

**Registration & Breakfast**  
**8:00 AM - 9:00 AM**

Lobby and Conference Room



Main Theatre

**T. Clay Buck | Keynote**  
 TCB Fundraising  
 Fundraising is Funny  
**9:00 AM - 9:45 AM**

SESSION 1 9:45 AM - 10:15 AM	BREAK 10:15 AM - 10:30 AM	SESSION 2 10:30 AM - 11:30 AM
<b>Shandy Clark</b> A Social Work Perspective in Fundraising Fundamentals	 Please enjoy self-serve sodas all day. Look for the event themed Conversation Starters	<b>Cameron Cole</b> <b>Allison J. Foster</b> Insights from the Donor Perspective - New Generations

**Lunch Available in the Lobby - 11:30a - 12:45p**

SESSION 3 12:45 PM - 1:45 PM	SESSION 4 1:45 PM - 2:15 PM	BREAK 2:15 PM - 2:30 PM
<b>Dan Heist</b> <b>Rachel Sumsion</b> Unlocking Generosity: Using Research-Based Best Practices	<b>Beth Wolfer</b> <b>Michelle Flynn</b> How TEDx Speakers Prepare a Talk - and You Can Too	

**Main Theatre 2:30p**

*Immediately Following the Podcast*

## Fundraising Funniest Moments

*An open (and funny!) conversation.*

Hosted by Clay Buck  
 and Dhiraj Chand

End your day on a fun  
 and social note -  
 network, enjoy the treats and relax.



Popcorn Bar, Ice Cream Bar, Beer and Wine

# Speaker Information

## T. Clay Buck

Founder & Principal of TCB Fundraising, Lead Fundraising Coach for IWave, and Co-host of "Fundraising is Funny" Podcast.

Over the last 30 years, Clay (the "T" is silent) has held just about every position in nonprofit fundraising and communications, from Grant Writer to Chief Development Officer. He's worked at a number of nonprofits across the country and has held senior positions with prominent, international consulting firms.

Well-versed in all areas of fundraising, Clay's particular expertise is in building the strategies, systems, and storytelling that support effective fundraising. As the founder and principle of TCB Fundraising, he focuses on individual giving strategy from acquisition to major gifts, data and technology systems for more efficient fundraising, and developing case and copy that engages, uplifts and inspires.

Clay makes his home in Southern Nevada where he's owned by two poorly trained Golden Retrievers who have, though, mastered the art of the ask especially at dinner time.



## Shandy Clark

Assistant Director - Annual Campaigns and Scholarships,  
Utah Valley University

Shandy Clark is an accomplished professional serving as the Assistant Director for Annual Giving at Utah Valley University. Shandy is committed to advancing the profession of social work and fostering competence among practitioners. Her extensive experience spans diverse nonprofit sectors, where she has excelled in fundraising and cultivating robust community engagement. Beyond her role, Shandy remains actively involved in myriad initiatives across the valley, focusing on mental health professional legislation. Her proactive approach and unwavering advocacy underscore her dedication to effecting positive change within the social work realm and broader community landscapes.



## Cameron Cole

Vice President - Wealth Advisor  
Bernstein Private Wealth

Cameron Cole, CFP is a Wealth Advisor for Bernstein Private Wealth in Salt Lake City, Utah. Cameron works with high net worth families and purpose driven organizations to develop a deep understanding of their goal and priorities to bring meaningful solutions, impact, and results.





## Allison J. Foster

Director of Donor Relations,  
Alpha Chi Omega Foundation, Inc.

Allison J. Foster serves as the Director of Donor Relations with the Alpha Chi Omega Foundation. She has an extensive background in higher education and the fraternal world as her career focuses on work on campuses and within fraternal staff teams. Allison believes in the power of relationships and the impact they have on the forward movement of organizations. Allison holds a Bachelor of Business Administration in marketing from Stetson University and a Master of Arts in Education, Concentration: Higher Education and Student Affairs from the University of Connecticut. She is a Florida native, currently living in Salt Lake City.



## Dan Heist, Ph. D.

Brigham Young University

Dr. H. Daniel Heist is an Assistant Professor of Nonprofit Management and Social Impact at Brigham Young University. He researches philanthropy, charitable giving, and volunteering. Dr. Heist is a leading expert on donor-advised fund research and co-founder of the Donor-Advised Fund Research Collaborative. Before receiving a Ph.D. in Social Welfare from the University of Pennsylvania, Dr. Heist spent nine years as a professional fundraiser. Dr. Heist earned a Master's degree in Philanthropic Studies from the Lilly Family School of Philanthropy at IUPUI and was a Certified Fundraising Executive (CFRE). His professional experience informs his research on donor behavior.



## Rachel Sumsion

Brigham Young University

Rachel Sumsion is currently pursuing a Master's degree in Public Administration at Brigham Young University and has a background in sociology, nonprofit management, international development, and business. Rachel is particularly drawn to research that has practical applications and has studied various topics, including donor advised funds, social impacts, and food insecurity. Beyond academia, Rachel has worked as a philanthropic consultant.



## Beth Wolfer

Planned Giving Officer/Presentation Coach,  
Best Friends Animal Society

Beth is head coach for TEDxSaltLakeCity and offers public speaking coaching to companies and individuals throughout the region. She has served in many Development capacities, raising money and awareness for causes such as Utah Youth Village, PBS Utah, Utah's Hogle Zoo, and Best Friends Animal Society, where she is currently a Planned Giving Officer. Her public speaking coaching has helped her hone donor messages and presentations and she's thrilled to share skills and ideas to help colleagues. Beth's personal mission is to help people find and express their voice.



## Michelle Flynn

Executive Director,  
The Road Home

Michelle Flynn has served as Executive Director of The Road Home since February 2020, having been with the agency for 25 years in various roles. The Road Home is a private non-profit that provides homeless services, including emergency shelter and housing programs in Salt Lake County. Michelle has a B.A. in Political Science from Drew University and a Masters of Public Administration from the University of Utah. Michelle serves on the Steering Committee of Salt Lake Valley Coalition to End Homelessness, as well as numerous planning committees.



## Dhiraj Chand

Deputy Chief Philanthropy Officer, Principal Gifts  
The University of Utah

Dhiraj has dedicated over 20 years to higher education leadership at the UofU. His expertise lies in areas such as fundraising strategy (principal gift (\$1m+), major, CFR, Donor Relations), campaign planning, building and program development, and cross-sector collaboration. In his current role, he works closely with some of the University's most generous supporters, focusing on initiatives that promise substantial social impact. Some of the recent principal gift campaigns and initiatives he has had the privilege to be a part of include the Spencer Fox Eccles School of Medicine, a new Kahlert School of Computing, Marriott Hospitality Leadership initiative, the first ever Dark Skies Minor, student scholarships, housing and more. Outside of work, Dhiraj is passionate about theatre, film, and karaoke, and social justice.

