

PRESENTING OUR FALL 2026 NONPROFIT CONFERENCE

Fundraising in a Shifting Landscape

Wednesday, September 23, 2026 | 8:30 a.m.–4:00 p.m.

Plecker Center, Blue Ridge Community College — 1 College Lane, Weyers Cave, VA 24486

Strengthen your fundraising efforts at this full-day conference designed for nonprofit leaders, development professionals, and board members. Explore practical strategies for sustainable fundraising, major gifts and donor relationships, digital and social media fundraising, and engaging local supporters. Presented in partnership with the Center for Nonprofit Excellence, this conference offers useful tools and fresh ideas to help nonprofits of all sizes build fundraising success.

SESSION DESCRIPTIONS

SESSION I • 9:00–10:20 AM

Engaging Donors Across Generations: Digital Fundraising and Social Media Strategies

Digital fundraising and social media are reshaping how nonprofits connect with donors, but one size doesn't fit all. Your Gen Z and Baby Boomer donors discover nonprofits, engage, and give through very different digital and social channels. This session explores how to optimize your fundraising strategy through a generational lens, ensuring your email, social media, and online giving efforts reach the right audience with the right message.

Using data from Bloomerang's 2024 Generational Giving Report, this session will dive into how different generations discover nonprofits online, engage with social content, and respond to digital fundraising campaigns. You'll explore how to leverage email, social media, events, and other channels strategically, tailored to resonate with donors at every stage of life.

Trainer: James Goalder, Partnerships Manager at Bloomerang.

With nearly 20 years of experience in nonprofit technology and relationship management, James has spent a decade helping nonprofits leverage software to increase effectiveness and advance their missions.

SESSION II • 10:30–11:50 AM

Community-Based Fundraising: Engaging Local Supporters Beyond Traditional Donors

For many rural and regional nonprofits, the key to sustainable fundraising lies not in major donors or foundation grants, but in deep community engagement and grassroots support. This session focuses on community-based fundraising strategies that mobilize local residents, businesses, and civic groups to support your mission.

Trainers: Kristen Kuhns and Aly Mennuti, Senior Vice Presidents at CCS Fundraising.

Kris Kuhns is a Senior Vice President at CCS Fundraising whose work is defined by strategic clarity, empathy, and a strong commitment to helping organizations advance their missions. Since joining CCS in 2016, she has guided nonprofits through complex campaigns and periods of transformational growth, drawing on nearly two decades of philanthropic sector experience.

Aly Mennuti is a seasoned fundraising leader who helps nonprofits set bold goals and achieve transformational results. Since joining CCS in 2015, she has led complex campaigns and growth initiatives across sectors, bringing deep expertise in major gifts, campaign strategy, and philanthropic engagement.

SESSION III • 12:30–1:50 PM

Major Gifts and Donor Relationships: Strategies for Deepening Engagement

Major gifts are critical to nonprofit sustainability, yet many organizations struggle to identify, cultivate, and steward major donors effectively. This session will provide a comprehensive framework for building a major gifts program, from prospect research to solicitation to long-term donor stewardship. Participants will learn how to identify major gift prospects, craft compelling cases for support, navigate the ask, and build lasting relationships that result in transformational gifts.

Trainer: Peggy Caister, Development Officer – Major Gifts, Augusta Health.

Peggy is a Development and Philanthropy Professional with 25+ years of nonprofit leadership experience. Her work is defined by a commitment to building meaningful donor and community relationships and advancing organizational missions through strategic fundraising. She has supported organizations across youth development, disability services, women's health, and the arts, holds a CFRE credential, and serves on the AFP Shenandoah Board of Directors.

SESSION IV • 2:00–3:20 PM

Building a Sustainable Fundraising Strategy for Small Nonprofits

Many smaller nonprofits struggle with limited staff capacity and resources for fundraising. This session will provide practical, actionable strategies for building a sustainable fundraising program without a large development team. Participants will learn how to prioritize fundraising activities, leverage board members and volunteers, diversify revenue streams, and create systems that maximize impact with minimal resources.

Trainer: Kelly Snow, Fundraising Consultant & Coach, Snow Leadership Group.

Kelly is a career fundraiser with nearly 25 years of experience, having worn almost every hat in the industry, with enhanced skills in annual giving and fundraising strategies. Throughout her career, she has built strong donor relationships and led successful fundraising initiatives across multiple organizations, including James Madison University, Bridgewater College, UVA Children's Hospital, and Explore More Discovery Museum. Kelly serves on the AFP Shenandoah Board of Directors.