



FUNDRAISING PHILLY

Newsletter



PRESIDENT'S LETTER

Dear AFP-GPC Community,

Fall lands differently for fundraisers. Somewhere around Labor Day, our calendars turn into countdowns. Year-end appeals go into production. Portfolios get triaged. The conversations you've been carefully tending since spring suddenly need to close before December 31, and every week between now and then has a number attached to it.

It's the busiest stretch of our year, which is exactly why professional development is usually the first thing to fall off the list.

I'd ask you to reconsider that this fall. Not because I want to add to your plate, but because what our volunteers have built this season is designed to make the rest of your plate lighter.



Join us for our upcoming fall lineup, starting next week on Wednesday, September 23, with the [Leading Philanthropy Conference](#) at The Drexelbrook, followed by our virtual [Resume Workshop](#) on Thursday, October 1, and Mary Petersen's **Major Gifts Workshop** on Thursday, October 29, at the Logan Hotel. We will cap off the season on Thursday, November 19, at The Grand Belle at The Bellevue for the [41st Annual National Philanthropy Day](#) - registration details and honoree lists for all events are included below.

A word on advocacy

This summer, we hosted a session with AFP's lobbyist, Sally Schaeffer, on the federal policy changes the association is actively pursuing on behalf of our profession. It was a clear-eyed look at what's moving in Washington and where organized voices from the sector actually make a difference. More information about the pending Charity Parity Act is in the newsletter.

If you want to learn how you can make a difference, reach out to **Abby Addy, Vice President of External Relations**, at aaddy@siam.org. Abby also oversees our government relations work and can point you toward the most useful next step, including how to contact your own representatives about the issues in front of them right now.

Your representatives hear from a lot of industries. They should hear from ours.

Here's to a productive, well-supported fall.

Liz Marafino Fiola, MA, MS, CFRE

DEVELOPMENT



[Where Development Operations Fits into the Gift Cycle](#)

By Carolyn Moatz, AFP-GPC Marketing Committee Member and Managing Consultant, Schultz & Williams

Successful fundraising depends on more than the work of the gift officer. In her latest AFP-GPC blog post, Carolyn Moatz explores how development operations teams support every stage of the gift cycle—from identifying and cultivating prospects to preparing solicitations and stewarding donors.

By working collaboratively, gift officers and development operations professionals can better understand donor interests, tailor proposals, track gift agreements and recognition preferences, and build stronger long-term relationships. Read Carolyn's insights on how a team-based approach can strengthen prospect management and help development offices achieve their goals. [Read more.](#)



Have an Idea to Share? Submit a Blog to AFP-GPC

AFP-GPC is proud to highlight the knowledge, experience, and perspectives of our fundraising community. Have a best practice, professional insight, or lesson learned to share? Consider submitting a blog for the AFP-GPC website and newsletter.

Sharing your expertise is a meaningful way to support your peers, contribute to the profession, and increase your visibility within the AFP-GPC community. Blog contributions may also be eligible for CFRE continuing education credits.

[SUBMIT YOUR BLOG CONTENT TODAY](#)

LEADING PHILANTHROPY

Leading Philanthropy: Elevate Your Fundraising Career

By Mojdeh Keykhah, AFP-GPC Board Member and Marketing Committee Co-Chair

Leading Philanthropy returns Wednesday, September 23, bringing fundraising professionals from across the region together for a full day of learning, connection, and professional growth.

This year's theme, "What Fundraising & Philanthropy Require Now," will explore the challenges and opportunities shaping our sector, including economic uncertainty, evolving donor expectations, technology, and growing community needs. Attendees can look forward to more than 20 breakout sessions, an opening fireside chat, free professional headshots, networking opportunities, and practical takeaways they can bring back to their organizations.

Whether you are new to the field or an experienced fundraising professional, Leading Philanthropy offers an opportunity to strengthen your practice, expand your network, and take the next step in your career. Bring your team and join us at The Drexelbrook in Drexel Hill, PA. [Learn more here.](#)



SEPTEMBER 23, 2026

LEADING PHILANTHROPY

What Fundraising & Philanthropy Require Now

REGISTRATION NOW OPEN!

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THE DREXELBROOK
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EMERGING LEADERS SPOTLIGHT

Member Spotlight: Ayana Curtis

Ayana Curtis' path into fundraising began in high school through her experience serving on the YOUTHadelphia board of the Philadelphia Foundation. Since then, she has worked with organizations including First Up, a museum and library in Center City Philadelphia, an animal shelter in Delaware County, and the Trenton Area Soup Kitchen, where she currently serves as Donor Services Specialist.

As a member of AFP-GPC's Emerging Leaders Committee, Ayana has found valuable opportunities to build community, strengthen her skills, connect with fellow fundraisers, and learn from experienced professionals. She hopes to continue growing in individual giving, eventually becoming a Major Gifts Officer and Director of Development.



[Learn more](#) about Ayana's career journey, her commitment to service, and her hopes for supporting the next generation of fundraising professionals.



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CAREERS



Build Your Career with AFP

By Jessica Abel, AFP-GPC Board Member, Industry Excellence Committee Co-Chair

Director of Development, The Arden Theatre Company

Professional growth does not happen by accident. In this post, Jessica Abel shares how AFP helped shape her fundraising career through education, mentorship, networking, and the path toward CFRE certification.

