



INSIGHT  
PHILANTHROPY  
RESULTS

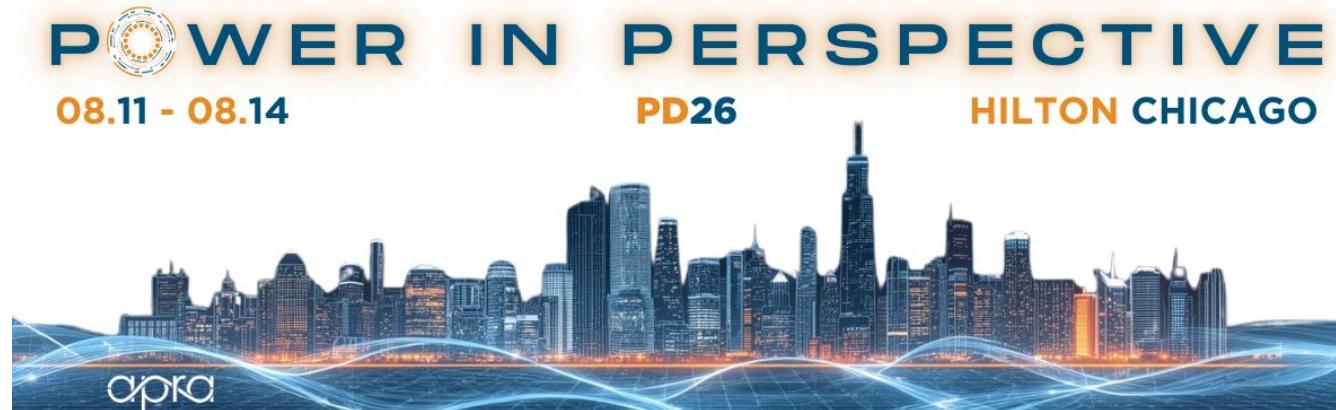
# How to Submit a Standout Speaker Submission for Apra PD26

Amy L. Carrier, PhD, Director, Higher Education

# Welcome



Aisha Maddox  
Apra PD 2026 Conference Chair





# About Apra

Apra are the professionals who drive their institutions' philanthropic missions through work in prospect development and prospect research, data analytics and data management, annual giving, advancement, special gifts and more.

# Apra PD



- Apra PD is the place to be for professionals in the non-profit fundraising prospect development industry.
- Whether your focus is **prospect identification and research**, **relationship management**, **data science**, **pipeline management**, **board member identification**, **major gift prospect development** or **anything else prospect development-related**, this event has education tailored to your needs.

# Apra PD 2026 Specifics



- Hilton Chicago
- 4 Day Conference (Tues., Aug 11- Fri., Aug 14, 2026)
- Pre-Conference with Apra Fundamentals and Leadership Workshop, Breakout sessions, Vendor Exhibit and Sessions
- Conference will be hybrid (both virtual and in-person)
- All presenters must be register to attend in-person

# Past Apra Proposal Trends



- **Presenter formats:** Panel, Co-presentations, Individual Presenters, Roundtable Facilitation (Collaborative Sessions)
- **Audience:** 90% attendees are members of Apra and 10% are other non-profit affiliate members (AFP, AASP, CASE, etc.) and Sponsor Partners in Fundraising
- **Subject:** What's Current, Plans for Future, Obstacles faced and overcome in non-profit fundraising prospect development.
- **Session:** 12-15 sessions for each track (around 58 total sessions)

# Why Submit?



To share your knowledge and experience by joining your peers from across the fundraising network to exchange ideas, ask questions, and leave with actionable insights to support your organization and your professional success.

# Hear from an Expert



**Amy L. Carrier, PhD**

Director, Huron Advancement & Fundraising

Apra PD Presenter

Former Apra PD Conference Chair

22 years in Prospect Development &  
Advancement Operations

# What to Include (and how to think about it)



- Why this topic? Why now?
- What perspective does PD bring to this conversation?
- What real experience (wins and lessons learned) can you share?
- Who else, beyond your sector or shop size, could apply this?

