



Welcome to the 2020 AFP Call for Session Proposals

BEFORE YOU BEGIN, PLEASE NOTE:

- (1) Allow yourself the time (approximately 30-45 minutes) to complete the submission form.
- (2) To save your proposal and edit later, you must select the "**Save and Edit Later**" option before exiting the portal.
- (3) You must complete all edits to your saved proposal by April 22, 2019 at 11:59 pm PT.
- (4) To finalize your proposal submission to be reviewed by the ICON Education Advisory Committee, you must select the "**Submit**" option before exiting the portal.
- (5) The Call for Session Proposal submission portal, will close on April 22, 2019 at 11:59 pm PT.

Thank you for your interest in submitting a session proposal for the AFP ICON 2020 conference, to be held March 29-31, 2020, in Baltimore, MD. The AFP ICON conference is the world's largest gathering for professional fundraisers, offering the best in educational and networking opportunities. We will accept proposals for pre-conference workshops and education sessions including the Rebels, Renegades and Pioneers Track.

Thank you in advance for your willingness to share your expertise with our network of fundraising professionals, and the time devoted to submitting a session proposal.

****Please review carefully the information in this document before submitting your proposal.****

AFP SESSION TRACKS (These tracks correspond to the fundraising knowledge domains.)

Current and Prospective Donor Research (which includes: Donor Acquisition, Donor Retention, Donor Giving Patterns, Data Analysis Techniques, Data Gathering Techniques, and Data Management System)

Securing the Gift (which includes: Direct Mail, Case Statement, Gift Agreements, Proposal Writings, Special Events, Social Media, Sponsorships, Annual Giving, Capital Campaigns, Bequests, and Major Gifts)

Relationship Building (which includes: Cultivation and Stewardship, Communications, Incentives, Culture of Philanthropy, and External Spheres of Influence)

Volunteer Involvement (which includes: Recruitment, Governance Principles and Models, Skills Training, Value of Diversity and Community Representation, Board/Staff Roles in Governance and Management, and Organizational Culture)

Leadership and Management (which includes: Strategic Planning, Fundraising Plan, Financial Management, Marketing and Public Relations Principles, Human Resource Management, and Effective Leadership)

Ethics, Accountability and Professionalism (which includes: Accountability and Ethics, Advocacy and Public Policy, Accounting and Investment Principles, Transparency, and Continuing Professional Development Opportunities)

Rebels, Renegades and Pioneers (Topics that challenge the status quo; are "radical" and controversial; ask cage-rattling questions; address things that are radically impacting or changing the sector; and/or address a current issue. To learn more [click here](#))

PROPOSAL REVIEW PROCESS

Proposals are selected by AFP staff based on recommendations from the ICON Education Advisory Committee ("Committee"), a team of volunteers that represents the diversity of AFP's international membership.

The Committee meets 2-3 times per year, including a required in-person meeting each June, to review and recommend proposals to be included in the ICON conference program. The following criteria are among those taken into consideration:

- Current relevance to the profession and contribution to the conference program in terms of topic, sector, and experience level
- Evidence of innovative thinking and fresh insights (*Note: AFP has removed Trends and Innovations as a session track, and encourage new practice, technologies, and big ideas across all tracks.*)
- Research-based content (*where appropriate or relevant*)
- Knowledge and expertise of speaker
- Previous speaking experience and session ratings
- Inclusion of adult learning principles including interactivity/engagement with session attendees. To learn more [click here](#).
- Diversity of speaker background, experiences, perspective, and ideas
- Demonstrated thought leadership in the field

AFP will notify you of the status of your proposal by August 31, 2019. Note: Each year AFP receives more proposals than can be accommodated in the ICON schedule. For the 2019 AFP ICON in San Antonio, AFP received 474 proposals and accepted 70 sessions for an acceptance rate of 15%. Having a proposal turned down may not constitute a judgment on its quality. There are a variety of other factors that are considered in selecting sessions including but not limited to: number of other sessions on same topic, expected level of interest by attendees, gaps in sessions related to fundraising knowledge domains, and hot topics impacting/influencing the profession and/or the sector at the time.

After notifications are sent, AFP will provide reviewer feedback on proposal submissions to the lead speaker (the lead speaker is the individual that submitted a proposal).

PROPOSAL SUBMISSION & SPEAKER GUIDELINES

Please note the following guidelines:

1) Proposal Submission Method and Deadline -- Proposals must be submitted online at <https://conference.afpnet.org/2020/proposal.cfm>

The call for conference session proposals portal will close Monday, April 22, 2019 at 11:59 PM PT.

