Join social justice fundraisers and organizers from across the country to build and strengthen our collective resources, grassroots fundraising skills, and vision for our movements.

MONEY for Our MOVEMENTS
A Social Justice Fundraising Conference
August 10-11 2012, Oakland Marriott
Dear Friends, Compañer@s, Supporters, and Allies,


Drawing from the inspiration of The Arab Spring, Occupy Wall Street, Decolonize Wall Street, and worldwide opposition to the Keystone XL Pipeline, we see this as an exciting and powerful moment for our communities and movements to build and imagine a more just world together. We come together this weekend to talk about fundraising beyond just ourselves and our individual organizations. We are here to imagine, build, and strengthen our collective resources, grassroots fundraising skills, and vision for a more just world that values each and every one of us.

Progressive organizations in the United States are grappling with some tough questions:

- "How can we build off the momentum of the 99% to push forward large-scale changes?"
- "How can we shift the conversation from institution-building to movement-building, but still mobilize sufficient resources to care for all of our communities?"
- "How can we work from a place of abundance and collaboration rather than scarcity and competition?"
- "Will the urgent issues facing our communities be eradicated through the nonprofit structure?"

We can't answer these questions alone. The time is right for us to come together to discuss the political implications of wealth, resource distribution, and funding. It is crucial that we raise money and build sustainable resources in communities of color, immigrant communities, and low-income communities in a way that also builds the leadership of those communities. It is for our sustainability that we learn and share how to integrate fundraising into our organizing efforts.

We are deeply grateful for all of your support throughout the planning process. Over a hundred people have volunteered their time, money, and other resources to make this conference possible. We could not have put this together without all of you. It is your presence, your participation, and your belief in building our collective resources, that fuels GIFT’s work.

Money for Our Movements 2012: A Social Justice Fundraising Conference brings together hundreds of fundraisers, activists, and organizers to share our wisdom, skills, and experiences. Together, we can fight for our collective liberation. Together, we will win—and have celebration and laughter along the way!

Thank you for being part of this gathering.

In Solidarity,

Ryan Li Dahlstrom & Nisha Anand
Conference Co-Chairs
The Grassroots Institute for Fundraising Training (GIFT) is a multiracial organization that promotes the connection between fundraising, social justice and movement-building. We believe that how groups are funded is as important to achieving their goals as how the money is spent, and that building community support is central to long-term social change. We provide analysis, training and resources to strengthen organizations, with an emphasis on those focused on social justice and based in communities of color.

Our Vision for Social Justice Fundraising

- Social justice organizations are owned by the communities they serve.
- Social justice organizations break down stereotypes about who can give and who can't, and ask everyone in their community to become donors.
- People of color committed to social justice values and with an understanding of structural oppression are in leadership positions in fundraising.
- Social justice organizations have self-determination and are accountable to the communities they come from, regardless of their funding sources.
- Fundraising, program, and organizing are interconnected and interdependent.
- A culture of sustainability is prioritized within social justice organizations.

To read more about our vision and framework, please visit grassrootsfundraising.org/why-gift/political-framework

Our Strategies

1. Develop fundraising leaders of colors who are fundraising for social justice and can teach it to others
2. Support community-based organizations to change their fundraising cultures and practices to support social justice fundraising
3. Influence and inspire social justice movements to see fundraising as going hand-in-hand with political goals

Our Programs

We provide analysis, training, and resources to thousands of groups each year. Our programs include:

- Money for Our Movements: A Social Justice Fundraising Conference
- Grassroots Fundraising Journal, a bimonthly magazine
- Developing fundraisers of color through our Internship Program and the Fundraising Academy for Communities of Color (co-sponsored by CompassPoint Nonprofit Services)
- Training for Trainers to increase the number of progressive fundraising trainers of color
- Training and consulting services, including webinars
- Print, online and video resources

For more information about each program area, as well as how to sign-up and get involved, please visit grassrootsfundraising.org.
THANK YOU TO ALL THE VOLUNTEERS WHO MADE THIS CONFERENCE POSSIBLE!

*Organizations listed for identification purposes only

Organizing Committee
Alia Trindle, Causa Justa: Just Cause
Anouska Cheddie, Environmental Defense Fund
Chad Jones, Community Investment Network
Jose Dominguez, Pyramid Atlantic Art Center
Laurene Francois, Causa Justa: Just Cause
Margie Fine, Consultant
Meredith Gray, RoadMap Consulting
Russell Roybal, National Gay & Lesbian Task Force
Sophia Kizilbash, Native Youth Leadership Alliance
Yee Won Chong, GIFT Board Member

Program Advisory Committee
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Bianca Escalante, Level Playing Field Institute
Chauniqua Young, GIFT Internship Alumna
Dara Silverman, Consultant
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Jessica de Jesus, Ella Baker Center
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Mario Lugay, Mitchell Kapor Foundation
Natalia Lopez, Consultant
Pam Pompey, The Ujamaa Institute
Stephanie Roth, Klein & Roth Consulting
Uma Rao, Pride Foundation

GIFT Staff
Jennifer Emiko Boyden
Nan Jessup
Ryan Li Dahlstrom

Conference Production
Spanish Translation & Interpretation
Viviana Rennella & Liliana Herrera

Graphic Design
Caitlin Sullivan, Pyramid Atlantic Art Center

Cover Art
Ria Anderson & Nadia Khastagir, Design Action

Printing
Inkworks Press

Videography
Queer Women of Color Media Arts Project [QWOCMAP]

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Zoila Aviles

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Ari Wohlfeiler  Miguel Galvadón
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Ryan Li Dahlstrom & Nisha Anand

Conference Coordinator
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THANK YOU TO ALL OF OUR SPONSORS
We are deeply grateful to all of our sponsors who made this conference possible. (List current as of 8/7/12. We apologize for any omissions or errors.)

Presenting Sponsor: $10,000
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Michael McKee
Miya Yoshitani
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Morgan Matter
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Sophia Kizilbash
Stacy Kono
Stan Yogi
Steve Bromer
Suki Molina
The Women’s Building
Toma Lynn Smith
Tricia Rubacky
Uma Rao
Veronica Flores
Victor Quintana
William Bromer
Yee Won Chong
Yusef Omowale

Grassroots Global Justice Alliance
thanks GIFT for building our capacity to sustain a healthy social justice movement.
Here’s to more collaboration in years to come!

Join GGJ on Fri, Sept 14 in NYC to celebrate a transition in our visionary leadership as Michael Leon Guerrero
Passes the Megaphone to Cindy Wiesner as National Coordinator!

We are pleased to sponsor Money for Our Movements 2012, together with our fellow consultants. We are working together so that we can “share the gifts” of fundraising skills, wisdom and courage that we acquired over the years by fundraising in the social justice community, reading and utilizing the Grassroots Fundraising Journal, and learning from each other.

Andy Robinson
Andy Robinson Consulting
andyrobinsononline.com

Beth Raps
RAISING CLARITY
raisingclarity.com

Carol Cantwell
Fun with Financials
funwithfinancials.net

Ellen Gurzinsky
Windowbox Coaching & Consulting
windowboxconsulting.com

Emily Goldfarb & Elsa A. Rios
RoadMap Consulting
roadmapconsulting.org

Jara Dean-Coffey
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Tina Cincotti
Funding Change Training & Consulting
fundingchangeconsulting.com
“...If you have come because your liberation is bound up with mine, then let us work together.”
–Lila Watson

The GIFT Board of Directors deeply appreciates all of the work and dedication of the GIFT staff and conference committees that made MONEY for OUR MOVEMENTS possible.

Together with the staff, GIFT’s Board of Directors helps to shape the vision of GIFT and to bridge connections with grassroots movements across the country.

If you would like to be part of this work, please contact Adriana Rocha: adrianar@compasspoint.org

We are so happy to be here with all of you and to share in your important work.

In peace and solidarity,
Adriana, Jennifer, Jordan, Judy, Sha, Steve & Yee Won

grassrootsfundraising.org
GIFT recognizes that multilingual capacity building (such as translation and interpretation) is an organizing issue. The task of incorporating the multiple languages within our movement is not simply a logistical question - communication between diverse groups is integral to successful movement building for social justice.

In order to truly enable everyone’s full participation and draw from everyone's wealth of knowledge and experiences, we must address the multiple and often invisible ways that language can perpetuate and aggravate differences in gender, race/ethnicity, culture, sexual orientation, class, age, ability, and capacity to access funding resources.

The capacity to maintain conversations in various languages at the same time facilitates communication and also strengthens the leadership of our communities by promoting the centrality of all the languages we speak and the wisdom and knowledge that is communicated therein. In building our multilingual capacity, we create multilingual spaces where language is used democratically and as a tool of empowerment. We also strengthen cross-cultural alliances by providing the tools and resources necessary for bridging communication across language. To achieve a truly multilingual movement for social justice, we must transform the power of language so that it can no longer divide us but rather will unite us and make us stronger.

