



**27th Annual
National Conference on Strategic Philanthropy**

**April 22-24, 2020
Regina, SK**

**Call for Proposals
&
Information for Presenters**

May 2019

Table of Contents

Section

1. Conference Theme and Objectives	3
2. Conference Delegates	3
3. Call for Proposals	3
4. Topic Streams & Session Examples	4
A. Building Relationships	4
B. Ethics & Judgement	4
C. Gift Planning Vehicles	4
D. Legal Issues of Gift Planning & the Charitable Sector	5
E. Know Your Charity	5
F. Marketing & Communications	5
5. Session Format	6
6. Education Levels	6
7. Expectations of Presenters	7
8. Proposal Selection Criteria	7
9. Submission Information	8
10. For Further Information	8
11. Optional Resources: Presentation Preparation	9

The CAGP National Conference Program Committee invites you to participate in CAGP's 27th National Conference on Strategic Philanthropy.

1. Conference Theme and Objectives

Our theme this year is:

Exploring Infinite Horizons and Infinite Possibilities

Conference objectives are:

- Advanced Learning
- New Strategies
- Strong Networking

2. Conference Delegates

The annual conference is a showcase for gift planners, fundraisers and professional advisors and other senior leaders to exchange information, knowledge and ideas on all aspects of the gift planning process, from the interpersonal to the highly technical, as well as broader issues and trends pertinent to our delegates. We expect an attendance of 300+ delegates from across the country.

CAGP members are leaders in Canada's charitable community and provide donors/clients with new and innovative ways of achieving their philanthropic dreams and impact Canada's philanthropic landscape in meaningful ways. Members also include professional advisors – lawyers, insurance brokers, accountants, financial planners etc. who advise clients at all ages and stages on the management and disposition of their wealth. Through a commitment to a stringent Code of Ethics, continual learning and networking and a willingness to share, our members are committed to growth and development as professionals in their respective fields.

3. Call for Proposals

The Conference Program Committee is seeking proposals for sessions to contribute to an overall program that will:

- Attract and serve a rich, diverse audience
- Support the conference themes and objectives
- Be relevant and engaging for attendees at all levels of experience and across the professional spectrum of gift planners.
- Address the traditional topics of gift planning as well as the changing face of philanthropy or broader professional issues or trends
- Clearly demonstrate how an understanding of gift planning wisdom can help organizations, communities and donors achieve their philanthropic dreams
- Engage delegates through creativity and interaction, a variety of approaches, concepts and applications

The deadline for submissions is June 24, 2019.

4. Topic Streams & Session Examples

Topic Streams are set to be congruent with [CAGP's Competency Framework](#). Speakers are encouraged to consider the following Topic Streams and examples in developing their proposal, as well as submit additional topics of interest/relevance to our delegates.

A. Building Relationships

Sessions that explore the art of being truly donor- / client- centred, as experienced professionals share strategies and tactics for building an authentic rapport with donors and clients that will evolve relationships from the transactional to transformational.

- Working with people who are bereaved or facing mortality
- Donor visits; Working with donors with dementia; Tough donor conversations
- Diversity and inclusion; Building cultural competency
- Recognition and stewardship practices
- Managing a gift planning portfolio; establishing gift planning prospects, closing a gift
- Working with executors and trust companies
- Building and cultivating relationships with donor's families and professional advisors

B. Ethics & Judgement

Strategic charitable gift planning often brings unique opportunities and challenges. These sessions will enable delegates to proactively tackle challenges and pursue opportunities to manage gift planning programs with excellence.

- Transitioning into retirement;
- Boundaries in gift planners' relationships with donors;
- Scandals around charity/philanthropy and the impact on citizen trust

C. Gift Planning Vehicles

Bequests are the cornerstone, but why stop there? These sessions will serve to increase knowledge and understanding of the variety of current and deferred gift vehicles, such as securities, registered funds, insurance, gifts-in-kind, as well as the opportunities and impact they have for donors.