2) Eligibility to Submit Proposals --

- AFP welcomes proposals from members and non-members.
- AFP encourages both new and experienced speakers, including those speakers who can provide diverse perspectives.
- AFP welcomes proposals from international speakers to highlight the innovative and impactful work occurring in philanthropy around the world.

- Potential speakers must disclose any affiliations with for-profit organizations, and if selected are expected to speak as private individuals and not representatives of the organization. To present a session on behalf of a for-profit organization, potential speakers should contact AFP Professional Development Department at ProfessionalDevelopment@afpglobal.org, to inquire about sponsored sessions.
- Members of the current ICON Education Advisory Committee are not eligible to submit proposals while serving. However, AFP reserves the right to select Committee members to speak in order to fill gaps in programming, as needed.
- Speakers may submit up to two (2) proposals for consideration (as lead speaker or co-speaker).
- Speakers may propose up to four (4) co-speakers in addition to the lead speaker as part of the session proposal.
- Consultants are encouraged to include practitioner(s) as speakers in their proposed session(s).

3) Speaker Profiles – All speakers must provide a professional biography (75-word limit) in the proposal. For proposals with more than one speaker, a lead speaker should be identified as the primary contact. Note that any changes to proposed speakers or the session itself must be vetted by the Committee and approved by AFP staff.

4) Session Day and Time – Sessions are scheduled throughout the conference and speakers cannot be given a preference or choice regarding their day and time slot. Sessions will be scheduled during the following times:

- Friday, March 27, 2020: 8:00 AM - 5:30 PM (Pre-Conference Workshops only)
- Saturday, March 28, 2020: 8:00 AM - 5:30 PM (Pre-Conference Workshops only)
- Sunday, March 29, 2020: 8:00 AM - 5:30 PM (Education Sessions only)
- Monday, March 30, 2020: 8:00 AM - 5:30 PM (Education Sessions only)
- Tuesday, March 31, 2020: 8:00 AM - 11:30 AM (Education Sessions only)

5) Session Format – AFP encourages different session formats and styles to share information and engage attendees (not the traditional podium and PowerPoint presentations). Interactivity is key!!

6) Session Technology – AFP provides a laptop, LCD projector, screen, and microphone in every session room; availability of Internet connections will vary by conference site. All education sessions (except pre-conference workshops) will be audio-recorded.

7) Session Slides & Handouts – Speakers must use the approved AFP template for session presentation slides. Speakers are required to submit power point slides and session handouts in advance of the conference, so that attendees can view and print ahead of time. AFP does not enable onsite copying or other distribution.

8) Complimentary Registration (*Limited to 4 speakers per session*) -- Conference sessions are generally considered contributions to the profession. Speakers who abide by all obligations and deadlines will receive complimentary registration for the day of their session, and will have the option to register at a discounted rate for the full-conference.

9) Additional Guidelines – All speakers must abide by the Speaker Policy and Guidelines, and electronically agree to the Speaker Policy via the Speaker Service Center (SSC).

- By participating in the conference, speakers agree that their session(s) may be recorded and/or streamed and sold by AFP, with no monetary benefit or revenue share accruing to the speaker.
- Speakers may not promote their organization, products or services as part of their presentations. Sessions and session content—including sponsored sessions—must be of an educational nature only.
- Book authors may use and reference their books during sessions, but may not sell anything. Any author wishing to make direct sales must rent exhibit space.
- AFP is unable to cover travel expense or provide financial compensation to speakers beyond discounted speaker registration.

• If content being presented is not original, it is the sole responsibility of the speaker to get permission from the owner to present at AFP ICON.

1. PROPOSAL INFORMATION [ALL FIELDS ARE REQUIRED]

SESSION CATEGORY: [Select only one]

- Pre-Conference Workshops
- Education Session

SESSION TITLE:

(Example: *How to Run a Successful Capital Campaign While Keeping the Annual Fund Alive*)

Choose the track in which this presentation will be presented.

- **Current and Prospective Donor Research** (which includes: Donor Acquisition, Donor Retention, Donor Giving Patterns, Data Analysis Techniques, Data Gathering Techniques, and Data Management System)
- **Securing the Gift** (which includes: Direct Mail, Case Statement, Gift Agreements, Proposal Writings, Special Events, Social Media, Sponsorships, Annual Giving, Capital Campaigns, Bequests, and Major Gifts)
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- **Ethics, Accountability and Professionalism** (which includes: Accountability and Ethics, Advocacy and Public Policy, Accounting and Investment Principles, Transparency, and Continuing Professional Development Opportunities)
- **Rebels, Renegades and Pioneers** (Topics that challenge the status quo; are "radical" and controversial; ask cage-rattling questions; address things that are radically impacting or changing the sector; and/or address a current issue.

