



Welcome to the 2022 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 August 1, 2021 at 11:59 PM (CST).
- (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 August 1, 2021 at 11:59 PM (CST).

Thank you for your interest in submitting a session proposal for the AFP ICON 2022 conference, to be held May 2-4, 2022 in Las Vegas, Nevada. 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.

Ethics and IDEA (Inclusion, Diversity, Equity and Access) are both pillars of the AFP Strategic Plan. As these ideals are core to our work and therefore to AFP ICON, we ask that you think about your session topic through an Ethics lens and an IDEA lens and incorporate the principles/ideals of each into your proposal.

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)

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 Global membership.

The Committee meets as many times as needed 2-3 times per year, 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
- Research-based content (*where appropriate or relevant*)
- The incorporation of diverse ideas and perspective across difference
- 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 about Inclusion of adult learning principles click here.](#)
- Diversity of speaker background, experiences, perspective, and ideas
- Demonstrated thought leadership in the field

SCORING RUBRIC: [To view the scoring rubric used by the AFP ICON Education Advisory Committee in rating each proposal click here.](#)

AFP will notify you of the status of your proposal by October 1, 2021. Note: Each year AFP receives more proposals than can be accommodated in the ICON schedule. For the AFP ICON 2021 Virtual, AFP received 321 proposals and accepted 77 sessions for an acceptance rate of 23.9%. There are a variety of factors considered in selecting sessions including but not limited to: quality of proposal, 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).

REVIEW PROCESS: [For more information on the review process and the factors considered in selecting sessions for AFP ICON, click here.](#)

PROPOSAL SUBMISSION & SPEAKER GUIDELINES

Please note the following guidelines:

- 1) Proposal Submission Method and Deadline -- Proposals must be submitted online, by clicking on the "Start" button below. The call for conference session proposals portal will close Sunday, August 1, 2021 at 11:59 PM (CST).
- 2) Eligibility to Submit Proposals:
 - AFP welcomes proposals from members and non-members.
 - AFP encourages both new and experienced speakers to submit a proposal, 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 three (3) 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) along with a headshot 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:

Saturday, April 30, 2022	8:00 AM - 5:30 PM (Pre-Conference Workshops only)
Sunday, May 1, 2022	8:00 AM - 5:30 PM (Pre-Conference Workshops only)
Monday, May 2, 2022	9:00 AM - 5:30 PM (Education Sessions only)
Tuesday, May 3, 2022	8:00 AM - 5:30 PM (Education Sessions only)
Wednesday, May 4, 2022	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 duration of the 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.
- 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.
- AFP is unable to provide financial compensation to speakers beyond the complimentary conference registration. However, we have set aside a limited pool of dollars to help defray travel expenses for those who express a need.

SPEAKER INFORMATION [ALL FIELDS ARE REQUIRED]

Lead Speaker/Submitter	
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 answer

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
- CAE
- CFRE
- CPGS
- JD
- MA
- MBA
- PhD
- Other:

PURSUANT TO THE AMERICANS WITH DISABILITIES ACT: I REQUIRE SPECIFIC AID OR SERVICE AT THE EVENT LOCATION

Please indicate type of need (s). Please list any other in the applicable location.

- Sensory Impairment or disability
- Mobility Impairment or disability
- No ADA Services required
- Other

SPEAKER PROFESSIONAL BIOGRAPHY:

Please provide a short (not to exceed 75 words) professional biography. The following information may be included.

- Current professional / occupation description
- Summary of positions, businesses, professional accomplishments
- Educational qualifications

Please note: For best results, please type your biography information directly into the text box below. If you would like to copy and paste your information into this area, please remove all formatting and coding

AFP reserves the right to edit session titles, descriptions, bios, etc. for clarity and brevity.

UPLOAD YOUR PROFESSIONAL PHOTO(S):

Please upload the lead and so-speaker professional photo(s). Image must be either a .jpg or .gif file, and a minimum size of 500x500 pixels. High resolution preferred 300 dpi.

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

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 2022 AFP ICON Conference, I along with any co-speakers will be required to sign the AFP Speaker Policy agreement

- I Accept
- I do not accept

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* (not to exceed 15 words).

EDUCATION SESSION TRACK: [\[Select only one\]](#)

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)
- **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)

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

- Yes
- No ... **If No,**
 - Has the session been presented at a previous International Fundraising Conference? If so, when and what is different? (not to exceed 50 words).

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 100 words).

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

SECTORS OR INDUSTRY VERTICALS: Is this presentation specifically relevant for any of the following sectors within the fundraising profession **[Select only one]**

- Art/Cultural
- Education
- Health
- Human Services
- Religion
- All of the Above

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

SUBMIT Your Proposal

SAMPLE