- Testamentary gifts, insurance, registered funds, blended gifts and strategies; Problematic or innovative gifts and receipting case studies; Strategic giving case studies
- Advanced gift vehicles, e.g. gifts of options, dividends, flow through shares, real estate, CRT's

- Donor Advised Funds; Working with high net worth donors

D. Legal Issues of Gift Planning & the Charitable Sector

These sessions will help professionals hone their technical knowledge and sharpen their expertise to support donors / clients along their philanthropic journey, and manage their gift planning program or practice with confidence and competence.

- Understanding tax planning and advantages; Issues on Quebec Civil Law
- Non-profit accounting/gift processing
- Legal, regulatory and financial aspects of gift planning; New Trust laws and impact on estate administration
- Legal obligations of the charity

E. Know Your Charity

Philanthropists are becoming increasingly involved and savvy, and estates are becoming more complex, making a sound understanding of governance and financial matters integral to success. These sessions reach beyond gift and estate planning to the broader spectrum of charity management and oversight.

- Digital tools for gift planning; Data
- Leadership development; Organizational culture
- Hiring/Motivation/Evaluation/Training; Workplace issues, e.g. toxicity, harassment
- Integrated gift planning; Breaking down silos
- Sub-sector issues: education, health, faith-based, community foundations, arts/cultural sectors
- Gift planning in a small shop
- Creating a gift planning case for support for your Board; Goal setting and measurements for senior staff and Board reporting
- Policies & procedures

F. Marketing & Communications

These sessions introduce delegates to the newest and greatest ideas to develop and distribute targeted gift planning marketing and communications collateral across multi-media platforms.

- Demographics
- Multicultural perspectives on death, dying, estate giving, etc.
- Benchmarks and metrics; metrics on giving research and analytics
- Marketing methods, e.g. advertising, direct marketing, face-to-face, social media, websites, etc.
- Messaging in an age of information; Competing for attention in a multi-fractured information space

We love new ideas, so don't let the above limit you. If you have a concept to share, a difficult situation to discuss, a challenge you've learned from, an

inspiring approach to reveal, or an apple cart to upset, that you think will be of interest to our delegates, consider submitting a proposal.

5. Session Format

We are seeking proposals for sessions, either 60 or 90 minutes in length. Sessions allocated to the 90-minute slots are typically panel/case studies where there are several presenters or have more in depth information.

I. Workshop Presentation: Workshops should be a combination of presentation and dialogue with participants

Length: 60 or 90 minutes

II. Panel Discussions: Panels should reflect diverse views and experiences. Panel presentations may feature no more than three panelists.

Length: 60 or 90 minutes

6. Education Levels

Please tailor your session to address one of the following educational levels:

INTRODUCTORY: Teaches basic gift planning skills. Best suited to those with less than 2 years of gift planning experience, those currently working in major, annual or campaign positions who wish to learn more about gift planning, or staff / board members considering establishing a gift planning program at their organization.

INTERMEDIATE: Advances or improves an active gift planning program. For audiences with *more than 2* years of gift planning experience, e.g. gift planning officers, staff/board members who work on major giving, annual campaign, donor relations, policy, financial transactions and/or administration. Also suitable for professional advisors with an interest in improving their technical knowledge and basic skills in gift planning.

EXPERIENCED: Concerned with more detailed technical, regulatory and legal aspects of gift planning and dealing with donors/clients who are looking for expert advice on complex, transformational gifts. Best suited to those with 5 or more years in gift planning and professional advisors who follow a values-based, holistic approach in serving clients, and wish to incorporate charitable giving into their practice.

GENERAL: Educational sessions that would be of interest to gift planners, professional advisors or charity staff, volunteers or board members with any level of gift planning experience.