SESSION HISTORY: Is the content of this session/presentation original?

- Yes
- No ... **If No,**

Has the session been presented at a previous AFP ICON / International Fundraising Conference? If so, when and what is different?

LEARNING OUTCOMES: Provide a short overview of what you plan to cover and what participants can expect to take away from the presentation (not to exceed 150 words).

CASE STUDY SESSION: Is the presentation a case study? If so, is it applicable to other fundraising situations.

AUDIENCE ENGAGEMENT: Please describe how you intend to make the session interactive and engage

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the audience. (Not to exceed 50 words.)

AUDIENCE DESCRIPTION: of audience level for which the content is appropriate **[Select only one]**

- Introductory/Foundational
- Applied
- Strategic

See a full description of content/learning levels at <https://afpglobal.org/learning-pathway>

PROMOTIONAL PARAGRAPH:

Provide a description of your presentation for promotional purpose (not to exceed 50 words).

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2. SPEAKER INFORMATION [ALL FIELDS ARE REQUIRED]

Lead Speaker	
First Name	
Last Name	
Email	
Business Title	
Mobile Phone	
Work Phone	
Company	
Address	
City	
State/Province	
Country	
Co-Speaker	
First Name	
Last Name	
Email	
Business Title	
Mobile Phone	
Work Phone	
Company	
Address	
City	
State/Province	
Country	
Co-Speaker	
First Name	

Last Name	
Email	
Business Title	
Mobile Phone	
Work Phone	
Company	
Address	
City	
State/Province	
Country	

I DEFINE MY GENDER AS: [Select only one]

- Man/Male/Masculine
- Transgender Man/Male/Masculine
- Transgender Woman/Female/Feminine
- Woman/Female/Feminine
- Gender non-conforming or Gender queer
- Intersex or other related terms
- Prefer to self-describe
- Prefer not to say

I IDENTIFY MY MAIN ETHNIC BACKGROUND AS: [Select only one]

- Aboriginal People (e.g., North American Indian, Metis, or Inuit)
- African-American/Black (not of Hispanic origin)
- Alaskan Native
- Arab
- Asian (Chinese, Japanese, Korean, Filipino)
- Caribbean (West Indian)
- Caucasian/White (not of Hispanic origin)
- Hawaiian
- Hispanic/Latino
- Multi-Ethnic
- Pacific Islander
- Samoan
- South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)
- Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian, etc.)
- West Asian (e.g., Iranian, Afghan, etc.)
- Other:
- Prefer not to answer

I AM A: [Select only one]

- Practitioner
- Consultant

I AM CURRENTLY A MEMBER OF THE ASSOCIATION OF FUNDRAISING PROFESSIONALS (AFP):

- -Yes (Which Chapter? _____)
- No

CERTIFICATIONS: [Select all that apply]

- ACFRE
- AFP Master Trainer
- CAE
- CFRE
- CPGS
- FAHP
- PhD
- MA
- MBA
- Other
- Not Applicable

PURSUANT TO THE AMERICANS WITH DISABILITIES ACT:

I require specific aids or service at the event location. Please indicate type of need(s).

Sensory impairment or disability

-Visual

-Audio

Mobility impairment or disability

- Please indicate type of service required

No ADA service required

SPEAKER PROFESSIONAL BIOGRAPHY: Please provide a brief professional biography (not to exceed 50 words). The following information may be included: Current professional / occupation description, Summary of positions, businesses, professional accomplishments, and educational qualifications.

ATTACH YOUR PROFESSIONAL PHOTO:

Image must be either a .jpg or .gif file, and a minimum size of 500x500 pixels, in order to be used in all mediums. High resolution preferred 300 dpi.

SPEAKER AND SESSION RATINGS: List last five speaking engagements and ratings if available.

SPEAKER AGREEMENT: SPEAKER AGREEMENT By submitting this proposal, I agree to adhere to all submission criteria and guidelines, and in case of default acknowledge that AFP reserves the right to withdraw the invitation. Further, I understand that, if invited to speak at the AFP ICON 2020 Conference, along with any co-speakers, I will be required to sign the AFP Speaker Policy agreement.

- I Accept

- I do not accept

SAMPLE