



Faith, Fundraising and Communication Symposium 2025

LEARN. NETWORK. BE INSPIRED.

Program

Hope City Church, Edmonton, Alberta

www.ffcsymposium.net

Monday, May 26, 2025

7:30 am	Registration, Breakfast and Sponsor Showcase
8:30 am	Welcome Randy Tonn, Vice President of Mission Effectiveness Shepherd's Care Foundation
8:40 am	Doing Good Rachel From, Fundraising Specialist BuildGood
9:00 am	Movement Break
9:05 am	Breakout Sessions A
	A1 <i>A Guide to Nonprofit Video Storytelling</i> David Ovelson, Film Producer Anthem Creative
	A2 (Room 1039) <i>Tips on utilizing Artificial Intelligence for Fundraising</i> Randy Klassen, Associate Consultant Global Philanthropic Inc. (Canada)
	A3 <i>Social Media – How to build your donor relationships</i> Isabella Richards, Community Engagement Officer Loaves & Fishes Community Food Bank
	A4 <i>Six Keys to Building a Highly Effective Board: What Every Nonprofit Leader Needs to Know</i> Dwayne Cline, President Cline Consulting
	A5 <i>The ultimate guide for Peer-to-Peer Fundraising</i> Shellie Wolverson, Director of Campaign Success Blue Sea Foundation

10:00 am	Coffee and Networking Break
10:20 am	Breakout Sessions B
	B1 <i>A Guide to Nonprofit Video Storytelling</i> David Ovelson, Film Producer Anthem Creative
	B2 <i>Tips on utilizing Artificial Intelligence for Fundraising</i> Randy Klassen, Associate Consultant Global Philanthropic Inc. (Canada)
	B3 <i>Social Media – How to build your donor relationships</i> Isabella Richards, Community Engagement Officer Loaves & Fishes Community Food Bank
	B4 <i>Six Keys to Building a Highly Effective Board: What Every Nonprofit Leader Needs to Know</i> Dwayne Cline, President Cline Consulting
	B5 <i>The ultimate guide for Peer-to-Peer Fundraising</i> Shellie Wolverson, Director of Campaign Success Blue Sea Foundation
11:15 am	Movement Break
11:20 am	<i>Strategies for fostering a vibrant corporate culture on your Team</i> Darryl Anderson Executive Director Mercy Ships Canada
12:00 pm	Networking Lunch and Sponsor Showcase
12:45 pm	Breakout Sessions C
	C1 <i>What Your Event Strategy Says About Your Stewardship Strategy</i> Rachel From, Fundraising Strategist BuildGood
	C2 <i>Empowering Everyday Tech: Driving Your Organization's Digital Transformation</i> Francis Quintal, Partner Quartermaster
	C3 <i>Newsletters: Engaging Donors and Driving Results</i> Elizabeth Banman, Director of Donor Engagement The Salvation Army Canada and Bermuda
	C4 <i>5 Signs that it is Time to refresh your Website</i> Colten Nahrebeski, President Clickex

	<p>C5 <i>Succeeding at small shop fundraising</i> Adrienne Nolan, Senior Consultant Global Philanthropic Inc. (Canada)</p>
1:40 pm	Movement Break
1:45 pm	Breakout Sessions D
	<p>D1 <i>What Your Event Strategy Says About Your Stewardship Strategy</i> Rachel From, Fundraising Strategist BuildGood</p>
	<p>D2 <i>Empowering Everyday Tech: Driving Your Organization's Digital Transformation</i> Francis Quintal, Partner Quartermaster</p>
	<p>D3 <i>Newsletters: Engaging Donors and Driving Results</i> Elizabeth Banman, Director of Donor Engagement The Salvation Army Canada and Bermuda</p>
	<p>D4 <i>5 Signs that it is Time to refresh your Website</i> Colten Nahrebeski, President Clickex</p>
	<p>D5 <i>Succeeding at small shop fundraising</i> Adrienne Nolan, Senior Consultant Global Philanthropic Inc. (Canada)</p>
2:40 pm	Coffee and Networking Break
3:00 pm	Breakout Sessions E
	<p>E1 <i>Is your Charity set-up for Innovative Giving Channels (Donor Advised Funds, Charitable Gift Annuities, and Life Insurance Policies)?</i> Lysa Van Herk, Financial Planner Christian Wealth Strategies</p>
	<p>E2 <i>Business Essentials in Launching a Social Enterprise</i> Michael Ferber, Dean Leder School of Business at The King's University</p>
	<p>E3 <i>Direct Mail: Basic but Important Considerations for Fundraising Success</i> Dan Matthys, Principal MIRACA direct</p>
	<p>E4 <i>Shared Sense of Purpose – The secret sauce of success to your Charity's Business Relationships</i> John Veldkamp, CEO Christian Credit Union</p>