GIFT commits to incorporating multilingual access at Money for Our Movements 2012 in the following ways: it will support three languages, Spanish, English, and American Sign Language (ASL). It will provide simultaneous interpretation during plenaries and keynote speeches. For each workshop block, there will be one workshop offered in Spanish and one workshop interpreted simultaneously in English and Spanish. A number of one-on-one consultations and one facilitated discussion will be offered in Spanish. ASL will be available on a need basis.

**Spanish Interpreters’ Bios**

Liliana Herrera’s commitment to social justice, specifically as a language access advocate, has helped hone her skills as interpreter/translator while in collaboration with numerous community organizations throughout the Bay Area and across the state during the last 13 years. In addition to providing interpretation and translation services to community organizations, foundations, unions, etc., she also endeavors in cultural work. As a singer of song in a variety of styles, Liliana has performed with several bay area groups, and across the country, ranging from picket lines to musical theater, as well as a bilingual voice over artist.

Viviana Rennella has been working professionally as an interpreter and translator for the past 10 years. She is a graduate of the Legal/Court Interpreting Program from San Francisco State University. She has provided interpretation and translation for INS asylum interviews, legal proceedings, and has applied her 15 years of experience organizing with immigrant communities to coordinate language access for a wide range of trainings and conferences with community based organizations. Viviana has been a member of the international network Babels and provided interpreting for the World Social Forum in Venezuela and Brazil and is a founding member of the Language Justice Team that provided the logistical support for the US Social Forums in Atlanta and Detroit.
LIBERATION IS A COLLECTIVE PROCESS: MONEY FOR OUR MOVEMENTS CONFERENCE STATEMENT AND POLICIES ON ACCESS

Modeled after policies written by planners of the United States Social Forum and the National Gay and Lesbian Task Force's Creating Change conference.

We believe in self-determination, self-expression, and in constituent-led organizing, meaning that the people directly affected by oppression are the most equipped to define their own liberation. We believe that the structures that oppress us reinforce and support each other; thus, working at their intersections, we can tear them down. We also believe that structures that oppress one part of our community affect our entire community, and that it is our collective responsibility to tear them down.

We have worked hard in the planning of this conference to try to embody these beliefs. For example, we have selected a conference venue that has green space and better labor practices than some other venues. We need your help as participants at this conference to help create a space that is safer, more accessible, and that models the community and world we are working to build with each other.

We are bound to make mistakes in our process and we need your help to develop better systems. Please visit us at the registration table or use your conference evaluation form if you have any questions, concerns, or feedback that can make our journey better.

Transgender Etiquette
Please do not assume anyone's gender. A person's appearance, voice, or mannerisms may not indicate their internal gender identity. We consider it polite to ask: "What pronoun do you prefer?" or "How do you identify?" before using pronouns or gendered words. If you are unsure of someone's gender identity, try using that person's name or gender-neutral terms instead.

Restroom Policy
In solidarity with our trans participants (including transgender, transsexual, genderqueer and other gender non-conforming people), wherever possible, we have designated all-gender restrooms in our space. Many transgender and gender non-conforming people have been harassed, beaten, ridiculed, and arrested in both men and women's restrooms. We have adopted this policy to stand in opposition to the above acts and in solidarity with this community. We know that this is not simply a language or labeling issue: the initiative to create all-gender restrooms is not driven by an avoidance of the angst of choosing an icon for one's gender identity. It is, rather, centered on the hostility and intimidation that actually occur when some members of our community make either one of the available choices.

A restroom is a place that everyone should be able to go without incident and without feeling intimidated. Regardless of what bathroom you use, please let everyone use the facilities in peace.

Child-Friendly Space
We believe that limiting the participation of those with children holds our movements back, and we welcome babies and children at the conference. We understand that it is difficult to find high-quality affordable childcare and that people may have other reasons for bringing their children with them. For example, the presence of babies and children is common in organizing spaces rooted in many cultural traditions. We strive to create a welcoming intergenerational space throughout the conference.

Childcare will be provided by the Childcare Collective. For those bringing babies or children who would like a separate space anytime during the conference, we have a suite in the hotel reserved for childcare and for a quiet room for parents and guardians to spend time. Please see the GIFT 'Solution Station' for details.

Scent-Free Space
Scented products are harmful to the health of sensitive individuals, including those with allergies, chemical or environmental sensitivity, chronic heart or lung disease, and those with other chronic illnesses caused by environmental racism and other factors. We strive to provide a healthy and welcoming environment for all participants. As much as possible, please refrain from wearing cologne, perfume, and fragrances. As much as possible, please choose scent-free lotions, creams, shampoo and hair products, and deodorants. If scents and chemicals present a barrier for you, please know that Money for Our Movements is not yet a scent-free conference. (To learn more see peggymunson.com/mcs/fragrancefree.html)
CONFERENCE OVERVIEW
Please see the conference schedule for specific times and locations

Keynote Speakers
Saru Jayaraman is co-founder and co-director of the Restaurant Opportunities Centers United (ROC-United) and an Assistant Professor at Brooklyn College. Founded by Saru and displaced 9/11 workers, ROC now has over 8,000 members in eight affiliates nationwide. Saru co-edited The New Urban Immigrant Workforce. Saru is a graduate of Yale Law School and the Harvard Kennedy School of Government. She was profiled in the New York Times “Public Lives” section in 2005, and was named one of Crain’s “40 Under 40” in 2008, 1010 Wins’ “Newsmaker of the Year,” and one of New York Magazine’s “Influentials” of New York.

Attica Woodson Scott was appointed as the District 1 representative to Louisville Metro Council in October 2011. She served as coordinator of Kentucky Jobs with Justice from 2004-2012. Attica previously served as Adjunct Faculty at Bellarmine University from 2009-2011 where she taught a course on “Social Networking for Social Justice.” In 2005, she was selected to serve as a Forum Fellow for the Courier-Journal and featured in “People to Watch” in Louisville Magazine. Attica was awarded the 2011 national “Woman of Vision” honor by the Ms. Foundation for Women. atticascott@hotmail.com

Workshops
Choose from 40 different workshops focused on History Politics and New Models, Giving and Philanthropy, Boards and Teams, Fundraising Skills and Strategies and Fundraising Systems. Choose the one that’s right for your experience level and for your role in your organization. We have four workshop blocks over the two days of the conference. In each block, there are 10-12 workshops to choose from, with one being offered in Spanish and one being presented in English and simultaneously interpreted into Spanish.

Facilitated Discussions
Outside of workshops, you have the opportunity to participate in facilitated discussions to talk with your peers on specific topics in a more open and informal setting. Choose between identity-based caucuses, issue-based discussions, skill-shares, or roundtables hosted by exhibitors. We are offering a variety of topics. Please see the insert or visit the registration area for a full list of topics, times and locations.

Consulting Café
These 30-minute sessions offer participants the chance to receive free personalized assistance from experienced fundraisers on a particular topic. Each participating organization can sign up for a single one-on-one session. Available in English and Spanish. Please sign up for your one-on-one session on the first day of the conference—sessions will fill up quickly! Please see the insert or visit the registration area for a full list of topics, times and locations and to sign up.

Sample topics:
- Board Development
- Capital Campaigns
- Direct Mail
- Earned Income Strategies
- Endowments
- Fundraising Databases
- Fundraising Planning
- Grant-writing
- Major Gifts
- Online Fundraising
- Planned/Legacy Giving
- Special Events

Sessions:
Friday, August 10th
1 pm-1:30 pm
1:30 pm-2 pm
4:30 pm-5 pm
5 pm-5:30 pm
Saturday, August 11th
1 pm-1:30 pm
1:30 pm-2 pm

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DEBATE: From Moment to Movement

The framing of “We are the 99%” (started by Occupy Wall Street) is the most important new development for progressives in decades. It has captured the imagination of people around the world and created a moment that needs to be converted into a long-term movement for social change. Hear our passionate panelists debate how lasting movements are made! They will tackle the questions of: What are the roles of nonprofits in our movements for social change? How has Occupy been helped and/or hurt by the nonprofit industrial complex? What would cross-class organizing on the left really look like? And much, much more! Audience heckling and enthusiasm encouraged.

Debaters

Anne Ryan is a project assistant at CompassPoint, supporting CompassPoint Initiatives, organizational communications and social media activities. She also is an experienced trainer and researcher for CompassPoint’s Nonprofits Talking Taxes initiative, which educates nonprofit staff on the California Budget Crisis and its effect on nonprofit work and fundraising. Anne is passionate about social justice and interfaith issues.

anneR@compasspoint.org

Jan Masaoka joined the California Association of Nonprofits as CEO in January of 2012. She is a leading writer and thinker on nonprofit organizations and founder of Blue Avocado magazine. She served 14 years as executive director of CompassPoint Nonprofit Services, a national consulting and training firm. Jan has been named one of the “Fifty Most Influential People” in the nonprofit sector nationwide eight times, and was named “California Community Leader of the Year” by Leadership California in 2005. janm@canonprofits.org

Libero Della Piana is the IT Director of Longview Publishing. He has extensive experience as an organizer, trainer, technology and communications strategist, and graphic designer. He is president of People Before Profits, and a leader in the Communist Party, USA. He is a longtime peace activist, journalist and writer. Libero Della Piana lives in East Harlem, NY. ldellapiana@gmail.com

Maria Poblet is the executive director of Causa Justa::Just Cause. After being mentored as a poet by June Jordan, she moved on to more than a decade of Latino community organizing. She worked at St Peters Housing Committee before the merger with Just Cause in 2009, making CJJC a single, Bay Area organization for racial and economic justice. She provides national movement-building leadership, through the US Social Forum and the Grassroots Global Justice Alliance. maria@cjjc.org

Moderator

Kim Klein is an internationally known speaker and author, and is well known for her ability to deliver information in a practical, down to earth and humorous way. She is the author of five books including her most recent, ‘Reliable Fundraising in Unreliable Times.’ Kim co-founded the Grassroots Fundraising Journal in 1981 and was its publisher for 25 years. She is a lecturer at UC Berkeley, and has served as guest faculty at the Haas School of Business and Concordia University. kim@kleinandroth.com

Closing Keynote: Kim Klein

What Is Our Demand?

