



Faith, Fundraising and Communication Symposium 2026

LEARN. NETWORK. BE INSPIRED.

Prairie College, Three Hills, Alberta

www.ffcsymposium.net

Saturday, May 23, 2026

	<p>Rosebud Theatre School of the Arts Dinner Theatre 202 Martin Avenue Rosebud, AB T0J 2T0 1-800-267-7553 https://www.rosebudtheatre.com/shows/hurry-hard FFC Symposium Guests 15% Discount Code: FFCHURRYHARD</p> <p>Matinee Performance - Buffet Available 11:00am - 1:00pm, Showtime 1:30pm</p> <p>Evening Performance - Buffet Available 5:00pm - 7:00pm, Showtime 7:30pm</p>
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Sunday, May 24, 2026

4:00 to 7:00 pm	<p>Explore the Canadian Badlands - Hike and Dinner (Meet at the Canadian Badlands Passion Play Amphitheatre in Drumheller, AB) Hosted by Wilf Golbeck (Additional registration required)</p>
6:00 to 8:00 pm	<p>Early Registration and Check-in (optional)</p>

Monday, May 25, 2026

7:30 to 8:30 am	Networking Breakfast
8:30 to 9:45 am	<p>Registration Exhibitor Showcase Open</p>
8:30 to 9:30 am	<p>Tactical Breakout Sessions (T)</p> <p>T1 - <i>Five practical and high-impact tips to make your next fundraising auction a smashing success</i> Britni Brady, Fundraising Specialist with Social Impact Consultancy, representing Bid Beacon</p>

	<p>T2 - Everything you always wanted to know about obtaining grants Kristen Visser, Founder & CEO, Grantsimple</p>
	<p>T3 - Eliminating Silos – Alignment and Organizational Health in Fundraising Dwayne Cline, Founder & Principal, and Deanna Spoelstra, Senior Associate, Cline Consulting</p>
	<p>T4 - Building a Video Story Nigel Hinds, Creative Strategist, Nudge Creative</p>
9:45	Welcome
9:50 to 10:30 am	<p>Opening Keynote <i>Cooperation, not Competition: The benefits of working together for Not-for-Profit Organizations</i> Mark Maxwell, President, Prairie College</p>
10:30 to 10:50 am	Break
10:50 to 11:45 am	Breakout Sessions A
	<p>A1 - Building a Communication Plan when Everything Keeps Changing Veronica Pellini, Graf-Martin</p>
	<p>A2 - Let's Get Serious about AI and Fundraising Jeff Golby, CEO & Founder, WellFunded</p>
	<p>A3 - The Campaign Experience: Lessons from the Coldest Night of the Year Jen Taylor, Chief Operations Officer, Blue Sea Foundation</p>
	<p>A4 - What I wish I knew BEFORE becoming a Not-for-Profit Executive Director Wilf Golbeck, President, Skyline Communications</p>
	<p>A5 - Mastering the Art of Personal Support Raising Mike Manning, Consultant, The Focus Group</p>
11:45 to 12:45	Lunch
12:45 to 1:40 pm	Breakout Sessions B
	<p>B1 - Building a Communication Plan when Everything Keeps Changing Veronica Pellini, Graf-Martin</p>
	<p>B2 - Let's Get Serious about AI and Fundraising Jeff Golby, CEO & Founder, WellFunded</p>
	<p>B3 - How to Recruit the Right People for the Board of your Organization Dwayne Cline, Founder & Principal, Cline Consulting</p>

	<p>B4 - <i>The Leadership Playbook They Forgot to Give you - Women in Leadership</i> Panel Discussion</p> <ul style="list-style-type: none"> • Ellen Graf-Martin - President & Chief Marketing Strategist, Graf-Martin Communications Inc. • Jaya James - Executive Director, Hope House Guelph Community Food Centre • Hieke Morton, Founder & Executive Director, Gathering Markit • Adele Diffey, Executive Director, Rising Above, Grande Prairie • Moderator: Lori Patrick, Executive Director, Adeara Recovery Centre
	<p>B5 - <i>From Transactional to Transformational Fundraising: How Building Community Drives Long-Term Giving</i> Daniel Hussey, Managing Partner, Hussey Philanthropic Consulting Inc.</p>
1:40 to 2:00 pm	Break
2:00 to 2:55 pm	Breakout Sessions C
	<p>C1 - <i>Digital Engagement: Take it up a Notch!</i> Corey Robert, Territorial Marketing Director, The Salvation Army Canada and Bermuda</p>
	<p>C2 - <i>2026 Trends in Fundraising</i> Richard Walker, Senior Partner, Global Philanthropic</p>
	<p>C3 - <i>Tools for Donor Stewardship and the Value of a Dynamite Annual Report</i> Sara Lewis, National Director of Development, Partnerships & Stewardship, The Salvation Army Canada and Bermuda</p>
	<p>C4 - <i>What Happens Between the Asks: Unexpected Tactics that Build Donor Loyalty</i> Brad Quiring, Founder & Lead Strategist, Sidekick Fundraising Inc.</p>
2:55 to 3:15 pm	Break
3:15 to 4:10 pm	Breakout Sessions D
	<p>D1 - <i>Digital Engagement: Take it up a Notch!</i> Corey Robert, Territorial Marketing Director, The Salvation Army Canada and Bermuda</p>
	<p>D2 - <i>2026 Trends in Fundraising</i> Richard Walker, Senior Partner, Global Philanthropic</p>
	<p>D3 - <i>A career in the Not-for-Profit Sector? Thoughts from Gen Z</i> Sarah Cornock, Administrator and Guest Services Coordinator, Hope City Church</p>
	<p>D4 - <i>From Transactional to Transformational Fundraising: How Building Community Drives Long-Term Giving</i> Daniel Hussey, Managing Partner, Hussey Philanthropic Consulting Inc.</p>
4:15 pm	Day 1 Wrap-Up

