

Join us on Wednesday, March 21, 2018 for

“Starting Out in Analytics: Steps To Build Your Analytics Know-How ”

The program is also worth 1.0 CRFE points!

Join national analytics expert Andy Schultz

Andy is director of analytics for Bentz Whaley Flessner’s Insight Practice headquartered in Washington, DC. He specializes in predictive modeling, analytics implementation, metrics for nonprofit fundraising, and constituent relationship management.

A frequent speaker for APRA International, the Data Analytics Symposium, the Mid-Atlantic Researcher’s Conference (MARC), and APRA-VA, Andy is sought after for his expertise. Clients have included CARE USA, Boston Children’s Hospital, World Vision International, and Johns Hopkins University, to name a few.

Data Analytics is something we all want to do – to be more purposeful and effective in achieving our non-profit missions and fundraising goals – but we often don’t know where to begin.



Andy will introduce methods to build a Data Analytics team at your organization from the ground up. For large or small non-profits, this journey begins with one person and a vision who rallies others to create a team. Topics include defining Analytics, how it applies to your organization, fitting analytics in to your “real” job, creating your professional development path, and making the case for Analytics to colleagues.

Don’t miss this opportunity to engage a national analytics expert right here at home and learn the basics so you can move forward with a more data-driven approach to your work.

**Questions? Contact the AFP WNY Chapter Manager
at afpwny@afpwnychapter.org or (716)887-2655.**



NEW LOCATION for our new season:

Hyatt Place Buffalo/Amherst @ 5020 Main St, Amherst, NY 14226

Registration & Networking: 11:30 a.m. - Lunch and Session: Noon

Early Bird: \$28 AFP Members, \$40 Non-members (By 3/14/18)

After 3/14: \$35 AFP Members, \$45 Non-members

Please send payment prior to event. Reservations billed unless we receive 24 hours’ notice.

You may register online at <http://afpwny.afpnet.org/> or download a registration form to mail.