7. Expectations of Presenters

Presenters are expected to:

- Be open to discussing changes to the proposed presentation as recommended by the Program Committee.
- Review the attached article on writing conference session descriptions and ensure the session description provides clear learning objectives and accurately describes what the actual presentation will deliver.
- Not deviate from content, process, names or numbers of presenters outlined in the proposal without prior approval of the Program Committee.
- Provide a complete presentation in electronic format **by March 13, 2020**.
- Conference delegates will be able to access the papers on the CAGP website. Access will be password protected and available to registered delegates only.
- Agree to have the session audio and video recorded (if appropriate) and the presentation captured electronically onsite.
- Understand that sessions are not to be a marketing opportunity for products or services, and the content should provide learning and actionable ideas for participants. If you wish a speaking opportunity to market services or products, please speak to CAGP about one of our Sponsored Education Early Bird Sessions.
- Present without remuneration. While we are enormously appreciative of the contribution of our workshop presenters, CAGP regrets it is not able to pay a speaker fee or reimburse for conference related expenses, including travel. We do however, offer speakers a discount on the conference registration fee. Details will be included with the speaker confirmation information.

8. Proposal Selection Criteria

We seek diversity in methodology, topics and sector focus, size of shop, experience level and demographics of presenters. We also try to balance regional representation with showcasing the experience and knowledge of presenters in the city where the conference is held.

The Conference Program Committee evaluates all proposals using an established review process based on the following criteria:

- Clear session purpose, description and intended results
- Presentation of ideas, experience and learning that reflects new thinking and/or improves the field of gift planning

- Level of audience engagement
- Draws on documented theory and/or practice
- A clear relationship between the session content and the conference theme and any or all of the conference objectives

An individual may submit more than one proposal. Please note that we seek to have a diversity of topics and speakers and thus prefer not to have speakers present more than once, or have more than two presenters from any one organization, unless otherwise decided by the Program Committee.

9. Submission Information

To submit your proposal, please visit the online submission form:

<https://www.surveymonkey.com/r/J9HYN5V>

The deadline for submissions is June 24, 2019.

The primary presenter on the Session Proposal form will be notified of acceptance in mid October 2019.

In the online submission form you will be asked to complete these questions to submit a session proposal:

- a) Primary Presenter Name & Contact Information
- b) Additional Presenters with Contact Information
- c) Day/Time Conflicts
- d) Will you provide a Workshop Presentation or Panel session?
- e) Choose the length of your session – 60 or 90 minutes
- f) Choose the topic stream for your session
- g) What is the education level of your session?
- h) Session Title
- i) Provide a 75 word abstract of your proposal
- j) Provide a more descriptive abstract of the session (250 words)
- k) Speaker biographies (100 words each)
- l) What are the goals of your session?
- m) What will participants learn?
- n) How do you plan to engage the participants?
- o) How will your session address the theme/objectives of the conference?
- q) Teaching or speaking experience in the past two years

10. For Further Information

If you have any questions, please contact:

Erin Kuhns, Manager, Education & Training
 Tel: 1-888-430-9494 x222
 Email: ekuhns@cagp-acpdp.org

Diane Laundy, Conference Coordinator
 Tel: 613-715-9248
 Email: diane@btsconferences.com

11. Presentation Preparation

CAGP has provided some speaker resources to help you prepare for your proposal submission and presentation.

- A.** An article on writing conference session descriptions that helps speakers write descriptions that provide clear learning objectives and accurately describe what the presentation will deliver.

<http://velvetchainsaw.com/2010/03/18/crafting-better-conference-materials-writing-session-descriptions-for-dummies/>

- B.** CAGP has created an exclusive professional development opportunity for conference workshop presenters. *Presentation Impact: How to craft and deliver professional, meaningful and memorable presentations*, is a 3-part webinar series by Sarah Louise Turner, founder and lead coach of *VoiceWerx*, a highly respected presentation skills training company based in Vancouver. To access the series, please contact Erin Kuhns, 1.888.430.9494 x222/ ekuhns@cagp-acpdp.org