7:30-8:30 am  **Registration**

8:30-8:45 am  **Welcome & Introductory Remarks**

**Tom Pahl**  
Acting Director, Bureau of Consumer Protection, Federal Trade Commission

**Cynthia H. Coffman**  
Attorney General, State of Colorado

8:45-9:45 am  **Panel 1: Combatting Charity Fraud - Enforcement Issues**

What can we learn from recent examples of charitable solicitation fraud? What legal challenges do regulators and law enforcement face in effectively preventing and stopping illegal conduct in the nonprofit sector?

**Moderator:**  
**Karin Kunstler Goldman**  
Deputy Chief, Charities Bureau  
Office of the New York State Attorney General

**Panelists:**  
**Tracy S. Thorleifson**  
Attorney, Northwest Region, Federal Trade Commission

**Alissa Gardenswartz**  
Deputy Attorney General, Consumer Protection Section  
Office of the Colorado Attorney General

**Lloyd Hitoshi Mayer**  
Professor of Law, Notre Dame Law School

**David C. Vladeck**  
Professor of Law, Georgetown University Law Center
9:45-10:50 am  
Panel 2: The State of Giving Today – An Overview of Charities and Donors

What does the data tell us about the state of the charitable sector today? Who is donating, where are they directing donations, and how are they giving? How do cultural and generational contexts affect giving decisions?

Moderator:
Karen Gano  
President, NASCO  
Assistant Attorney General, Office of Attorney General George Jepsen

Panelists:
Elizabeth Trocolli Boris  
Institute Fellow, Urban, Institute  
Waldemar A. Nielsen Chair in Philanthropy  
Visiting Professor of Practice, McCourt School of Public Policy, Georgetown University

Dr. Una Osili  
Director of Research, Indiana University Lilly Family School of Philanthropy  
Professor of Economics and Philanthropic Studies, Indiana University-Purdue University Indianapolis

10:50-11:05 am  
Break

11:05-11:45 am  
Panel 3: Why Give? A Look at What Motivates Giving

Why do people give and what factors influence giving decisions?

Moderator:
Hugh R. Jones  
Deputy Attorney General  
Tax & Charities Division, State of Hawaii

Panelist:
Adrian Sargeant  
Director, Hartsook Centre for Sustainable Philanthropy  
University of Plymouth, United Kingdom
Panel 4: Future of Fundraising – Emerging Challenges for Donors & Regulators

How will the sharing economy develop and affect philanthropy as millennials age? What are the implications for consumers and law enforcement? In the near term, how will new technologies like immersive story-telling, augmented reality, and virtual reality change the ways charities engage with donors? What do these changes mean for donors, regulators and the sector?

Moderator:
Cindy M. Lott, Esq.
Director, Nonprofit Management Programs
School of Professional Studies, Columbia University
Senior Fellow, Center in Nonprofits and Philanthropy, Urban Institute

Panelists:
Rachel Hatch
Research Director, Institute for the Future

Marcia Stepanek
Lecturer, Columbia University School of Professional Studies

1:00-2:00 pm  
Lunch
Panel 5: Navigating Charitable Giving Today - Current Donor Choices and Challenges

Charities reach today’s donors through many different modes, from traditional direct mail and telemarketing to online fundraising, crowdfunding and even through cause marketing campaigns. What benefits and challenges do these varied fundraising channels present for donors?

Moderator:
Bob Carlson
Senior Assistant Attorney General, Missouri Attorney General’s Office

Panelists:
Tiffany Neill, CFRE
Partner, Lautman Maska Neill & Company
Amy Sample Ward
CEO, NTEN: The Nonprofit Technology Network
Daniel Gordon
Head of Trust and Safety, GoFundMe
David Hessekiel
President, Engage for Good
Bennett Weiner
COO, BBB Wise Giving Alliance

3:30-3:40 pm
Break
Panel 6: Data for Good – Empowering Donors Through Education

How do we educate donors of all ages and incomes to detect and avoid deceptive charitable solicitations? What information is most valuable to donors when deciding which charity to support? Do new forms of donor engagement provide new opportunities for learning? What is the importance of showing impacts and outcomes? What role can government, charity monitors and raters, gatekeepers and charities themselves play in promoting informed giving choices and detecting fraud?

Moderator:
Janice L. Kopec
Attorney, Division of Marketing Practices, Federal Trade Commission

Panelists:
Nageeb S. Sumar
Deputy Director, Philanthropic Partnerships at Bill & Melinda Gates Foundation
Jacob Harold
President & CEO, GuideStar
Michael Thatcher
President & CEO, Charity Navigator
Steve MacLaughlin
Vice President, Data & Analytics, Blackbaud Inc.
Elizabeth Grant
Sr. Asst. Attorney General, Oregon Dept. of Justice
4:30-5:25 pm  Panel 7: Safeguarding Donors from Fraud and Deception – Identifying Possibilities and Priorities

How can government, the sector, relevant gatekeepers, and others work together to protect donors from fraud? What red flags should alert government to possible problems? How can enforcement priorities and regulatory responses be optimized? What additional research or data would be useful?

Moderator:
Tracy S. Thorleifson
Attorney, Northwest Region, Federal Trade Commission

Panelists:
Andrew Watt
Global Strategy Consultant
Former President & CEO of the Association of Fundraising Professionals
Marc Owens
Partner, Loeb & Loeb, LLP, Washington, DC
Art Taylor
President & CEO, BBB Wise Giving Alliance
Allison Grayson
Director of Policy Development and Analysis, Independent Sector
Sue Santa
Consultant
Adjunct Faculty, Columbia University School of Professional Studies
Mark A. Pacella
Chief Deputy Attorney General
Charitable Trusts and Organizations Section, Pennsylvania Office of Attorney General

5:25-5:30 pm  Concluding Thoughts

Charles A. Harwood
Regional Director, Northwest Region, Federal Trade Commission