In this closing keynote, Kim Klein will discuss the conclusions coming from public health professionals, environmentalists and economists alike: that economic progress as we have known it is over. Our current economic system is even now being replaced by something else, and social justice groups must demand that it is replaced by a focus on the common good. Kim believes that this is the most exciting time to be alive because so much is at stake. She will discuss the role of our groups and movements in shaping the future, and the critical contribution fundraisers and fundraising can make to insure that the future is really better for everyone.
## Workshops Levels

1. **New to Fundraising**
2. **Intermediate Fundraiser**
3. **Advanced Fundraiser**

## Audience
- **A:** Organizers/Program Staff
- **B:** Development/Fundraising Staff
- **C:** Board Members/Grassroots Leaders
- **D:** Executive Directors
- **E:** Everyone, all of the above

## Workshops

### 10:30–12:30pm Workshop Block I

#### Fundraising Skills & Strategies
- **Complementario en evento de recaudación**
  - Claudia Gómez-Arteaga y Miembras Comité de Recaudación de Fondos Comunitarios de MUA
  - Nivel: Nuevo | Quien: Miembros de las mesa directiva/voluntario | OCC 210/211

#### Fundraising Systems
- **Our Data, Ourselves: Choosing a Database or CRM for your Organization**
  - Robert Weiner
  - Tracy Kronzak
  - Level: 1 | Audience: E | OCC 204

#### History, Politics & New Models
- **People of Color in Fundraising: What's Hot & What's Not**
  - Jordan T Garcia
  - Bianca Escalante
  - Level: 1,2,3 | Audience: E | OCC 206

### 12:30–2:15pm Lunch, Visit Exhibitors, Consulting Café Sessions, Facilitated Discussions

### 2:15–2:30pm Break

### 2:30–4:30pm Workshop Block II

#### Fundraising Skills & Strategies
- **Recaudar Fondos: La Chispa de Su Mensaje y Practica de Pedir Dinero**
  - Cristina González
  - Nivel: 1,2,3 | Quien: Todos | OCC 210/211

#### Boards & Teams
- **Board Fundraising In Real Time**
  - Gregory Cohen
  - Level: 2 | Junior Ballroom 1

#### Giving & Philanthropy
- **Giving Circles 101 = Community + Philanthropy**
  - Noelle Ito
  - Chad U. Jones
  - Level: 2,3 | Audience: E | OCC 201

#### History, Politics & New Models
- **Grassroots Fundraising and Movement Building: Lessons from Our Practice**
  - Ari Clemenzi
  - Rachel Herzing
  - Level: 1,2,3 | Audience: E | Junior Ballroom 2/3

### 4:30–5:30pm Break, Visit Exhibitors, Facilitated Discussions, Consulting Café Sessions, Networking

### 5:30–8:30pm Reception: Celebrating Our Movements!

### AT A GLANCE: SATURDAY

<table>
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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:30–8:30am</td>
<td>Yoga for the Liberated Heart with Brinda Maira (OCC 210/211)</td>
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<tr>
<td>7:30–9:00am</td>
<td>Registration, Visit Exhibitors, Sign-up for Consulting Café, Breakfast</td>
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<td>9:00–10:15am</td>
<td>Debate</td>
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<td>Debaters: Maria Poblet, Libero Della Piana, Jan Masaoka, Anne Ryan</td>
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<td>Moderated by Kim Klein</td>
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<td>10:15–10:30am</td>
<td>Break</td>
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<td>10:30–12:30pm</td>
<td><strong>FUNDRAISING SKILLS &amp; STRATEGIES</strong></td>
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<td><strong>BOARDS &amp; TEAMS</strong></td>
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<td><strong>HISTORY, POLITICS &amp; NEW MODELS</strong></td>
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<td><strong>ONLINE FUNDRAISING &amp; SOCIAL MEDIA</strong></td>
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<td>10:30-12:30pm</td>
<td>It’s a Two Way Street: Building Stronger Relationships with Donors</td>
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<td>Stephanie Roth</td>
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<td>How to Ask for a Gift: Successful Face-to-Face Solicitation</td>
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<td>Philip Byrdsong</td>
<td>Dolores Garay</td>
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<td>Fix Your Fundraising Events</td>
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<td>Russell Roybal</td>
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<td>How’s Your Fundraising Program? Measuring Successes and Challenges</td>
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<td>Miguel Gavaldón</td>
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<td>12:30–2:15pm</td>
<td>Lunch, Visit Exhibitors, Consulting Café Sessions, Facilitated</td>
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<td>Discussions</td>
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<td>2:30–4:30pm</td>
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<td><strong>HISTORY, POLITICS &amp; NEW MODELS</strong></td>
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<td>Asking and Getting the Gift: ‘Moves Management’ as a Tool to Connect</td>
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<td>the Donor’s Vision with the ‘Ask’</td>
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<td>Robert Hurst</td>
<td>Ana Maria Murillo</td>
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<td>Designing for Change: Why Good Design is Important</td>
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<td>Sabiha Basrai</td>
<td>Sarah Reilly</td>
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<td>Looking for Grants in all the Right Places</td>
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<td>Keynote speaker: Kim Klein</td>
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Writing Amazing Appeal Letters That Are...Appealing!

Fall is a great time to send an appeal letter. If you're making an important contribution to your community, many others will want to be part of that! Join this interactive and practical workshop to: 1) Identify the purposes, priorities, and intended readers of your appeal letter; 2) Check out some great (and not-so-great) examples and discuss the writing techniques used; 3) Share your work and get valuable on-the-spot feedback. **Bring 2 copies of a work in progress (or previous appeal letter)**

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<td>Dalya F. Massachi</td>
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<td>Development &amp; Fundraising staff</td>
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Raise $300-$10,000 Online in 6 Weeks

This workshop on the basics of online fundraising will show you how to integrate e-mail, Facebook, Twitter and YouTube into your programs and annual fundraising strategy and calendar. We will share the keys to successful online campaigns, share tips to build a team of your best advocates, and review the best online platforms to suit your needs. This class is for you if you already have a basic understanding of raising money from individuals but want to understand how to use an online platform to bolster that strategy.

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<td>Erin Barnes</td>
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Planned Giving Made Easy

Do you dream of a donor leaving your organization her million dollar estate? Chances of that happening are slim if you aren't encouraging your supporters to remember your organization in their estate plans. Join us for a practical session on planned gifts – what they are, how you can develop a planned giving program, and how to secure planned gifts. This session is intended for organizations with an established donor base.

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People of Color in Fundraising: What’s Hot & What’s Not

Racism and white supremacy play out in our fundraising work, but they’re rarely talked about. Join us for a conversation about our experiences as people of color doing fundraising work. What challenges have we faced? How can we work together with other people of color to support one another in this work? How do we confront racism and white supremacy while building solidarity with white folks to achieve our common goals for collective liberation?

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<td>Jordan T Garcia</td>
<td>History, Politics, &amp; New Models</td>
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<tr>
<td>Bianca Escalante</td>
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Our Data, Ourselves: Choosing a Database or CRM for your Organization

Join a presentation and discussion of the general principles for identifying a fundraising database or CRM platform, best practices for this search, and the long-term strategies to care for your organization’s data. This is not a discussion of specific vendors or platforms, but a strategy session to understand how to go about the selection, implementation and post-conversion processes involved with finding the most appropriate home for your fundraising and other organizational information.

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<td>Tracy Kronzak</td>
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Multichannel Communication and Fundraising

Many of us use multiple channels to communicate and fundraise such as in-person, print, and online channels. In this workshop we will explore the implementation of multichannel strategies to advance advocacy, organizing, outreach and fundraising work.

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Using Photos and Video For Fundraising, Marketing and Communications

Develop a plan for creating and using compelling images and testimonials through print and on-line formats to develop an engaged and passionate individual donor base to support your social action work. You will also explore using photos and video for marketing and communications to further your advocacy efforts. This engaging workshop is open to all skill levels and anyone representing an organization interested in exploring how to tell your organization’s story in a visually compelling way. Bring a camera if you can!