# A Strong Proposal Leads to a Strong Session

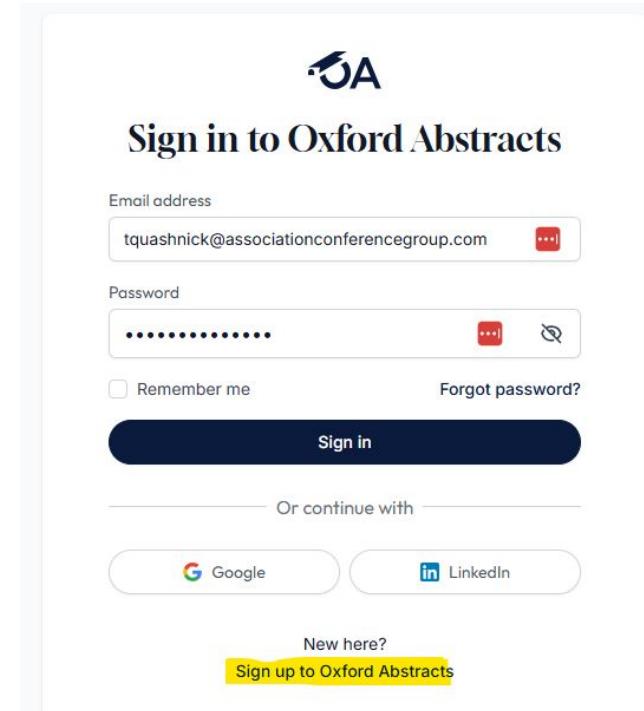


- Clear problem rooted in today's reality
- A PD-informed point of view
- Practical takeaways others can adapt
- Space for shared learning and discussion

# Submission Form



- New platform in 2026
- Oxford Abstracts
- Required to create a free login account
- Find the link to submit at [aprahome.org](http://aprahome.org)

A screenshot of the Oxford Abstracts sign-in page. The page features a logo with a graduation cap and the letters 'OA'. The title 'Sign in to Oxford Abstracts' is centered above a form. The form includes fields for 'Email address' (containing 'tquashnick@associationconferencegroup.com') and 'Password' (containing a series of dots). There are 'Remember me' and 'Forgot password?' checkboxes. A large 'Sign in' button is at the bottom. Below the sign-in area, there's a 'Or continue with' section with 'Google' and 'LinkedIn' buttons. At the bottom, there's a 'New here?' link and a yellow 'Sign up to Oxford Abstracts' button.

# Submission Form

A screenshot of a web-based submission form. At the top left is the Apra logo with the text "INSIGHT PHILANTHROPY RESULTS". Below the logo is a dark blue header bar with the text "Apra PD 2026". The main content area contains two text input fields with rich text editors. The first field is labeled "Presentation Title\*" and has a character count of 0/50. The second field is labeled "Presentation Description\*" and has a character count of 0/250. Both fields include standard rich text toolbar icons for bold, italic, and various symbols.

## Prior Knowledge Required?

Please list any prior knowledge, skills or experience that apply to your topic that is required for attendees to have before attending your session.

1/1 lines

## Ideal organization size audiences\*

Please select ideal organization size audiences for your session content

## Ideal Industries\*

Please select ideal industry audiences for your session content

Select Value +

**SUBMIT**

# Submission Form



You can submit an incomplete submission, but be sure to log back in to complete it before the deadline (Feb 13)

Incomplete submission External Inbox x Print

 Apra PD 2026 <no-reply@oxfordabstracts.... 8:29AM (4 minutes ago) ☆ ↶ ⋮

to tquashnick ▾

Incomplete submission

Dear Tara Quashnick,

Thank you for your **incomplete submission** titled (submission title not available). Your reference number for this submission is 1.

Completed abstracts will be reviewed and you will be informed by Monday, 23rd March, 2026 whether or not your abstract has been accepted for presentation.

Follow the link below to view the information that will appear in the abstract book, if accepted.

<https://app.oxfordabstracts.com/events/76527/submissions/1251178/abstract-book-view>

# Speaker Perks

- \$300 discount on PD Registration
- Recognition on PD Conference website
- Apra speaker resources and tools

# Desired Industries

- Art/Culture
- Community/Private Foundation
- Consultant
- Environment/Wildlife
- Federated Campaigns
- Healthcare
- Higher Education
- International Aid Relief
- K-12 Education
- Libraries
- Religion
- Social Services
- Vendor/Supplier
- Zoos



# Focus Areas to Consider

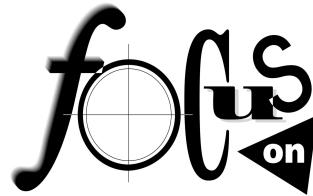


- Fundraising Collaboration Efforts and Achievements
- Transformational Giving Programs
- Donor Pipeline Development
- Major Gift Identification beyond wealth screening
- Effective practices or implementations for incorporating AI or other technology tools
- Effective due diligence practices in fundraising
- Generational donor programs, identifying the next generational wealth
- Identifying top Companies, businesses, or Foundations in fundraising
- Effective Corporate/Foundation pipeline programs
- Planned giving pipelines and development
- Capital Campaign, pre-, during, or post-effective practices, what have you learned?



