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| 7:00-8:00am                                      | Registration Open - Breakfast Served - Sponsor Exhibits Open   |  |   |  |
| 8:00-9:00am                                      | Opening General Session - Boomer's   |  |   |  |
|  | Making Movement Building a Key Component of Fundraising Professionalism<br>Presented by: Kim Klein<br><br>In the broadest terms, the work of the nonprofit sector is about creating vibrant, interesting and safe communities for everyone who lives in them. We do this through the arts, education, advocacy, direct service and research. There is constant pressure to raise more and more money which often requires hiring more staff. This has created a spiral of costs which is not sustainable. Fundraising programs have simply tried to adapt to whatever was going on in the economy, but now we have to lead the way out of this unequal society — engaging our organizations, our donors and our sector to agitate and advocate for real change. Fundraising provides a way to do that, and a broad base of donors is key to building power. Looking at fundraising through the lens of social justice will make us better fundraisers and organizations more likely to actually bring about the changes we talk about. In this provocative keynote, Kim Klein asks us to recommit ourselves to creating the world we want to live in even if this means we have rethink the nature of professionalism. |  |   |  |
| 9:00-9:10am                                      | Break - Sponsor Exhibits Open  |  |   |  |
| 9:15-10:15am                                     | Session A - Acadia Ballroom  | Session B - Jefferson Ballroom   | Session C- Orleans Ballroom   | Session D - Training Room  |
|  | Write with Love<br><br>Presented by: Jen Love<br><br>Join me and share (well, I'll share and you can steal) everything you need to know about writing stories that shine. You'll learn simple, effective ways to improve your stories right now, and ways to build on your knowledge over time and hone your storytelling craft. I'll give you my well-curated and (until now) top secret list of interview questions that I promise will get you to the emotions you need in your next story. And, with full hearts, we'll dive into crafting unforgettable thank you letters.  | Donor Engagement: Pyramid or Vortex?<br><br>Presented by: Marc Barnes<br><br>When we think about donor engagement, the pyramid always comes to mind, but is there another way? In this session, we will explore the vortex as a new model of donor acquisition and engagement and compare/contrast it to the well-known pyramid. Attendees should leave with a new understanding of ways to capture donors and move them through the continuum of donor engagement.  | GiveNOLA Day: When Life Hands your Lemons, Make your Donors Lemonade<br>Presented by: Blathrae Gillin & Allie Betts<br><br>Giving days are growing in popularity across the country with both nonprofits and donors, providing a single day where millions are raised in and for the community. In 2016, more than 700 nonprofits participated in the third annual GiveNOLA Day, a 24-hour, online giving event. In this session, we will delve into the fundraising tactics nonprofits have used to find success on GiveNOLA Day and beyond.                                 | * Be the Best You Can Be: Strategies for Continuous Improvement (Advanced Session)<br><br>Presented by: Jenny Bigelow, Alan Brickman & David Schlakman<br><br>Do you really know how effective your staff, board, and programs are? Do you have honest conversations about what's working and not working? Do you have the data and the internal systems to assess effectiveness and implement the necessary changes? This interactive workshop will provide key concepts and practical tools to help you create a culture of continuous improvement in your organization that will increase your effectiveness and ensure your sustainability.  |
| 10:15-10:25am                                    | Break - Sponsor Exhibits Open  |  |   |  |
| 10:30-11:30am                                    | Session E - Acadia Ballroom  | Session F - Jefferson Ballroom   | Session G - Orleans Ballroom  | Session H - Training Room  |
|  | Capital Campaigns: Are We Ready?<br><br>Presented by: Holly Lang & Michelle Buchanan<br><br>Your executive director is saying "We need to increase fundraising!" Your board is saying "Let's do a campaign!" And you're saying "Let's make a plan for success!" If this sounds familiar, rest assured that you're in good company. Whether you're considering your first campaign or the first in a long time, you will benefit from this information-packed session on the essential preparations for successful campaigns. Topics will include evaluating your organization's campaign readiness, understanding the factors that influence campaign success, generating buy-in from executive staff and board and steps you can take to ensure you're on the right track.  | Donor Retention: Current Rates are Startling! What Can Every Fundraiser Do to Improve It?