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<td>Joseph Smooke</td>
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Nonprofits and the Earned Income Funding Model

Dispel the myth that nonprofits can’t earn money by exploring the role of earned income in furthering your organizations’ mission and impact. Examine the distinctions and uses of different types of earned income strategies, as well as the preparation and planning needed to implement a new income-generating arm. Challenges and implications of using this model will also be discussed.

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<td>Sonya Ulibarri Garcia</td>
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In Spanish only

Como organizar un evento de recaudación

Los requisitos para asistir este taller son tener una mente abierta y deseo de experimentar en la planificación de eventos. Este taller es bueno para personas que no han organizado eventos antes y para persona empezando en la recaudación.

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<td>Claudia Gómez y</td>
<td>Habilidad y Estrategias para</td>
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<td>Miembros Comité de Recaudacion de Fondos Comunitarios de MUA</td>
<td>Recaudar Fondos</td>
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Giving Circles 101 = Community + Philanthropy

Giving circles are growing more popular as a vehicle for democratic philanthropy. Come to this workshop to hear stories of how giving circles are growing in Asian American, African American and other communities of color. We will explore how to recognize ourselves as donors, what we gain by being philanthropists, and how to develop healthier relationships with money. Philanthropy literally means ‘love of humanity’, so join us and explore how our giving is an act of love.

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<td>Noelle Ito</td>
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<td>Chad U. Jones</td>
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Board Fundraising In Real Time

Every organization needs its chief volunteers and board members actively fundraising. This is an interactive workshop - particularly for groups with long-standing boards - to learn how to use board-staff partnerships to refresh the vision, encouragement and follow-up, which are the foundations of successful fundraising. Learn post-Newtonian tricks for bending time: fitting board work into tight work/life schedules. Participants will learn and exchange tips and leave the session with a draft Board Fundraising Action Plan.

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<td>Gregory Cohen</td>
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In Spanish only

Recaudar Fondos: La Chispa de Su Mensaje y Practica de Pedir Dinero

Este taller tiene dos enfoques. El primero es crear las bases necesarias para que todos en su organización efectivamente recauden fondos. La segunda parte se enfoca en enseñar los principales básicos de pedir dinero y ponerlos en practica.

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<td>Cristina González</td>
<td>Habilidad y Estrategias para Recaudar Fondos</td>
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Fundraising and Organizing Go Hand in Hand

Fundraising and community organizing are both necessary and critical in this political moment. Lucky for us, the same set of skills that make a good organizer also make a good fundraiser. Want to learn more about what this could mean for your organization? Join us in this workshop to look at the shared values, principles, and skills of community organizing and fundraising, and how to build on the strengths of each.

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<td>Marjorie Fine</td>
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Grassroots Fundraising and Movement Building: Lessons from Our Practice

We know foundation funding isn’t the answer. We know our organizations need deeper roots in our communities and networks to achieve our goals. And many of us are experimenting with grassroots fundraising as a powerful component of our organizing. This interactive discussion will draw upon the experience in the room to draw lessons from our practice. We will explore how we are or could approach fundraising from a movement building perspective to help achieve our political goals and raise the resources we need.

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<td>Rachel Herzing</td>
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Show Me the Money: Nonprofits Talking Taxes

This workshop is tailored to nonprofit staff who seek other solutions to the fiscal crises happening in states across the country. Economists tell us that taxes are a mirror of community values. Poor schools, inadequate healthcare, a degraded environment, etc… are all reflections of our current tax and budget structure. But these structures can be changed so that they reflect the common good! Learn how. Learn what you can do. It is easier than you think!

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Getting Your Members Involved! A Workshop on Developing Member Leadership and Participation in Grassroots Fundraising

To sustain a movement too big to fail we must have everyone’s participation in fundraising, this includes especially those who are most impacted by systems of oppression. With many organizations functioning as a vehicle for a membership base, this workshop frames fundraising as an interconnected part of community organizing and will share models of member-led fundraising that illustrate principles of community organizing, participation, empowerment, and anti-oppression. It will also provide participants practical tools to create opportunities within their organizations for member-driven fundraising.

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<td>Yasmeen Perez Laurene Francois</td>
<td>Boards &amp; Teams</td>
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House Parties for Fun and Profit!

House parties are not only a low-stress, low-cost fundraising event, they offer a great chance to engage new donors and prospects in in-depth, informative discussions about your work and issues. Learn how to identify potential house party hosts and ‘experts’ in your organization, plan the perfect ask, and walk away with a timeline and sample script for your next small fundraising event!

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<td>Rachel Wallis Kristina Roque</td>
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Make That Ask! A Major Donor Clinic

Successful major donor programs have a few key components: finding good prospects, building a fundraising team, developing relationships with your donors, and being prepared to ask for gifts. This workshop will offer tools for starting your major donor program and give you the opportunity to practice making an ask.

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<tr>
<td>Nisha Anand</td>
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In Spanish only

Las mejores prácticas para la recaudación de fondos entre las organizaciones latinas

Una discusión en panel de organizaciones dirigidas por latinos que han tenido éxito en recaudar dinero de las comunidades que sirven. Los panelistas compartirán las mejores prácticas para la recaudación de fondos y lecciones sobre como recaudar dinero de las comunidades latinas que sirven. La discusión resaltará lo central que es establecer el apoyo de la comunidad para lograr un cambio social que perdure a largo plazo.

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<tr>
<td>Natalia López Rafael Samanez Brenda D. Mendoza Claudia Gómez-Arteaga</td>
<td>Historia, política, y nuevos modelos</td>
<td>Nuevo, con experiencia y avanzado Organizadores/empleados de programas, empleados de recaudacion de fondos, miembros de las mesa directive/voluntario, directoro ejecutivo</td>
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Building a Board that Fundraises (and Enjoys It!)
Learn how to address some of the most common barriers to meaningfully engaging your board in fundraising. We will offer a wealth of interactive tools that you can bring back to strengthen the skills and confidence of your board to get out there and raise funds to support your work. We bring our perspectives as board members and staff to share lessons for building a board that sees fundraising as integral to their work.

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<td>Sha Grogan-Brown</td>
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All About Mail: Acquiring, Retaining, and Upgrading Donors
Fundraising by mail is an important part of many organizations' fundraising programs. We'll cover how to use mail to acquire donors; keep them engaged as donors, volunteers, activists and advocates; and increase the amounts that they give. We'll also address how to link fundraising mailings with other parts of your fundraising program and with your organization's program work.

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Anti-Racism for White Folks in Fundraising
This interactive session will be an opportunity for white people to deepen our understanding of and commitment to practicing anti-racism in fundraising for social justice organizations. How can we strengthen the anti-racist lens we bring to our work, whether in settings of mostly white folks or mostly folks of color? What are the opportunities in fundraising to organize other white people toward supporting racial justice struggles? Bring your insights, questions, and commitment to collective liberation!

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<td>Alia Trindle</td>
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Grassroots Fundraising 101
You are just starting out as a fundraiser for your organization. What are the most important things you need to know? What should you do first? How can you feel more confident about asking for money? This session will focus on the steps you need to take to start raising money from individuals in your community.

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Raps That Raise Money: Fundraising at Any Gathering
Making a fundraising pitch at a special event, house party, or other gathering is a far more effective technique to raise money than “passing the hat.” In this workshop you will learn practical tips for preparation, making the pitch, and following up to increase your event fundraising by $1,000–$10,000.

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How’s Your Fundraising Program? Measuring Successes and Challenges Along the Way
Do you often feel like it’s hard to truly evaluate your progress? Come to this interactive workshop on how to maximize your fundraising plan and evaluate your overall fundraising effectiveness and success.

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<td>Miguel Gavaldón</td>
<td>Fundraising Skills &amp; Strategies</td>
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Collaborative Fundraising Strategies: Thinking Outside the Box

To ensure the ongoing viability of our social justice movements, grassroots organizations must diversify our funding streams through creative collaborations. This participatory workshop will explore, spark a dialogue and present some examples and best practices around collaborative fundraising strategies. Collaborative models can make different forms of fundraising more accessible and open up new sources of income. Join this space to brainstorm and share experiences as well as hear some best practice examples.

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<td>Betty Yu, Carol Ammons, Allison E. Budschalow</td>
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It’s a Two Way Street: Building Stronger Relationships with Donors

You know that in order to successfully raise money from individual donors year in and year out, you have to do more than ask for a gift, thank your donors, and send periodic updates. But how does building better relationships with donors increase your fundraising income AND help you fulfill your mission in other ways? Come learn practical tips for how to deepen your relationships, engage in more meaningful ways with your supporters, and raise more money!

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<tr>
<td>Stephanie Roth</td>
<td>Fundraising Skills &amp; Strategies</td>
<td>Intermediate, Advanced</td>
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In Spanish Only

Recaudando dinero – ¡juntos!

Aprenda como reunir un equipo de recaudación efectivo. Vamos a repasar el proceso de cómo crear un equipo, como desarrollar metas y objetivos realistas como equipo y como hacemos responsables unos a otros. También vamos a abordar algunos de los desafíos comunes que surgen cuando se recauda en equipo y maneras para superarlos.