6:00 pm	<p style="text-align: center;">Keynote Dinner</p> <p style="text-align: center;">Distinguished Guest Speaker: Alan Barnhart Barnhart Crane, Kingdom Companies Group Topic: <i>Stewardship For Impact</i></p>
	<p style="text-align: center;">Join in on Optional Evening Activities</p> <p>Rick Downs Athletic Centre open</p> <p>Pickleball at Outdoor Tennis Courts</p> <p>Networking in the Maxwell Atrium</p> <p>Disc Golf at Prairie College</p>

Tuesday, May 26, 2026

7:30 to 8:30 am	Breakfast
8:45 to 9:45 am	<p>An Eventual Discussion: The Future of Fundraising Events Panel Discussion</p> <ul style="list-style-type: none"> ● Mike Manning - Consultant, The Focus Group ● Jen Taylor - Chief Operations Officer, Blue Sea Foundation ● Jaya James - Executive Director, Hope House Guelph Community Food Centre ● Kevin Wiebe, Donor Relations Manager, Hope Mission ● Moderator: Deanna Spoelstra, Senior Associate, Cline Consulting
9:45 to 10:05 am	Break
10:05 to 11:00 am	Breakout Sessions E
	<p>E1 - <i>Bring Creativity to Your Digital Campaign</i> Abigail Stearns, Marketing Coordinator, Christian Credit Union</p>
	<p>E2 - <i>Is your Charity attractive to Donor Advised Funds (DAF)?</i> Tammy Kyte, Executive Director, GiveWise Foundation Canada</p>
	<p>E3 - <i>Tips, Tricks and Technology for running your own successful Peer to Peer Fundraising Event</i> Kevin Wiebe, Donor Relations Manager, Hope Mission</p>

	<p>E4 - <i>Make your AGM a Useful and Important part of your mission</i> John Veldkamp, Chief Executive Officer, Christian Credit Union</p>
	<p>E5 - <i>21st Century Fundraising for International Projects: The Big Questions</i> Ray Sawatsky, President, Kinvest Venture Partners</p>
	<p>E6 - <i>What is the Pastor's Role in Fundraising?</i> Andy Moffat, First Baptist Olds</p>
11:00 to 11:20 am	Break
11:20 to 12:15	Breakout Sessions F
	<p>F1 - <i>Bring Creativity to Your Digital Campaign</i> Abigail Stearns, Marketing Coordinator, Christian Credit Union</p>
	<p>F2 - <i>Is your Charity attractive to Donor Advised Funds (DAF)?</i> Tammy Kyte, Executive Director, GiveWise Foundation Canada</p>
	<p>F3 - <i>Tips, Tricks and Technology for running your own successful Peer to Peer Fundraising Event</i> Kevin Wiebe, Donor Relations Manager, Hope Mission</p>
	<p>F4 - <i>Make your AGM a Useful and Important part of your mission</i> John Veldkamp, Chief Executive Officer, Christian Credit Union</p>
	<p>F5 - <i>Five Keys for a Successful Capital Campaign</i> Gordon Dirks, Campaign Director, Prairie College Campaign for Greater Impact</p>
12:15 to 1:20 pm	Lunch and Round Table Networking
1:20 to 2:10 pm	<p>Keynote</p> <ul style="list-style-type: none"> ● <i>Panel Discussion - Rapid Fire Q&A</i> Representatives from Non-Profits Moderator: Daniel Hussey, Managing Partner, Hussey Philanthropic Consulting Inc.
2:10 to 2:45 pm	<p>Closing Keynote <i>You and Your Work Matters</i> Ellen Graf-Martin, President, Graf Martin Communications</p>
2:45 pm	Wrap Up & Check Out