# Focus Areas

- Effective Partnerships with prospect development and other fundraising officials (front-line fundraisers, database managers, or volunteer board)
- Measuring Impact -linking research outcomes to fundraising success
- Current challenges you have faced in today's fundraising and prospecting
- Small Shop pipeline development and portfolio building
- Specialized sector/industry fundraising effective practices for major gift focus
- Annual giving to Major gift moves management effective practices
- Data visual tools and reports that are effective in fundraising and prospecting
- Effective practices for supporting positive mental health and well-being for staff
- Leading in remote settings



# Focus Area cont.

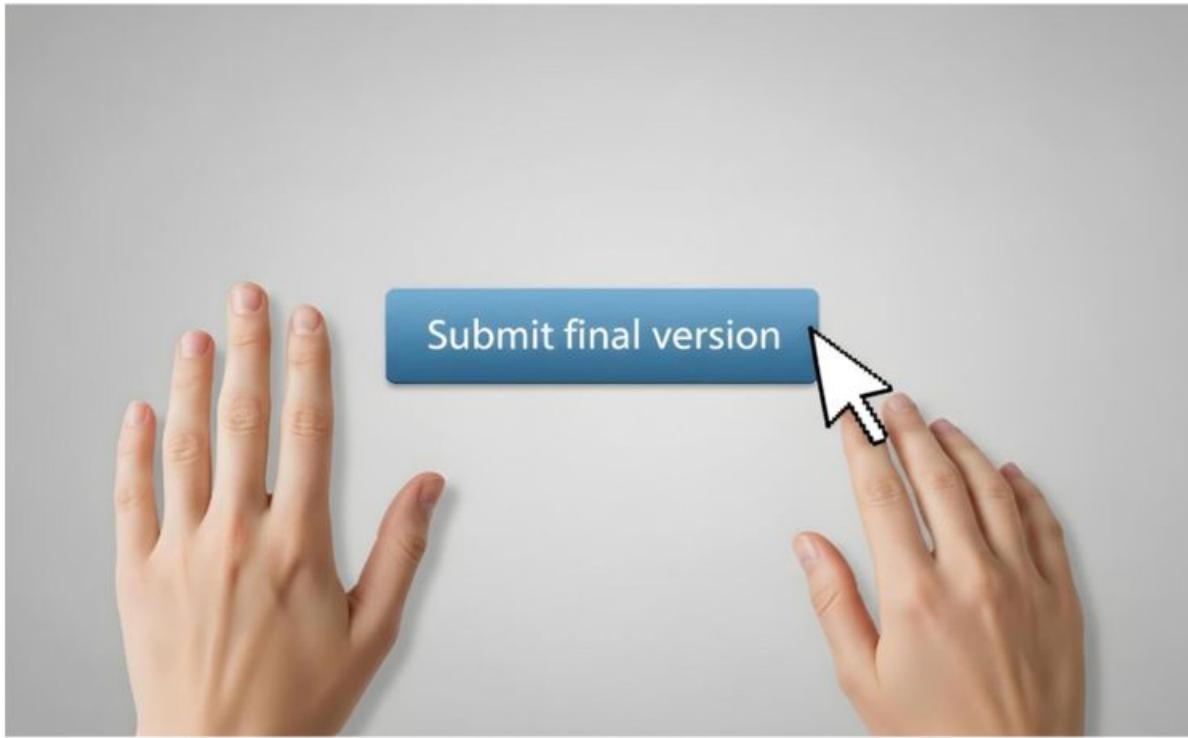


- Leading Data Science Teams Through Growth and Change
- Identifying and engaging Donor Advised Fund (DAF) donors
- Moving beyond wealth indicators to motivations, values, and interests of prospects/donors
- Analytics that respect relationships, not just revenue
- Moving from technical outputs to organizational impact
- Making data science usable, repeatable and scalable

# Upcoming Deadlines

- February 13:
  - Call for Speakers closes
- March 23:
  - Speaker acceptance notifications
- March 30:
  - Deadline for speakers to accept invitation, Speaker Compensation Survey closes

# Ready to Submit?



- <https://www.aprahome.org/Events/Prospect-Development-2026/Call-for-Speakers>

# Apra PD 2026 Contact Information



- [conference@aprahome.org](mailto:conference@aprahome.org)
- [Apra PD Conference Committee](#)



Chair  
Aisha Maddox  
Director, Research and Relationship Management  
Rollins College  
Winter Park, FL



Vice Chair  
Cal Sturgeon  
Assistant Director, Prospect Development  
City of Hope  
Topeka, KS

# Questions + Answers



- For presentations with multiple presenters, do all presenters need an Oxford Abstracts account? **No, only the submitters needs an Oxford account**
- Is the \$300 conference discount per presenter or per presentation? **The discount is per presenter**
- Typically Apra receives 100-120 submissions, and can accept 58 sessions
- Does my slide deck need to be submitted with the Call for Speakers? **No, slide decks will be due in June/July if accepted**
- *Please view the Zoom recording transcript for additional Q+A*



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