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<tr>
<td>Sara Haskie Mendoza</td>
<td>Mesas directivas y equipos</td>
<td>Nuevo</td>
<td>Todos</td>
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Fix Your Fundraising Events

Are your fundraising events fund losers? Do board members just wander around talking to each other instead of your guests? Was your last event planned for 200 and only 20 came? Come learn the three reasons to have an event. Work on developing event goals and a realistic budget. Turn that fund loser into an actual fund-raiser!

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<tr>
<td>Russell Roybal</td>
<td>Fundraising Skills &amp; Strategies</td>
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How to Ask for a Gift: Successful Face-to-Face Solicitation

Let’s face it, many fundraisers, board members and volunteers love to do everything in fundraising except ask for money. Usually it is because they have simply never learned how to actually make an ask. The fear of asking for a gift from a complete stranger—or worse from a close friend—is legitimate. After all, if not handled properly it can put those involved in an uncomfortable position.

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<td>Philip Byrdsong, Dolores Garay</td>
<td>Fundraising Skills &amp; Strategies</td>
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How Social Networking Can Turn Your Best Supporters into Your Best Fundraisers: Lessons from the National Abortion Access Bowl-a-Thon

The beauty of fundraising “a-thons” of all types is how they allow you to harness the incredible power of your supporters’ personal networks to raise money for your organization. Social networks and social media tools like Facebook and Twitter can play powerhouse roles in making your next a-thon an incredible success. Learn from two pros with more than 11 a-thons between them as they share lessons learned from the National Abortion Access Bowl-a-Thon about making the most of social media, supporter engagement, and the interplay between online fundraising and more traditional fundraising strategies.

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<td>Megan J. Peterson, Lindsey O-Pries</td>
<td>Online Fundraising &amp; Social Media</td>
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Building Broader Circles of Support: Grassroots Fundraising Organizing Teams

Catalyst Project’s National Grassroots Fundraising Organizing Team has played a major role in keeping the organization resourced by and accountable to the grassroots. In this workshop participants will learn about the intersection of fundraising and organizing and how a Fundraising Organizing Team can provide a mechanism to expand the impact of an organization’s work while raising resources. Participants will walk away with the rationale, tools and structures of support used by the team.

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<tr>
<td>Ari Clemenzi Clare Bayard Cherry Stelly</td>
<td>Boards &amp; Teams</td>
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Asking and Getting the Gift: ‘Moves Management’ as a Tool to Connect the Donor’s Vision with the ‘Ask’

Learn how to ask the right questions, strategically manage donor-relationships and create communities of donors that are based on values and intentions. You will learn concrete tools to implement the ‘Moves Management’ system, moving a major donor from ‘cultivation’ to the ‘ask’. Through dynamic discussions, exercises, and real-life examples (from human rights, environmental and community organizing work), the facilitators will share key tools, such as open-ended questions, reflections, and donor summaries.

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<td>Robert Hurst</td>
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<tr>
<td>Ana Maria Murillo</td>
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Designing for Change: Why Good Design is Important

Design Action Collective will present examples of effective visual design for grassroots fundraising. A slide presentation of successful case studies will be followed by a discussion of print and web design focusing on how best to collaborate on projects with graphic designers and best practices for creating useful materials. Workshop participants will be encouraged to think about how to tell the story of their work and their organization and how to use design to help that story resonate with their community and funding base.

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<tr>
<td>Sabiha Basrai Sarah Reilly</td>
<td>Fundraising Skills &amp; Strategies</td>
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Asking the Right Person for the Right Amount: Demystifying Prospect Research

Where can you find potential major donors for your organization? How do you know how much to ask them for? How can prospect research tools help you figure this out? And what are the limits of prospect research? This workshop will help you strengthen your major gifts program by identifying which of your donors have the potential to give larger gifts, as well as how to find new prospects. We'll discuss what research can and can't do for you, what tools are out there – both low-cost and free, and some of the ethical considerations around digging up lots of irrelevant information on your donors.

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<td>Will Cordery Armando Zumaya</td>
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You Can Do it if You Have To: Building a 100% Grassroots Fundraising Program

Is a 100% grassroots budget actually possible, or just a beautiful fantasy? What is the relationship between your mission, your membership or constituency, and your ability to build a 100% grassroots fundraising program? This interactive workshop will share the story of an organization foundations wouldn’t touch – and how it built a robust grassroots fundraising program instead. Come learn, share, and connect concrete fundraising skills and political analysis for living the grassroots fundraising dream.

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<td>Ari Wohlfeiler Cecilia Surasky</td>
<td>History, Politics, &amp; New Models</td>
<td>Intermediate</td>
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Using Your Donor Database to Build Stronger Relationships

CRM/DRM refers to constituent and donor relationship management. A good CRM/DRM system should do just that – help you track, maintain and deepen relationships with your organization’s constituents and donors. Most people know how to use their database to track gifts received, but what about using your database to help you get the gift? Cultivation is at the heart of good donor fundraising. We will cover how to do cultivation well and how your CRM/DRM helps you stay on top of cultivation activities by helping you assign and track relationship-building activities.

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<td>Rebecca O. Johnson</td>
<td>Fundraising Systems</td>
<td>Fundamentals</td>
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Creating an Annual Fundraising Plan

Is your organization raising money without a plan? Do you wish your fundraising goals and timelines were more realistic? Have a basic fundraising plan but suspect there are ways to take it to the next level? Curious how donor pyramids, gift range charts, and budgets can improve your fundraising plan? Come to this hands-on workshop where we will cover how to create an informed, manageable, and useful individual donor fundraising plan, step-by-step. You will leave with an outline of your own plan.

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<td>Priscilla Hung</td>
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Looking for Grants in all the Right Places

While this conference focuses on grassroots fundraising, we wanted to include one grantwriting session since that’s often something people ask for. This workshop will help participants research grants that are appropriate for their organization and then talk about how best to make contact with the funder. Participants will look at grant search websites and other research tools. Workshop is geared for new grant seekers.

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<td>Mike Roque</td>
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<td>Development/Fundraising Staff</td>
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In Spanish Only

La campaña de el dinero, la plata, la feria, los dolares, $$ el dinero que todos nesesitan

Un taller que explica quien, porque y como recaudar dinero en una campaña para capital específico de una manera simple con lenguaje común y compartiendo desafíos y experiencias de aprendizaje en la manera más divertida e interactiva. Muchas veces se les enseña a las organizaciones que las campañas para capital son financiadas principalmente por donaciones grandes y becas de un puñado de donantes ricos. Aprenda como utilizamos un enfoque de base para recaudar $750,000 para edificar el CAPACES Leadership Institute (el Instituto de Liderazgo de CAPACES). Las organizaciones de base pueden utilizar este modelo para reforzar sus bienes más grandes – el poder de la gente y conexiones fuertes a la comunidad – para recaudar mucho dinero.

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<tr>
<td>Abel Valladares</td>
<td>Habilidad y Estrategias para Recaudar Fondos</td>
<td>Intermediate</td>
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YOGA & MEDITATION

Yoga and meditation will be offered by Brinda Maira at the following times during the conference:

Day 1: Friday, August 10th

1-2 pm: Yoga for the Liberated Heart

4:30-5:15 pm: Meditation

Day 2: Saturday, August 11th

7:30-8:30 am: Yoga for the Liberated Heart (OCC 210/211)

1-2 pm: Meditation

Yoga Description:
The Buddha described the spiritual path that leads to freedom as ‘the liberation of the heart which is love,’ and he taught a systematic, integrated path that moves the heart out of isolating contraction into true connection. –Sharon Salzberg

I am love now! I am liberated now! I am power now! Open and discover your heart’s deepest intention today. Awaken to the infinite resource of love that resides within each of us, and the incredible power and grace of aligning our intentions and actions with this boundless energy.

Kundalini Yoga for the Liberated Heart supports students of all levels in the spiritual exploration of the heart. The focus is on the fourth chakra qualities of love, compassion, and awakening. Each session is designed specifically to promote the liberation, expansion, and expression of the heart. Together, we build our heart’s capacity for self-love and for being open to whatever sensations, emotions, and thoughts arise from moment to moment. From this place of heart-full and mindful presence, we can begin to practice radiating love outward in order to truly, fully include all beings, everywhere. Such endless love is the liberated heart.

Classes include a Kundalini yoga kriya (set), pranayam (breath work), naad yoga (mantra/chanting), meditation, and yoga niddra (deep relaxation). Somatics practice, intention setting, and Buddhist teachings on mindfulness will be incorporated.

Meditation Description:
Vipassana meditation was taught by the Buddha more than 2,500 years ago. Today, the practice is widely taught and practiced in many styles and variations all over the world. Come to learn the basics of the Mahasi method, taught by one of the great teachers of the Theravadan Buddhist tradition from Myanmar (Burma). Guided instruction will be offered. The practice is secular, with a focus on coming into the present moment with a curiosity, gentleness, and spaciousness of mind and heart. Appropriate for all levels, and all types of meditators from all paths welcome.

