

CGP CONFERENCE 2022 CALL FOR PRESENTATIONS

SUBMISSION DEADLINE:
MARCH 20, 2022

SUBMISSION GUIDELINES

We encourage you to propose a session for the 2022 CGP Conference! At the Conference, gift planners from across the country get inspired about the importance of their work and empowered to do it better. We're looking for presenters who will help us fulfill these attendee expectations:

- Observe the National Standards for Gift Planning Success in action at best practice programs in all types of charitable organizations.
- Update knowledge of factors affecting planned gift decisions, including legislation and regulation, demographics, the economy and national and world events.
- Expand horizons beyond gifts of cash to activate assets most Americans own in support of philanthropy.
- Refine understanding of the data that defines progress, including benchmarks, metrics and research findings.
- Watch great trainers in action and take home information and teaching strategies to use with own team or constituents.

NEW THIS YEAR

Case Study sessions provide an opportunity for fundraiser and advisor teams to lead attendees in solving problems and creating meaningful gifts for donors/clients. [Click here](#) to download a template for a Case Study outline. [Click here](#) to view the recording of training session for case study presenters.

TIMELINE

FEBRUARY 28, 2022
AT 2:30 P.M.

Call for Presentations Q&A.
[Click here](#) to view recording.

MARCH 2, 2022
AT 1:00 P.M.

Case Study Session Q&A
[Click here](#) to view recording.

MARCH 20, 2022

Call for Presentations Deadline

MAY 6, 2022

All submitters notified whether or not their proposals are accepted

JUNE 1, 2022

Speaker Agreement Due

JUNE 1, 2022

Speakers Make Own
Reservations at Peppermill
Resort

SEPTEMBER 26, 2022

Speaker Paper Due

SELECTION CRITERIA

Peer Review

Submissions are reviewed by the Conference Committee, which represents a broad cross-section of the gift planning community. We welcome first-time presenters and especially encourage speakers with diverse backgrounds and perspectives to submit proposals. We prefer original presentations, although limited exposure of a session to planned giving councils or other professional groups does not disqualify a submission.

Evaluation

All submissions are evaluated on each of the following criteria:

- Overall topic and its relevance to the National Standards for Gift Planning Success and current issues and concerns in philanthropic planning.
- Three clearly defined learning objectives.
- Indication of how attendees will be able to apply information to their daily work.
- Program design and effective interactive learning elements.
- Overall quality and originality of material presented.

SUBMISSION CHECKLIST

Submit presentations using the [online form](#). After submitting a presentation, you will receive an automatic confirmation for your records. Submissions can be edited until the midnight Eastern time on Sunday, March 20. Be sure your submission responds to the following requirements.

- Each presenter may submit no more than two proposals.
- Include no more than two presenters. If you are considering more than two presenters, please contact Barbara Yeager at byeager@charitablegiftplanners.org to discuss your plan.
- List all presenters at the time of submission and provide a bio and photo for each speaker.
- Observe word limits. Title is limited to 12 words. Persuasive, outcome-focused session description is limited to 200 words. Bios are limited to 200 words and should include current position and short summary of duties or accomplishments, relevant previous positions, relevant volunteer service and education. Do not include professional credentials in your bio, since they are submitted separately.
- Be sure to proofread your entire submission!
- Submit a detailed outline that shows the conference committee the content you will cover in your presentation. Include a description of how attendees will be able to apply the information to their daily work, and a description of how you plan to engage the audience. Download the [Case Study template](#) to format your outline for a Case Study session.
- Make note of all dates in the conference timeline. If your proposal is accepted, you will be required to submit a paper to accompany your session no later than September 26. Ideas for the content and format of papers will be provided. If you use slides, they will also be shared with attendees on the CGP Conference platform.

YOUR SUBMISSION AND THE NATIONAL STANDARDS FOR GIFT PLANNING SUCCESS

You will be asked to indicate a primary NSGPS number for your session. [Click here](#) to read all 16 Standards. We are especially interested in sessions on the topics detailed below, although we welcome proposals that address any of the Standards. If you'd like to discuss how the Standards relate to your proposal, please contact Barbara Yeager at byeager@charitablegiftplanners.org.

Support from the Top

Gift planning success requires sustained interest and investment in a program that may take years to produce gifts.

- Making the business case for planned gift fundraising. (NSGPS 2)
- Developing policies and procedures. (NSGPS 4)
- Setting realistic goals. (NSGPS 3)
- Budgeting. (NSGPS 7)
- Measuring progress for a program and for individual fundraisers. (NSGPS 6)

Building Human Capacity

Is your organization a productive place for gift planners to work, where the right people are hired, then trained and supported so that they want to stay?

- Data-driven approaches to rating prospects, developing portfolios, projecting gift income, etc. (NSGPS 8)
- Relationship management processes or systems that create progress in donor cultivation. (NSGPS 9)
- Best practices for hiring and retaining gift planners, including creation of a diverse fundraising staff. (NSGPS 11)

Donor-centric Best Practices

Have you found a way to step out of your silo and see your work from the donor's perspective?

- Expanding donors' options for supporting your organization, including most case study sessions. (NSGPS 13)
- Stewardship best practices, including innovative donor experiences. (NSGPS 14)
- Integrated marketing and quantifying the value and impact of marketing campaigns. (NSGPS 15)
- Increasing donor retention and lifetime giving. (NSGPS 16)
- Donor surveys and feedback mechanisms. (NSGPS 16)