health	Let's be honest...nobody likes to talk about how they failed, especially in their first real capital campaign, but I did and hope my experience can help you by giving you the ingredients to be more successful the first time. From assessing campaign readiness, to building a case and a team, how donor recognition enabled us to raise more, and how we celebrated our success with the people who made it happen, this session will leave you with a roadmap for success.
From Mission to Mailbox: Direct Mail to the Rescue!	11:30 a.m. - 12:30 p.m.	Chesapeake	Phil Goodhart, BA, MBA		PMG Marketing Solutions	Discover how direct mail drives nonprofit fundraising with superior ROI and engagement. Learn to target audiences, craft compelling messages, and optimize pacing and testing. Explore donor profiling, segmentation, and campaign funding. Gain practical tools, design strategies, and hands-on experience to activate donors, recruit volunteers, and amplify your mission effectively.
Loving the Call: Building Donor Engagement Strategies that Create Fulfillment	11:30 a.m. - 12:30 p.m.	North Ballroom A	Kristine Medley Farmer, CFRE/M.S.	Senior Major Gift Officer	The Hole in the Wall Gang Camp	This interactive session equips fundraisers and board members with practical tools to qualify, cultivate, solicit, and steward individual donors using proven fundraising fundamentals. Grounded in behavioral psychology and adult learning principles-including Psycho-Cybernetics, DISC theory, and the "transference of enthusiasm"-you'll learn how to connect with donors more effectively and sustainably.
Leading Your Team in the Current Climate	11:30 a.m. - 12:30 p.m.	North Ballroom B	Leadership Intensive Panel			
Leading Your Team into the AI Era	1:30 p.m. - 2:30 p.m.	Brandywine	Sarah Pita, MA	Director of Development	Center for Independence of the Disabled, New York	AI isn't just a personal choice-it's increasingly a team-wide decision. This one-hour session for nonprofit leaders and department heads explores how to implement AI thoughtfully across your organization. What tools make sense for your team? What should your AI policy include-what's encouraged, restricted, or should be disclosed? And how do we ensure no one gets left behind? You'll leave with a clear, practical framework for making responsible, inclusive decisions about AI-no tech background required.
One Plus One Equals WE	1:30 p.m. - 2:30 p.m.	Belmont	Sean Vereen, BA	President & CEO	Heights Philadelphia	Lessons learned in mergers, organizational development, and leadership at Heights Philadelphia from the merger of Philadelphia Futures and Steppingstone Scholars
Soliciting + Closing Major Gifts (through a campaign lens and otherwise)	1:30 p.m. - 2:30 p.m.	Chesapeake	Meg George	President and co-founder	George Philanthropy Group	Soliciting and closing major gifts is central to our organizations' ability to raise significant funds efficiently, effectively, and with relationships at the center of our work. Join Meg George to explore an ever-changing philanthropic landscape in this country and its influence on our need to implement strong, processed major gifts programs. She'll cover securing visits, navigating in-person asks, utilizing team + board members as volunteers, and offer example major gift solicitations. With bold, inspiring visions at the center of our ability to motivate these transformational gifts, she'll recommend talking points and documents that support asks, and offer campaign-oriented advice for those in the midst of or considering an initiative. Attendees will leave with tangible takeaways to move our highest capacity prospect relationships in a meaningful, impactful way.

The Art and Science of Relationship Building	1:30 p.m. - 2:30 p.m.	North Ballroom A	Joelle Te Paske, MDiv	Director	CCS Fundraising	Explore how authentic, long-term donor relationships can lead to transformational giving. Through case studies and discussion, this session highlights how fundraisers can stand out by aligning donor motivations with institutional priorities, building trust, and stewarding with intention.
Planned Giving: More than a Gift	1:30 p.m. - 2:30 p.m.	North Ballroom B	Lisa Detwiler, MBA, CFRE, CAP	President	Generate Philanthropic Services, LLC	Unlock Legacy Potential and Secure Your Mission's Future Planned giving isn't just for large institutions or wealthy donors. It is a powerful, values-driven tool that any organization can harness to deepen donor engagement and ensure long-term sustainability. Learn the essential language, identify the signals, and walk away with a practical roadmap to build a planned giving culture, no matter what your organization's size or budget.
Team First: The Art of Staff Stewardship	2:45 p.m. - 3:45 p.m.	Brandywine	Karen Hamilton, MJ	Senior Director of Donor Relations	Children's Hospital of Philadelphia	Being intentional about personal and timely recognition to donors, celebrating their impact, and connecting them to the mission, comes natural to advancement professionals - especially donor relations and stewardship folks! But did you know that one of the most essential ways to ensure your organization's success is to treat your staff like the greatest asset they are? Explore a model of leadership that yields the best results for your donors and your organization by lifting up the real MVPs - your team.
The Metrics You're Missing: Building Reports That Actually Drive Change	2:45 p.m. - 3:45 p.m.	Belmont	Jesse Park	President and Head of Client Strategy	amplifi	The Metrics You're Missing: Building Reports That Actually Drive Change
Creating a Development Operations Contingency Plan	2:45 p.m. - 3:45 p.m.	Chesapeake			Schultz & Williams	
Everybody Wins: Authentic, Aligned, and Collaborative Fundraising in Your Team	2:45 p.m. - 3:45 p.m.	North Ballroom A	Kwinn Tucker, B.S.	Owner	Consulting by Kwinn (CBK)	What's more important to the organization-the mission or the money? It's a trick question, of course. All successful nonprofits need both. This is why creating a culture of collaboration and alignment between the fundraising professionals and the operational and executive leadership is so important. This workshop provides strategies partnered with real-life examples to help small nonprofit executive and fundraising leaders create a culture where Everyone Wins-the Mission and Participants, the Leadership and Fundraising team, and the Donors supporting the Cause. This course is ideal for small nonprofit leaders and fundraising professionals who are looking to improve the culture of fundraising on a small team while still achieving (and exceeding) fundraising goals.
Ctrl+Alt+Restore: A Burnout Recovery Session for Grant Pros	2:45 p.m. - 3:45 p.m.	North Ballroom B	Rhonda Hudak, CFRE, MS	Director of Grants	Reading Area Community College	Ctrl+Alt+Restore: Burnout Recovery for Grant Pros Navigating High-Stakes, High-Impact Work Feeling the pressure of deadlines, rejection, and compliance? You're not alone. This energizing session offers practical strategies to prevent burnout in grant-focused fundraising - with a special focus on equity, emotional labor, and navigating today's competitive funding landscape. Walk away with tools to protect your time, your energy, and your passion for the mission.