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PRESENTER BIOS

Abel Valladares is an immigrant from Queretaro, Mexico and began his activist career in 2005 while still in high school in Salem, Oregon. In 2006, he co-led organizing protests, marches and walkouts to show support for immigrants’ rights and immigration reform. Abel has undertaken organizing and coordinating roles in several organizations in the “CAPACES” network in Salem and Woodburn. abe@capacesleadership.org

Adriana Rocha joined CompassPoint Nonprofit Services as practice director in January of 2009. Prior to joining CompassPoint, Adriana served as a program officer at the New York Foundation, worked at Community Resource Exchange in NYC providing planning, fundraising and board development consulting to community organizing, immigrant, youth and HIV/ AIDS organizations. She is a board member at Gift and is a native of Toluca, Mexico. AdrianaR@compasspoint.org

Adriana Solis Lopez is the national outreach director for EcoViva, based in Oakland. Adriana is originally from Southeast Los Angeles and has over ten years of for-profit and public service experience in the areas of project management, administration, development and communications, most recently as fund development & communications manager at SEEDS Community Resolution Center (SEEDS) in Berkeley. adriana@eco-viva.org

Alexander L. Lee was awarded a Soros Justice Advocacy fellowship in 2004 to launch the San Francisco-based Transgender, Gender Variant & Intersex Justice Project (tgijp.org), the first organization in the country dedicated to exposing and combating the devastating effects of the prison industrial complex on transgender, intersex and lesbian, gay, & bisexual communities. After overseeing TGIJP’s expansion and development into an independent organization for five years, he now works as a public interest career counselor at UC Berkeley School of Law, where he helps develop and inspire the next generation of social justice attorneys. More recently, Alex is also an aspiring filmmaker. He recently released his first narrative piece, /A Night in the Woods/, a short film using zombies to explore the possibilities and challenges facing transgender and non-transgender alliance-building for social justice! alee@law.berkeley.edu

Alia Trindle works as the development coordinator at Causa Justa :: Just Cause, a multiracial membership-based organization fighting for housing justice and immigrant rights in the Bay Area. She is also a staff organizer with Catalyst Project, a center for anti-racist political education and movement building. Alia is motivated by histories and visions of autonomy and self-determination. alia@cjjc.org

Dr. Alice Y. Hom is the director of the Queer Justice Fund at Asian Americans/Pacific Islanders in Philanthropy (AAPIP). Alice currently serves on the board of the Astraea Lesbian Foundation for Justice. She co-edited with David Eng an award-winning anthology Q & A: Queer in Asian America and has published articles in various journals and anthologies including, AAPI Nexus Journal, Amerasia Journal, and Psychological Perspectives on Lesbian, Gay, and Bisexual Experiences. alice@aaip.org

Allison Budschalow is a radical mama of color in constant pursuit of a just world that thrives of, by, and for the whole community. Rooted in Philly, PA, she is active in global movements for justice and peace. She is pursuing her MA in Sustainable Communities at Goddard College. Allison is a member of the Grassroots Fundraising Committee of the Media Mobilizing Project. kalmykal@yahoo.com

Allison Stelly is a white working class, art-maker, organizer, writer, and performer, originally from the trailer parks of rural Louisiana, currently living in San Francisco. She is the coordinator of Catalyst Project’s Grassroots Fundraising Organizing Team and program coordinator at Mother Jones Magazine supporting their development and advertising departments. allison.stelly@gmail.com

Ana Maria Murillo is a passionate, social-justice-fundraiser of Indigenous-Colombian-ancestry, raised in SF’s Mission District. She began her career in fundraising 11 years ago as a GIFT Intern. Today, Ana enjoys leading the Major Gifts Program at the East Bay Community Law Center and can be reached through MujerUwa.org, her volunteer organization. amurillo@ebclc.org

Anne Tamar-Mattis is the executive director of Advocates for Informed Choice, the first organization in the country focusing on legal advocacy and grassroots restorative justice strategies for intersex children’s and youth rights. Anne has over twenty years of experience in community organizing and nonprofit organizational management, primarily with LGBTQI communities and youth. director@aiclegal.org

Ari Clemenzi is a working class white organizer, fundraiser and educator with the Catalyst Project, an anti-racist political education and movement-building center. Ari is the staff coordinator of Catalyst’s Grassroots Fundraising Organizing Team and has bottom lined several of the organization’s major grassroots fundraising drives. ari@collectiveliberation.org

Ari Wohlfeiler joined the JVP in 2012 after 5 years as development director at Critical Resistance, an organization dedicated to abolishing the prison industrial complex. He continues to volunteer with CR, as well as Californians United for a Responsible Budget, a statewide coalition dedicated to reducing the number of prisons and people in prison in the state. ari@jewishvoiceforpeace.org
PRESENTER BIOS CONTINUED

Armando Zumaya is currently the chief development officer for Playworks. He began fundraising in 1985 for SANE/FREEZE and has spent the bulk of his career as a major gift/fund officer on billion dollar campaigns at Cornell & UC-Berkeley. He is well known for teaching, prospecting, solicitation, cold calling, major gifts techniques and remote constituency fundraising. His many senior development roles include the SF Opera. azumaya@playworks.org

Beth G. Raps is founder of RAISING CLARITY (raisingclarity.com) and is its lead consultant and coach. The abundance plans she designs for clients take fruitful root in the lazy, elegant. RAISING CLARITY’s process. bethraps@raisingclarity.com

Betty Yu is the network manager at Center for Media Justice and manages the national Media Action Grassroots Network (MAG-Net), where she coordinates eleven regional chapters and curates the media justice learning community. She has over 15 years of community organizing, media activism, and filmmaking experience. Betty is a board member for Deep Dish TV and Third World Newsreel. betty@centerformediajustice.org

Bianca Escalante is the development project manager at the Level Playing Field Institute. She was an “accidental fundraiser,” starting as the Annual Giving Coordinator at the Grand Lodge of California as a temp. She worked for 3 years as the manager of individual giving at Zeum. Born and raised in Los Angeles, Bianca is a first-generation “Central American-American” and the first and only member of her family to attend college. bianca@lpfi.org

Brenda Mendoza was born in Guadalajara, Mexico. In 1987 she found herself in a Tijuana-bound airplane and crossed the Tijuana-San Ysidro border on foot. Her family lived in Santa Barbara until 94 when she moved to the great NW. She came across PCUN when her mother was looking for help with our immigration papers, and was later recruited into the organization. She became Centro support Staff in 1997 and is currently the Director of the Service Center and Vice President of the Union. bmendoza@pcun.org

Brinda Maira is a skilled communicator, donor organizer, and fundraiser who has worked in grassroots organizing and philanthropy. She worked as a Program Officer for the Merck Family Fund and at Make the Road New York as their first Development Coordinator. She has served on FCYO and EPIP’s boards. Brinda is a certified yoga teacher, studies somatics, and a long-time Vipassana meditator. brindamaira@gmail.com

Carol Ammons is the program director at Urbana Champaign Independent Media Center and is a co-founder of a multiracial group, Champaign-Urbana Citizens for Peace & Justice. Currently Carol is the Operations Manager of the IMC and the Program Director of the Americorps program. Carol’s advocacy and activism is well-known throughout the community. She is a committed mother of three children. carolammons@gmail.com

Carol Cantwell is the founder of Fun with Financials, a consulting practice dedicated to building the financial health of the social justice sector. Since 2004, Carol has worked with hundreds of organizations and foundations to build financial capacity. Carol brings over 18 years of nonprofit financial experience, a degree in economics and her sense of humor to this work. carol@funwithfinancials.net

Cecilie Surasky joined the staff of Jewish Voices for Peace in 2003 as part of a Ford Foundation human rights fellowship, following 15 years working with NGOs on communications. A videomaker, former newspaper columnist and talk radio host, Cecilie’s analyses of Israel-Palestine politics have appeared in numerous media outlets. She is the editor of JVP’s Muzzlewatch, and leads its fundraising, media and online outreach efforts. cecilie@jewishvoiceforpeace.org

Chad U. Jones is the Community Investment Network’s executive director, a growing network of giving circles and philanthropists of color. As an economist, he invests in people; land, labor and capital; and appreciates supply & demand curves. He studied Economics and History & is a card-carrying member of the public library. chad@thecommunityinvestment.org

Clare Bayard co-coordinates Catalyst Project. As an anti-capitalist from a class-privileged family, building up a grassroots-funded anti-racist organizing project for 12 years has provided challenges and opportunities for Clare to learn from and follow the examples of grassroots fundraising wisdom developed mostly in working class communities. clare@collectiveliberation.org

Claudia Gómez-Arteaga is a queer Xicana activist, currently doing grassroots fundraising and capacity building for Mujeres Unidas y Activas. Her previous work includes volunteering with SF WAR, and organizing with the National Network for Immigrant and Refugee Rights. Claudia produced Manifesting Our Destiny, a documentary film about students organizing for legal immigration status and access to higher education. claudia@mujeresunidas.net

