



## The Work Group Guide

*Where F2F is always on the agenda!*

Hello [[INITIATIVE.AUDIENCE MEMBER.FIRST NAME]],

The time is almost here! Next week, we'll gather in Washington, D.C. at World Wildlife Fund for the 2025 PFFA Summer Work Group, and we can't wait to see you. We're looking forward to creating space for insightful discussions about our favorite channel—F2F. For full Work Group details, please visit the 2025 Summer Group Event page. You can gain full details and download an agenda there. You may also download the full agenda by clicking the second engage button below.

A quick reminder that **registration is open until Friday, July 25th, at close of business.**

**All virtual meeting details for the Membership Breakouts and the full Work Group day will be sent before the end of the week. Your patience is appreciated.**

[Summer WG Event Page](#)

### Membership Breakout Discussions

On **July 28th**, beginning at 3:30 pm EST, the pre-conference activities begin with Membership Breakout Sessions. These sessions will be held at World Wildlife Fund for in-person attendees and via TEAMS for virtual attendees.

#### Nonprofit Member Breakout

Join the discussion about the current fundraising landscape and challenges other members may be facing. Come together to share and support colleagues with open dialogue and feedback facilitated by TBD.

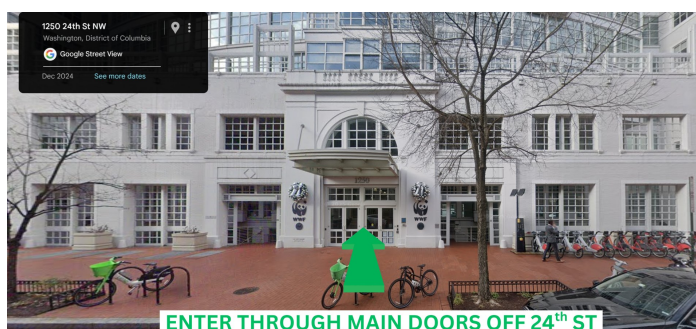
#### Professional Fundraising Agency Breakout

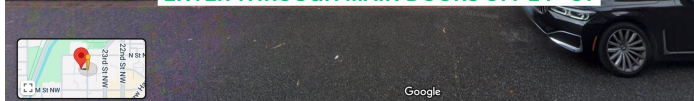
Join us to engage in a discussion of the top issues facing Professional Fundraising Agencies in light of the current fundraising landscape as well as some territory management update and new member welcomes. This discussion will be facilitated by Henrique Drummond (PFFA), Sherry Bell (PFFA), and Gavin Nelson (PFFA).

#### Affiliate Member Breakout

Join us to engage in a discussion about the current fundraising landscape and how that is or could impact your business. We will also discuss opportunities to engage with the PFFA in 2025 in ways that align with your business objectives. This discussion will be facilitated by TBD.

### Directions For Entering WWF HQ





(Street View)



(Lobby View)

When you arrive at **1250 24th St NW**, enter through the **main street-level entrance** to World Wildlife Fund.

- Enter through the **main street-level doors** at **1250 24th St NW**.
- Inside the lobby, you'll see a **large staircase going down** in front of you. **DO NOT GO DOWN.**
- To your **LEFT**, there is a staircase. **Please proceed upstairs.**
- **Continue straight ahead.**
- The **reception lobby will be on your left.**
- **Collect your nametag by the reception desk**
- **PFFA signage and team members** will be there to welcome and guide you.

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## Sponsored Networking Event



Join us after the Member Breakouts for an evening of pre-conference networking at **Penn Social**. Unwind with classic arcade games, drinks, and light bites, in a relaxed, welcoming space just steps from WWF HQ.

Doors open at 5:30 PM, and the event runs until 8:30 PM. No agenda, no presentations, just time to connect.

**Penn Social:** [801 E St NW, Washington, DC 20004](#)

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