Learn how AFP-GPC's Professional Development Series is creating opportunities for fundraisers at every stage of their careers, including CFRE resources, recruiter insights, career development sessions, study groups, and resume review workshops. Whether you are new to fundraising or preparing for your next leadership role, AFP-GPC can help you build the skills, confidence, and connections to move your career forward. [Read more.](#)

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ADVOCACY

The Charity Parity Act and AFP Advocacy: The Impact on Fundraising

By Mojdeh Keykhah, AFP-GPC Board Member and Marketing Committee Co-Chair

The Charity Parity Act could modernize charitable giving by allowing tax-free charitable rollovers from employer-sponsored retirement plans, including 401(k)s and 403(b)s—not just IRAs. In this post, Mojdeh Keykhah explores how the proposed legislation could expand the planned giving universe, create new conversations with longtime donors, and help nonprofits prepare for the growing transfer of wealth.



Learn why advocacy is an important part of fundraising and how AFP members can support efforts to shape policies that strengthen charitable giving and the future of the profession. [Read more.](#)

FROM OUR SPONSORS



[Tips to Leverage Donor Recognition: New & Improved](#)

By Karen Singer, Karen Singer Tileworks

Donor recognition can be more than a way to acknowledge generosity—it can also become a powerful fundraising tool. In her latest AFP-GPC blog post, Karen Singer shares practical strategies for making donor recognition work harder, from budgeting and planning early to using custom artwork throughout campaign materials, donor communications, and giving pages.

Discover how meaningful design, storytelling, and consistent branding can inspire donors, create excitement around your mission, and encourage continued engagement long after a campaign ends. [Read more.](#)



[Don't Fall into the "Casual" Zoom Interview Trap](#)

By Stephanie Pricken, Lambert & Associates

Even an informal Zoom conversation can make a lasting impression. Explore practical tips for preparing for virtual interviews, from researching the organization and reviewing your accomplishments to creating a professional setting and staying engaged. [Read more.](#)



[Solving Complex Fundraising Challenges](#)

By Glenmede

Nonprofits play a vital role in their communities, providing services and resources and advocating for important causes. Yet funding uncertainty, rising operating costs, and donor fatigue can prevent them from continuing to operate smoothly. To perpetuate their missions and help prevent operational disruptions, nonprofits should employ proactive strategies for achieving financial sustainability and adapt to shifting donor behaviors. [Read more.](#)



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UPCOMING

September Coffee Conversation: *End-of-Year Planning: Make Your Data Work for You!*

- **Date & Time:** September 17, 2026 | 8:45 AM–10:00 AM
- **Location:** RSM Philly and RSM Suburbs
- **Overview:** Your end-of-year campaign is right around the corner. Join fellow fundraising professionals for an open discussion on cleaning up your data, reaching the right audiences, aligning messaging with donor segments, and maximizing engagement with digital and mailed appeals. Registration is required.

Leading Philanthropy: *What Fundraising & Philanthropy Require Now*

- **Date & Time:** September 23, 2026 | 8:00 AM–5:00 PM
- **Location:** The Drexelbrook Catering & Event Center, 4700 Drexelbrook Dr, Drexel Hill, PA 19026
- **Overview:** Join AFP-GPC and its partner chapters for a full day of learning, networking, and professional development. This action-packed regional conference will feature dynamic sessions, practical and applicable advice, and opportunities to connect with nonprofit peers. Full participation is applicable for five CFRE points in Category 1.B - Education.

Resume Workshop

- **Date & Time:** October 1, 2026 | 11:30 AM - 1:30 PM
- **Location:** Virtual
- **Overview:** This one is different from most workshops. You'll get specific, individualized feedback on your actual resume with recruiting professionals. Space is limited. Register here.

October Coffee Conversation: *Closing End-of-Year Gifts*

- **Date & Time:** October 15, 2026 | 8:45 AM–10:00 AM
- **Location:** Glenmede, 1650 Market St #4000, Philadelphia, PA, and RSM Suburbs, 518 Township Line Rd, Suite 300, Blue Bell, PA
- **Overview:** As the busy year-end fundraising season approaches, join us to discuss strategies for closing gifts and managing lapsed donors, midlevel donors, and new prospects. Bring your questions and work through your year-end plans with fellow fundraising professionals. Registration is required for both locations.

2026 Planned Giving Day: Legacy Reflections

- **Date & Time:** October 21, 2026 | 8:00 AM - 6:00 PM
- **Location:** The Inn at Villanova University, 601 County Line Road, Wayne, PA 19087
- **Overview:** Centered on the theme "Legacy Reflections," this annual conference provides practical strategies for structuring impactful deferred and current giving strategies. Featuring interactive keynotes from industry leaders Viken Mikaelian and Tony Martignetti on mastering legacy conversations and building joyful donor relationships, this event equips fundraising professionals to navigate today's philanthropic landscape. Early-bird registration is open through September 18th. [Register here.](#)

Major Gifts Workshop

- **Date & Time:** October 29, 2026 | 5:30 - 7:30 PM
- **Location:** Logan Hotel, Philadelphia
- **Overview:** By popular demand, Mary Petersen is coming back. If you were in the room in February, you already know why we asked her to return. This time she's focused on her new release, Small Table Big Philanthropy, and the case for building a major gift program around fewer donors and deeper relationships rather than bigger events. Join us for a great conversation with Mary. Registration coming soon.

National Philanthropy Day

- **Date & Time:** November 19, 2026 | 11:00 AM–2:00 PM
- **Location:** The Grand Belle at The Bellevue Hotel, 200 S Broad St, Philadelphia, PA 19102
- **Overview:** Join AFP-GPC for a special celebration of philanthropy, giving, volunteering, and charitable engagement. National Philanthropy Day recognizes the individuals and organizations whose generosity and leadership make a meaningful difference in our community and beyond.

[VIEW EVENTS & REGISTER HERE](#)

**NATIONAL
PHILANTHROPY DAY
THURSDAY
NOVEMBER 19**

**THE GRAND BELLE AT
THE BELLEVUE HOTEL**



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with a giving heart.*



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