Claudia Lainez is a member of Mujeres Unidas y Activas (MUA) and the board vice president. A native of El Salvador, Claudia has lived in the U.S. for 17 years. She joined MUA in 2007. She has also been a staff person for MUA’s Caring Hands (Domestic Workers’ Association) as a job placement assistant.
Cristina González is the program manager for the Fund for Santa Barbara and a member of GIFT’s Trainers Network. Originally from Oxnard, CA, Cristina has been a trainer, educator, organizational consultant and fundraiser for over 10 years. She was the program director for Just Communities of California’s Central Coast, and has been an active volunteer and board member with numerous organizations including Central Coast Alliance for a Sustainable Economy. gonzalezcristinar@gmail.com

Dalya Massachi specializes in helping community-minded professionals advance their work through outstanding written materials online and offline. Dalya has worked with nonprofits for 20 years, as a trainer, writing coach, grantwriter, executive director, journalist, editor and organizer. Her award-winning book is entitled “Writing to Make a Difference: 25 Powerful Techniques to Boost Your Community Impact”. Her website is: WritingToMakeADifference.com. dmi.writer@live.com

Dara Silverman is a consultant, organizer and trainer who has built movements for economic, racial and gender justice for the past 20 years. She works with social justice organizations to build their organizing skills, fundraising and organizational capacity. She splits her time between consulting and teaching yoga. For more information: darasilverman.wordpress.co dara@riseup.net

Deborah Agre was a volunteer fundraising consultant to the Middle East Children’s Alliance from 1991 until she became the development director in 2003. She has also worked in fundraising and communications positions at The Breast Cancer Fund, the SF AIDS Foundation, the Women’s Health Rights Coalition, and at Mal Warwick & Associates. Deborah has two sons in the Berkeley Public Schools. deborah@mecaforpeace.org

Dolores Garay is the development officer, Northern CA Region for California Rural Legal Assistance. Inc. She has over 17 years experience in development and fundraising, for nonprofit groups seeking progressive social change. She has done extensive work on engaging donors of color and is on the Editorial Board of the Grassroots Fundraising Journal. She lives in Oakland with her husband and son. dgaray@earthlink.net

Ellen Gurzinsky has over thirty years of leadership focused on workers’ rights and labor education, women’s advocacy, LGBTQ rights and movement building. Ellen is an organizational development consultant and certified Executive Coach. Ellen is a member of RoadMap Consulting network (RoadMapConsulting.org), a national team of seasoned capacity builders dedicated to advancing the power and promise of social justice organizations. ellengurz@yahoo.com

Erin Barnes was an environmental writer and a community organizer with Save Our Wild Salmon Coalition before ioby. She earned her Masters in water economics from the Yale School of Forestry & Environmental Studies in 2007, with field research in Bolivia, Brazil and Nicaragua. She has lived in Brooklyn since 2008. erin@ioby.org

Gregory Cohen has been at Cause Effective since 2006, and has trained and coached on fundraising and governance to the boards and staffs of hundreds of nonprofits. For over 30 years, he has worked with a range of nonprofits including establishing six start-ups in low income housing, youth development, energy conservation financing and global health. greg@causeeffective.org

Jackie Kaplan-Perkins has been a fundraiser in the social justice and political communities in Chicago for the past two decades. Jackie has coached and consulted with dozens of non-profits as well as served as a trainer with GIFT, the Donors Forum and The University of Chicago. leadershipconsulting@gmail.com

Jaime Arredondo was born in Michoacan, Mexico. He immigrated to Salem, Oregon with his family and picked crops as a farmworker for twelve years, until he was 22. In 2005, he began working with FHDC as a community organizer for one of its housing projects, Colonia Libertad. Currently, Jaime is the fund development director for the CAPACES Leadership Institute. Jaime25us@yahoo.com

Jay Donahue is the program manager at DataCenter and holds a Master’s degree from New College of California in Activism and Social Change. He organizes with Critical Resistance to end our reliance on prisons, policing and surveillance as solutions to social problems. jay@datacenter.org

Jordan T. Garcia, 32, is the immigrant ally organizing director for Coloradans for Immigrant Rights, a project of the AFSC. He serves on the board for the Grassroots Institute for Fundraising Training. A sensitive Cancer, Jordan enjoys cooking with friends, riding his bike, planning for the post revolution industrial collapse and hopes to one day become a better bee farmer. jtgarcia@gmail.com

Jose Dominguez is executive director of Pyramid Atlantic Arts Center. It is Pyramid Atlantic’s mission to build communities that give life to papermaking, letterpress and artist books. He has managed programs for artists and nonprofits at the DC Children and Youth Investment Trust Corporation and the DC Art Commission, as well as public programs at the Young Playwright’s Theater and the Shakespeare Theatre. jdominguez@pyramid-atlantic.org

Joseph Smooke is co-founder, co-producer, photographer, and videographer for People Power Media; freelance photographer; and grant writing and organizational development consultant to non profit organizations. He was for many years at Bernal
PRESENTER BIOS CONTINUED

Heights Neighborhood Center, as director of housing programs and then as executive director. You can find his photography at josephsmooke.com and peoplepowermedia.net. josephsmooke@gmail.com

Kristen Cashmore has more than 13 years of professional fundraising experience, primarily as a staff member for social justice organizations. She has led fundraising trainings at Fundraising Day San Francisco, the Ms. Foundation 10th Institute on Women and Economic Development, and was faculty for the last three GIFT conferences. Kristen is the Board President of Development Executives Roundtable (dersf.org). devodva10@gmail.com

Kristina Roque is the administrative coordinator at Crossroads Fund. She has spent the past 14 years fundraising for public schools and community groups while helping organize a non-profit parent group to improve community and parent participation in schools. As a new Crossroads Fund staff, Kristina has strengthened grassroots fundraising infrastructure and built new relationships with donors. kristina@crossroadsfund.org

Laurene S. Francois is a proud Brooklyn, NY native, Haitian daughter, community organizer and queer activist. Also known by her family name, Francois believes that everyone, especially within marginalized communities, must play an active role funding their liberation. Laurene works as the Grassroots Fundraiser for Causa Justa :: Just Cause. laurene@cjjc.org

Lindsey O-Pries is the member support coordinator for the National Network of Abortion Funds, working from Richmond, VA. Previously, she worked for Non-Profit Learning Point at VCU. Lindsey is a co-founder of the Richmond Reproductive Freedom Project. She has also worked with various other social justice organizations, and gets really geeky about organizational development and fundraising. lindsey@fundabortionnow.org

Margi Clarke's 25 years in social justice work includes support for liberation movements in Central America, environmental justice organizing and immigrant rights work. She is a strategic planning consultant and talented facilitator. Margi is a member of RoadMap Consulting network (RoadMapConsulting.org), a national team of seasoned capacity builders dedicated to advancing the power and promise of social justice organizations. margiclarke@comcast.net

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Marjorie Fine is the director of The Linchpin Campaign (TLC) whose goal is to expand the resources available to social change organizing efforts in the US. Marjorie has authored Funding Community Organizing: Social Change through Civic Participation, Untapped: How Community Organizers Can Develop and Deepen Relationships with Major Donors and the book Change Philanthropy: Candid Stories of Foundations Maximizing Results through Social Justice. marjoriefine1@gmail.com

Mark Toney is an experienced social justice fundraiser and organizational leader. He has served as executive director of The Utility Reform Network, Center for Third World Organizing, and Direct Action for Rights & Equality. mtoney1960@gmail.com

Megan Peterson is the deputy director of the National Network of Abortion Funds. Previously, she worked as the development and communications director for Pro-Choice Resources. Megan also serves on the Editorial Board of GIFT’s Grassroots Fundraising Journal and on the advisory board of Backline, a national pregnancy options support talkline. Megan lives with her partner and young son in St. Paul, Minnesota. megan@fundabortionnow.org

Miguel Gavaldón is a fundraising coach, trainer and consultant. His current clients include Asian Law Caucus, Central Valley Partnership, Marin Promotores, and Public Interest Law Project. Previously, he was the development director for Equal Justice Society, and before that, he was the executive director of Fresno Barrios Unidos. miguel.gavaldon@yahoo.com

Mike Roque is President of Adobe Consulting. Mike was founding director of the Denver Office of Strategic Partnerships. He was executive director of GIFT, executive director of the Chinook Fund and a part-time faculty member in Concordia University’s (Montreal) School of Social Work and in Regis University’s Masters of Nonprofit Management program in Denver. He has published a number of articles on nonprofit fundraising. mikeroque5286@comcast.net

Molly McClure is a genderqueer parent, a staff organizer with Catalyst Project (collectiveliberation.org), and the volunteer coordinator at Causa Justa :: Just Cause (cjjc.org). Molly geeks out on grassroots fundraising as one of the many ways to connect with people’s desire for transformative change. molly@collectiveliberation.org

Morgan Goode is a Brooklyn-based writer and activist who works full time doing digital marketing and fundraising for New York Public Television, before which she was the online
communications manager at GLAAD. Morgan is also an editor-at-large for PrettyQueer.com and sits on the boards of BiNetUSA and Queers for Economic Justice, where she was responsible for leading the online fundraising efforts of this year's Amazingly Queer Race for Economic Justice. morgan@q4ej.org

