



Georgia Chapter

Apra Georgia Fall Conference Session #1

What to Know - How to Implement and Navigate DEI, AI, and Ethics in Your Advancement Arena

Wednesday, November 10th

Registration payment:

[Members](#) or [Non-Members](#)

Be sure to include your email address when you pay your registration fee. After payment is received you will receive a link to register for the session. After registering, you will receive a confirmation email with a link to join the virtual session.

All times are Eastern Standard Time

Schedule for Wednesday, November 10th

12:00 – 12:15 **Georgia Chapter Update for members**

12:15 – 12:30 **Break**

12:30 – 1:45 ***Integrating DEI to Engage New and Existing Prospects in
Your Database***

Robert Osborne and Laurel McCombs, The Osborne Group

Prospect research is one of our most powerful development tools and is core to achieving development goals. As we seek to be more inclusive and equitable in our fundraising, it is clear that prospect research will likewise be core to achieving those goals as well. In this session, Bob and Laurel will discuss potential opportunities and barriers to integrating DEI into prospect research and will help you think through what steps you might take in your own programs.

1:45 – 2:00 **Break**



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2:00 – 3:15

Perils and Potential of AI in Advancement

David Lawson

AI is transforming business processes across industries, but we are only beginning to see it in advancement. As the tools and technologies underlying AI become more accessible we are going to see adoption in our sector grow quickly. For information professionals this is the moment to explore both the potential of AI to do good, and the very real concerns about the damage it can cause if deployed indiscriminately.

3:15 – 4:30

Ethics AI and Prospect Development-Understanding Compliant Action

Lori Hood Lawson

This session will discuss the use and ethics of AI and AI tools in prospect development and fundraising activities. In order to act in a compliant manner, one must understand the machinations and legal landscape. Learn how to best mitigate the risks of using this powerful technology for your own organization.



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**SPEAKER BIOS
2021 FALL CONFERENCE**



Robert C. Osborne, Jr.
Principal
The Osborne Group, Inc.

Robert was taught the power of philanthropy from an early age from both of his parents. With more than 25 years of experience in the not-for-profit sector, Robert brings his expertise to his clients, the organizations whose boards he serves on, and the pro bono projects he assists with. He believes that civil society has a critical role to play in making the world a better place.

Robert is a well-known international speaker and workshop leader. He has conducted well-received workshops and/or keynote addresses for the International Fundraising Congress, the Association of Fundraising Professionals, the Association of Healthcare Philanthropy, the International Fundraising Festival, AFP Congress, the Fundraising Institute of New Zealand, and many others.

Robert serves on the boards of the United Hospital Fund and US Squash, both in New York. He also serves on the International Advisory Board of the Czech Fundraising Center in Czech Republic, the International Advisory Board of the Impact Hub Belgrade in Serbia, and the Advisory Board of the Impact Hub Metropolitan in New York. He is a studio partner and co-founder of Studio X Ventures, a venture studio for social impact startups in the Western Balkans, with a focus on women founders. Robert serves as a mentor and advisor to a number of startups in the US and the Western Balkans.



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Lauren McCombs
Senior Philanthropy Advisor
The Osborne Group, Inc.

Lauren McCombs brings 20 years of experience in the non-profit sector and a passion for the role philanthropy can play in changing the world to her work as a consultant, partner, and trainer. Laurel works closely with clients on a variety of topics, including planning, donor management, board development and more. In addition to well-received workshops at conferences for groups such as Junior Achievement and the Nonprofit Association of Oregon, Laurel has presented at the Association of Fundraising Professionals International Conference, AFP Congress, and CASE-NAIS. Prior to joining the Osborne Group, Laurel worked with Big Brothers Big Sisters of America where she was responsible for coordinating capacity building support to agencies across the country. Laurel is a graduate of the University of Southern California and lives in Portland, OR.



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David M. Lawson
Co-Founder & CEO
NewSci, LLC

David brings over 25 years of experience as an entrepreneur focused on providing data and technology to the fundraising community. In 1997 he founded Prospect Information Network (P!N), a company that grew to become the largest wealth screening provider before being acquired in 2004. In 2013 he co-founded NewSci, LLC to bring Augmented Intelligence solutions to the philanthropic community. He is a recipient of the CASE Crystal Apple and Apra Distinguished Service awards. David is also the author of *Big Good: Philanthropy in the Age of Big Data & Cognitive Computing*.



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Lori Hood Lawson
Vice President

Advancement Insights

Lori Hood Lawson has spent over 20 years helping the fundraising sector harness the power of actionable data and using CRMs to deliver these insights. She co-founded WorkingPhilanthropy.com LLC and served as editor of several books, including *Big Good: Philanthropy in the Age of Big Data & Cognitive Computing* and *The Nonprofit Buyer: Strategies for Success from a Nonprofit Technology Sales Veteran*. She got her start in the sector at Florida State University Foundation, where she served as Associate Director of Prospect Research. She then joined Prospect Information Network (P!N) and had the opportunity to transition its flagship product, ProfileBuilder, to a SaaS CRM solution after Kintera's acquisition of P!N. Many of her innovations, and those of her P!N team and colleagues, are still in use today. Lori is a long-time volunteer with both Apra and AASP. She is passionate about ethics and compliance, due diligence, data privacy and protection, and best practices in prospect development. She's a frequent speaker at industry conferences and author of numerous blog posts and articles. You can find Lori on Twitter @workinglori. She lives with her husband David and their floofy corgi Cooper in Tallahassee, FL, while the kids are busy making our world a better place in various parts of the country.



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APRA-Georgia Membership Registration

Join APRA-GA for \$40.00 now and become a member for the remainder of 2021 and 2022. You will have access to The Mentor Program and discount rates to events, chapter news, and information throughout the year.

Membership Applications

[Membership Application \(PDF\)](#)

[Membership Application \(Word Doc\)](#)

Please send completed membership applications to Treasurer, Beth Ma. Membership applications and check payments should also be sent to Beth.

Utilize our secure website for your membership payment.

<https://squareup.com/market/apra-ga> . You will receive a receipt.