

San Diego Fundraising Conference Schedule



Last Updated May 16, 2023

Thursday, September 7, 2023

San Diego Foundation Offices

2508 Historic Decatur Rd, Ste. 200, San Diego, CA 92106 | [Directions](#)

Time	Pre-Event	Host
8:00 a.m. - 4:00 p.m.	Pre-Event Registration & Event Badge Pick-Up	San Diego Foundation Staff

Friday, September 8, 2023

Hilton San Diego Bayfront

1 Park Blvd, San Diego, CA 92101 | [Directions](#)

Time	Topic	Speaker
7:30 a.m.	Conference Check-In Opens	
7:30 a.m. - 9:00 a.m.	Continental Breakfast Available	
8:30 a.m. - 9:00 a.m.	Opening Session	Mark A. Stuart, CFRE President & CEO San Diego Foundation
9:00 a.m. - 10:30 a.m. Keynote Session	Moving Your Fundraising Forward in 2023 and '24	Gail Perry Founder & President Gail Perry Group
10:45 a.m. - 11:45 a.m. Morning Breakout I	How to Build a Highly Successful Monthly Giving Program	Harvey McKinnon President Harvey McKinnon Associates
10:45 a.m. - 11:45 a.m. Morning Breakout II	The Conversational Ask: An Easier Way to Raise Money from Happy Donors	Gail Perry Founder & President Gail Perry Group
10:45 a.m. - 11:45 a.m. Morning Breakout III	Securing Donor-Advised Fund (DAF) Gifts and Donors	Bill Stanczykiewicz, Ed.D. Senior Assistant Dean for External Relations Indiana University Lilly Family School of Philanthropy
10:45 a.m. - 11:45 a.m. Morning Breakout IV	How to Maximize Donor Potential	Krista Lamp Sr. Director of Brand, Events, Communication Classy Elizabeth Ruikka Sr. Director of Demand Generation Classy
12:00 p.m. - 1:30 p.m.	Lunch	
12:00 p.m. - 1:30 p.m. Keynote Session	The 11 Questions Every Donor Asks	Harvey McKinnon President Harvey McKinnon Associates
1:45 p.m. - 2:45 p.m. Afternoon Breakout I	Creating Events with Impact	Ingrid de Llamas, CFRE, IAP Director of Philanthropy & External Relations Epilepsy Foundation of San Diego County
1:45 p.m. - 2:45 p.m. Afternoon Breakout II	How to Build a Highly Successful Monthly Giving Program	Harvey McKinnon President Harvey McKinnon Associates
1:45 p.m. - 2:45 p.m. Afternoon Breakout III	To Be Announced	Muhi Khwaja, MPA, CFRE, CFRM Trainer, Fundraising Academy and Co-Founder, American Muslim Community Foundation
1:45 p.m. - 2:45 p.m. Afternoon Breakout IV	Engaging Your Board in Fund Development	Bill Stanczykiewicz, Ed.D. Senior Assistant Dean for External Relations Indiana University Lilly Family School of Philanthropy