Naa Hammond joined FIERCE as an active member in 2009 and became development coordinator in 2010 to support FIERCE’s youth-led fundraising programs. During her time as an active member, Naa became involved in FIERCE’s member-led campaigns, national program, and grassroots fundraising. Naa is a graduate of New York University where she studied Social and Cultural Analysis and Urban Design and Architecture Studies. naa@fiercenyc.org

Natalia Lopez, MNA provides organizational development, strategic planning, fundraising and coaching consulting services to nonprofit organizations. She has over 25 years of experience. For over a decade, she has helped build the governance, management and fundraising capacity of several Bay Area organizations. Natalia is a graduate of the University of San Francisco Masters Program in Nonprofit Administration. lopez186@sbcglobal.net

Nisha Anand is a GIFT trainer and mentor, and a direct action trainer for The Ruckus Society. Nisha has been an activist, trainer or fundraiser in the global justice, direct action and anti-violence movements, including work with the National Conference on Organized Resistance, the War Resisters League, and the Free Burma Coalition. She was the development director of SF WAR and now serves on the board, is a certified professional coach and a mother of two. nishamanand@gmail.com

Noelle Ito is the director of community philanthropy at Asian Americans/Pacific Islanders in Philanthropy (AAPIP). In her role at AAPIP, Noelle is shepherding AAPIP’s 5 Year Giving Circle Campaign and expanding work in the development and support of a national giving circle movement to build democratic philanthropy. noelle@aapip.org

Patricia Jerido is a program officer for the Democracy and Power Fund at the Open Society Foundations (OSF). The Democracy and Power Fund expands on OSF’s efforts to engage and mobilize youth, immigrants, and communities of color. It aims to build the collective power of individuals and organizations to develop and demand solutions that advance open society in the United States. The fund provides capacity-building support to organizations that engage critical constituencies, nurture new leaders, and generate innovative ideas and solutions that address threats to democracy. Patricia is an experienced organizer and has worked on various issues including nuclear disarmament, U.S. foreign policy in Central America, HIV/AIDS and reproductive rights. pjerido@osornosny.org

Peggy Matthews has 35 years’ experience working with social change and social justice organizations as an action researcher, community organizer, grassroots fundraiser, executive director and independent consultant, based primarily in Appalachia and the Southeast. For 15 years she has been a consultant, coach and trainer in grassroots fundraising, major donor campaigns, strategic planning, and leadership development. Peggy lives in rural southwest Virginia. pmathewsconsulting@gmail.com

Philip Byrdsong has been a member of AFP, NCPGC, Center for Black Philanthropy, and DER. He presented at CASE, CBO, and CompassPoint’s Funders Fair. He was one of 60 Black fundraisers participating in “Privilege to Ask,” a project by the Ford Foundation that provided a report on how Blacks view and practice fundraising in the US. pbyrds1048@aol.com

Priscilla Hung is a program director at Community Partners in Los Angeles. Priscilla spent 5 years on staff at GIFT, first as co-director and then executive director, and is editor of the Grassroots Fundraising Journal. She serves on the Boards of the National Committee for Responsive Philanthropy and the National Asian Pacific American Women’s Forum. priscillaxmn@yahoo.com

Rachel Herzing organizes with Critical Resistance, a national grassroots organization dedicated to abolishing the Prison Industrial Complex. Rachel@criticalresistance.org

Rachel Walls is the communication and events manager at Crossroads Fund. She has over 8 years experience in grassroots fundraising for independent media, international solidarity, community health and labor organizations. She has worked with everything from small all-volunteer collectives to large social service agencies, and has served on the board of several arts and activist organizations. Rachel@crossroadsfund.org

Rafael Samanez is the director and co-founder of Vamos Unidos. He was born in Bahia, Brazil and grew up in Lima, Peru. He participated on the board of Power University, an organization fighting for environmental justice in Miami-Dade. He also serves on the Globalization and Migration Committee of the National Network for Immigrant and Refugee Rights. vamosunidos@gmail.com
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Robert Hurst has spent his 16-year career helping social justice organizations, communities, and individuals create change. Through organizational development, philanthropy, movement building, leadership development, and psychotherapy, Robert helps individuals and communities solve problems and become unstuck. Robert is a Marriage and Family Therapist Registered Intern and can be reached through hurstcounseling.blogspot.com. rperryhurst@gmail.com

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Russell Roybal is the deputy executive director of the National Gay and Lesbian Task Force. He is a recent Board Chair and a senior consultant with GIFT. He served as the director of training and capacity building at the Gill Foundation, and is on the board of the National Committee for Responsive Philanthropy. He’s worked with hundreds of groups and thousands of individuals to get them excited about fundraising. rroybal@thetaskforce.org

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Sara Haskie-Mendoza is a trainer for GIFT and a consultant for the National Compadres Network. She works with the Commission for Human Rights in Geneva Switzerland, addressing human rights and violence against Indigenous women. She developed an innovative rites of passage curriculum working with young women and girls which integrates health, reproductive justice and indigenous peoples’ rights. sarax2k@hotmail.com

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Shaun (Sha) Grogan-Brown is the grassroots fundraising coordinator for the Grassroots Global Justice Alliance (GGJ), and a proud long-time ‘plumber for the movement’ ensuring the fundraising, administrative and logistical infrastructure necessary for organizing to happen. He also currently serves on the boards of GIFT and of Resource Generation. sha@ggjalliance.org

Shira Hassan is the former director of the Young Women’s Empowerment Project. Currently working as a consultant, she offers program development and design, grassroots fundraising, participatory evaluation/ action research and creating sustainable environments for staff through intensive partnering with organizational leaders. She has trained and spoken nationally on the sex trade, self injury, group work and transformative justice. She received her Masters in Social Work from New York University in 2002. shirahassan@gmail.com

Sonya Garcia Ulibarri is the president & CEO of Girls Inc. of Metro Denver. Sonya spent six years with GIFT starting as an intern, and eventually as Executive Director. An active leader in the community, Sonya serves on the boards of the Colorado Nonprofit Association and the Chinook Fund. She is also on the advisory board for Denver’s Agency for Human Rights and Community Relations. sulibarri@gidenver.org

Sophia Kizilbash, NYLA Co-Director and members from the Native Youth Leadership Alliance will be available to share about NYLA’s approach to youth leadership development, grassroots fundraising and founding and developing an organization based on cultural values. NYLA is based on the values of intergenerational and collective leadership. sophia.kizilbash@gmail.com

Stan Yogi has more than 20 years experience with non-profit organizations in fundraising and grantmaking. For nearly 14 years, he was director of planned giving at the ACLU of Northern California, where he was also responsible for securing foundation grants and raising major annual gifts. stan@kleinandroth.com

Stephanie Roth is a consultant and trainer, with a focus on fundraising, board development and meeting facilitation, for grassroots, social justice organizations. She is the former Editor of the Grassroots Fundraising Journal, and former co-director of GIFT. Stephanie is also the co-author (with Mimi Ho) of The Accidental Fundraiser: A Step-by-Step Guide to Raising Money for Your Cause (Jossey-Bass, 2005) stephanie@kleinandroth.com

Steve Lew is a senior project director for CompassPoint Nonprofit Services, supporting organizations in strategic planning, cultural competence, board development, and fundraising. Steve co-founded the Fundraising Academy for Communities of Color, and has directed other CompassPoint capacity-building initiatives. He was executive director of the API Wellness Center and development director of CompassPoint. He currently is the board chair of GIFT. SteveL@compasspoint.org

Tracy Kronzak joined Heller Consulting after more than ten years of experience in the philanthropic and nonprofit sector working on issues ranging from racial justice and LGBT community movements, strategic technology implementation and Salesforce CRM conversions. tracy@tracykronzak.com
Uma Rao has been a community organizer, board member, fundraiser and trainer for anti-violence and social justice movements for 18 years. She has a decade of grassroots donor fundraising experience, mostly from communities of color, and currently serves on the Board of the Western States Center. Uma volunteered on the program committee for the 2010 GIFT conference and is thrilled to be involved again.

umapridefoundation.org

Yasmeen Perez is an organizer, educator, and fundraiser with over 11 years of experience doing grassroots fundraising. She recently worked at FIERCE and is currently working for Domestic Workers United in New York City.

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Yee Won Chong was born and raised in Malaysia, and is currently the development director at the Western States Center. Yee Won is a trainer and board member for GIFT, a board member of Colectivo Flatlander, and a member of Progressive Communicators Network. In Boston, Yee Won worked in senior development roles at United for a Fair Economy and the Haymarket People’s Fund.

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*Contact: Nadia Khastagir | (510) 452-1912 nadia@designaction.org | designaction.org*

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This campaign will recommend that consumers worldwide use the WikiJustice Vote With Your Money Guide when determining where to purchase their products and services. And the truly innovative Vote With Your Money Guide has the potential to take the conscientious consumer movement to the next level by being more comprehensive, more easily understandable, more accurate, and more inspiring than any other guide available today. When combined, these efforts hold significant promise to catalyze fundamental change around the world.

Contact: Travis Petchell, WikiJustice Co-Founder | (775) 857-8092 travis@wikijustice.coop | wikijustice.coop

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