



AFP Greater Toronto Chapter Congress 2020 First-Time Speaker Proposal Guide

Thank you for your interest in presenting at Congress 2020!

First things first...

We encourage you to gather all of your proposal elements in one place (i.e. a Word or .pdf document) to ensure you aren't missing any important information (i.e. speaker name and contact info, your bio and headshot, proposed session title and description, learning outcomes, format etc.). Be sure to review your materials and perhaps ask a friend or colleague to take a look at your proposal before you submit to ensure there aren't any mistakes (see what we did there?).

Need some inspiration?

Visit the Congress 2019 [website](#) to see what sessions made the cut and to review some of the final session presentations.

What if I have more than one idea?

If you are submitting more than one session proposal for consideration, **please complete a separate application form for each proposal. Please note that you may only submit a maximum of THREE (3) proposals and only the first three proposals you submit will be considered.**

Fundraisers and non-profit professionals of ALL backgrounds and experience are encouraged to apply.

If your proposal(s) is not selected for this year's Congress, don't be discouraged! Apply again for next year or submit to speak at other upcoming 2020 AFP workshops and events. We're always looking to hear from new voices in the sector!

For more information or questions about the proposal form and review process, please contact Congress 2020 Education Chair, Sam Barr.

Thank you & good luck!



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Speaker Information

If your session will be presented with a partner, please list the lead/primary contact as the “Speaker” and the second person as the “Co-Speaker”. You may want to give who you list as the “speaker” and who you list as the “co-speaker” some thought before you submit.

If you are in touch with a known speaker, invite them to speak with you and put them down as the speaker and yourself as the co-speaker.

If you are a consultant, it is *highly recommended* that you have a client with you as your co-speaker.

Please note that if your proposal is selected, any changes to who is speaking **must be approved in advance** by the Congress 2020 Education Committee and AFP staff. **No changes to speakers will be accepted beyond October 23, 2020** (with the exception of any speaker issues resulting from unforeseen/extenuating circumstances – i.e. speaker illness, problems with travel etc.).

All speaker information (with the exception of name, title, organization) will remain confidential - shared and used only for internal purposes by the Education Committee and AFP staff upon review.

If your proposal is selected, all session details will be made available publicly across Congress 2020 marketing materials so please ensure this information is ACCURATE and ENGAGING.

Past Speaking Footage

This can be any video file or URL that you think will help the Education Committee evaluate your experience.



Speaker Biography

This section is where you can tell the Education Committee all about yourself. **If your proposal is successful, this information will be used across all Congress 2020 marketing materials, so please ensure this information is ACCURATE and ENGAGING.**

Speaker Headshot

Please upload a high resolution 200x200 .jpg or .png headshot. Please include your first and last name as such in the filename: firstname.lastname.jpg. **This headshot will be used on the Congress 2020 website and promotional materials.** You won't be able to submit your session proposal without this, so make sure you have it ready before you enter the form.

Co-Speaker Section

Include the same information as explained above...only for your co-speaker!

Session Information

Selecting your session format tells the Education Committee and, if you're successful, delegates, about how your session will be structured. Give this some careful thought and consideration, but also allow this selection to influence how creative you get with your proposal!

Please keep in mind that if you are selected to speak, the information provided in the session description section of your proposal will be used for marketing purposes...so be creative!

Use language that gets people excited to register and attend YOUR session (i.e. why should delegates care about this topic? Why should they register for your session as opposed to another? What will they leave your session knowing/feeling?) Your proposal will be evaluated in terms of content and your selected session format as well as how closely your session(s) fits within this year's Congress theme.

Recommended Session Formats:

- Workshop (1.5 hours)
- Presentation (1.5 hours)
- Discussion (1.5 hours)
- Case Study (1.5 hours)



If none of the above formats fit with your idea, tell us what you're thinking...provide a brief description of what your session will look like and how long it will take you. **Please note it is important to give as much information as possible in this section about your idea.**

Session Track Descriptions

This section helps the Education Committee determine who your proposed session(s) are for. Like the format, give this some careful thought and consideration. Your proposal will be evaluated on how well your session fits with the following session tracks:

GREEN (Practical, How-To): For delegates who are new to fundraising or are experienced in fundraising, but want to learn new skills.

YELLOW (Skills-based): For delegates who have experience as a fundraising staff person or volunteer and want to enhance their evaluation and strategy development skills.

RED (Theory / Discussion-based): For delegates who have 10+ years of experience and want in-depth analysis and/or discussion of the multiplicity of factors impacting fundraising.

Education Topic / Category

The topic/category section helps the Education Committee effectively curate programming to ensure that we have the right mix of sessions. Not sure where your proposal fits? Get in touch with AFP Greater Toronto Chapter Professional Development & Events Coordinator, Inderbir Malhotra to help narrow it down.

Recommended Categories:

- Annual Giving/Direct Response
- Corporate Giving & Sponsorship
- Digital/Online Giving
- Diversity & Inclusion
- Ethics
- Major Gifts
- Marketing/Communications
- Planned Gifts
- Stewardship & Donor Relations
- Trends/Emerging Issues
- Senior Leader Discussions



Session Title

Session titles need to be attention grabbing, but also demonstrate what your session is about. This is a fine balance. Concentrate on making your title eye-catching but also informative.

Session Description

If your application is successful, the session description and learning outcomes provided in the application will be used for Congress 2020 marketing purposes and made available to conference delegates. Please ensure your wording is clear, concise and correct.

If you are selected as a speaker, you will be asked to confirm all of your information and to consent to having your bio, photo and session description released across AFP channels for marketing purposes.

The session description is arguably the most difficult section of your proposal to craft. And it's also the most important. You have 150 words to tell the Education Committee what your session is about and is **one of the strongest indicators of whether it will be a good one to include at Congress**. It is also used on the Congress website and will be what delegates see when they are registering for their sessions.

Not sure what to write? Here are some tips:

- **Say it out loud!** Explain it to yourself or to a friend what you want to talk about and what delegates will learn, record it and then write it down. Think of the session description as being the way that you would describe your session to a friend or colleague.
- **Avoid acronyms or terms and phrases that are likely unfamiliar.** Don't make people look stuff up.
- **Be snappy... but not too snappy.** Your session description should be interesting enough to capture attention but not so "interesting" that it borders on silly.



Learning Outcomes

Learning outcomes are **what you want delegates to take away from your session**. Like your session description, this section benefits from saying it out loud or having a friend or colleague review prior to submitting. What do you want delegates who attend your session to learn? What do you want them to be thinking / talking about as they leave your session?

If your proposal is successful, these learning outcomes may be included in marketing materials along with your session description, so remember to make these both ACCURATE and ENGAGING (they should be worded in a way that's a bit more exciting than what you might read on a school report card!)

You are now ready to [submit your proposal!](#)

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