	<p>E5 <i>12 Effective Ways to Communicate your 2025 Impact</i> Stephane Hache, Director, Development & Community Relations Catholic Social Services Alberta</p>
4:00 pm	<p style="text-align: center;">Dinner & Evening Activities On your Own. Spend time with colleagues, friends both new and familiar! <i>Or, join with colleagues on an organized Nature Hike and Dinner in Edmonton's River Valley</i></p>

Tuesday, May 27, 2025

7:30 am	Registration, Breakfast and Sponsor Displays
8:20 am	<p>Welcome Randy Tonn, Vice President of Mission Effectiveness Shepherd's Care Foundation</p>
8:30 am	<p style="text-align: center;">Panel Discussion <i>Do you view Fundraising as a Business, or an Emotional Exercise, or a Faith-Guided Journey, or just a Sales Job?</i> Juli Holland, Engagement Lead, Adeara Recovery Centre Joshua Marshall, CEO, Jirah Growth Partners Quentin Fincaryk, Senior Director, Donor Experience, Trinity Western University Shellie Wolverton, Director of Campaign Success, Blue Sea Foundation</p>
9:30 am	Breakout Sessions F
	<p>F1 <i>Stop Being a "Best Kept Secret": 5 Keys to Building Brand Awareness</i> Ellen Graf-Martin, President Graf Martin Communications</p>
	<p>F2 <i>The Power of Moments: Maximizing Donor Giving & Generosity During Faith-Based Holidays</i> Matt Hussey, Lead Strategist and Founder Daniel Hussey, Managing Partner Generosity X Hussey Philanthropic Consulting Inc.</p>
	<p>Session F3 <i>Planning and Implementing a Capital Campaign (Part 1)</i> Steve Gutknecht, Development Director Joshua Marshall, Principal Vernon Christian School. Jirah Growth Partners</p>
	<p>Session F4 <i>Building and Growing Community Partnerships with corporate donors.</i> Abby Sauchuk, Director of Development Loaves and Fishes Community Food Bank</p>
	<p>F5 <i>Digital Fundraising: Take it Up a Notch</i> Elio Rea, Digital Fundraising Manager The Salvation Army Canada and Bermuda</p>
10:25 am	Coffee and Networking Break

10:45 am	Breakout Sessions G
	<p>G1 <i>Stop Being a “Best Kept Secret”: 5 Keys to Building Brand Awareness</i> Ellen Graf-Martin, President Graf Martin Communications</p>
	<p>G2 <i>The Power of Moments: Maximizing Donor Giving & Generosity During Faith-Based Holidays</i> Matt Hussey, Lead Strategist and Founder Daniel Hussey, Managing Partner Generosity X Hussey Philanthropic Consulting Inc.</p>
	<p>G3 <i>Planning and Implementing a Capital Campaign (Part 2)</i> Steve Gutknecht, Development Director Joshua Marshall, Principal Vernon Christian School. Jirah Growth Partners</p>
	<p>G4 <i>Building and Growing Community Partnerships with corporate donors</i> Abby Sauchuk, Director of Development Loaves and Fishes Community Food Bank</p>
	<p>G5 <i>Digital Fundraising: Take it Up a Notch</i> Elio Rea, Digital Fundraising Manager The Salvation Army Canada and Bermuda</p>
11:40 am	Networking Lunch and Sponsor Showcase
12:40 pm	<i>Conference around a Table</i> (Organized Table Networking Sessions)
1:35 pm	Movement Break
1:40 pm	Breakout Sessions G
	<p>H1 <i>Key Elements in successful International Relief fundraising</i> Laura Solberg, Executive Director Kentro Christian Network</p>
	<p>H2 <i>What can a Legacy Giving Program look like in your organization?</i> Lorne Jackson, President Advisors with Purpose</p>
	<p>H3 <i>Executive Panel: Challenges and Successes in the C-Suite</i> (Moderated by Dwayne Cline, President, Cline Consulting) <ul style="list-style-type: none"> • Violet Hayes, Executive Director, Island Crisis Care Society • Darryl Anderson, Executive Director, Mercy Ships Canada • John Veldkamp, CEO, Christian Credit Union • Courtney Armstrong, Executive Director, Camp Evergreen </p>
	<p>H4 <i>The 5 questions you must answer for successful social media communication</i> Rebecca Peters, Director of Communications & Resource Development Pregnancy Care Canada</p>

	<p>H5 <i>Is your Charity set-up for Innovative Giving Channels (Donor Advised Funds, Charitable Gift Annuities, and Life Insurance Policies)?</i> Lysa Van Herk, Financial Planner Christian Wealth Strategies</p>
2:40 pm	Coffee and Networking Break
3:00 pm	<p><i>Do you Chase Donors, or Attract them?</i> Quentin Fincaryk, Senior Director, Donor Experience Trinity Western University</p>
3:40 pm	<p>Closing Remarks Randy Tonn, Vice President of Mission Effectiveness Shepherd's Care Foundation</p>