<br><br>Presented by: Chris Painchaud<br><br>This session explores the Fundraising Effectiveness Project report commissioned by AFP and the Urban Institute. The dismal news in this report can and should be an eye opener for every nonprofit engaged in fundraising. We will focus on the root causes of poor retention rates, and offer tips for improvement based on the principles of Dr. Adrian Sargeant and Tom Ahern: two world renowned authorities on building donor loyalty. Sargeant and Ahern's principles are based upon years of research conducted in the sector and can be used by any organization, whether you are a one-person shop or a large department. We will show examples of their principles in action. The results can be astounding when put into daily use! | Planning, Activating, and Measuring Your Content Strategy<br><br>Presented by: Paula Keller<br><br>This session will discuss strategies to leverage social media and your website to improve your online presence and get your message out there. After a brief introduction of social media demographics and usage stats, you will learn how to communicate with and activate your constituents from planning out your content, prioritizing your messages depending on your audience and goals and measuring your success.  | * Fundraising Bright Spots: Strategies & Inspiration from Social Change Organizations Raising Money from Individual Donors (Advanced Session)<br><br>Presented by: Kim Klein<br><br>Have you ever wondered if there are organizations which manage to create, maintain and expand a broad base of individual donors year in and year out without hiring more and more staff, without changing their mission in any way, and without access to lots of wealthy donors? The Haas Jr. Foundation has recently completed a report looking for just those kind of organizations. The report is called "Fundraising Bright Spots." Researchers from Klein and Roth Consulting and CompassPoint Nonprofit Services did an in depth review of 16 high performing social change organizations from several states and crossing many different issues. Kim Klein and Jeanne Bell have just finished compiling the report and Kim Klein is here to discuss the findings. This highly interactive session will ask you to realize that your organization can be a Bright Spot and give you some guidance on how that might happen. You will be asked to examine whether what has worked in the past is still working and how you might think about changing. You will learn, you will laugh and you will not feel alone. |
| 11:30-11:40am                                    | Break - Sponsor Exhibits Open  |  |   |  |
| 11:45-1:00pm                                     | Lunch General Session - Boomer's   |  |   |  |
|  | Donor Love<br>Presented by: Jen Love & John Lepp<br><br>A comprehensive session on storytelling, both strategic and practical, and also with terrific case studies that people find really inspiring and steal-able!   |  |   |  |
| 1:15-2:15pm                                      | Session I - Acadia Ballroom  | Session J - Jefferson Ballroom   | Session K - Orleans Ballroom  | Session L - Training Room  |
|  | Design with Love<br><br>Presented by: John Lepp<br><br>The look and design of your communications can have a huge impact on your donors - and their giving. It can make them feel excluded - or charm them with surprise and delight. Design and creative are important, critical parts of loving your donors. And failing to understand some of the basics of design can seriously hurt response rates and the effectiveness of your fundraising! Join John Lepp, of the Canadian firm Agents of Good, to learn how to use design to enhance and actually nail a fundraising campaign. He'll show you how design can catapult a regular appeal into something so special your donors will never forget it. With a primary focus on print design and creative, we will take a look at a few case studies through Jane Donor's eyes and learn a TON of things you can do right now to make your fundraising raise more money tomorrow.  | Diversity: Internal and External to the Organization<br>Presented by: Tony Enterante, MBA & Erin Fulbright<br><br>This session will take a brief look at diversity trends employers are facing in regards to hiring and staffing employees for an organization. We will also discuss some of the external diversity trends facing fundraisers in the local, regional, and national markets in the United States. Diversity trends are no longer just racial backgrounds. These trends now include racial, ethnic, age, sex, sexual orientation and cultural backgrounds – just to include a few.   | Setting Yourself Up for Corporate Donations & Sponsorships<br><br>Presented by: Amy Collins<br><br>In this session, we will take a look at what makes powerful partnerships work – both for corporate sponsors and for nonprofits. She will offer tips and examples on how to set your nonprofit organization up for success. Collins is passionate about putting people and ideas together. At the end of this session, you will understand what corporate sponsors look for and be better able to build powerful partnerships that are mutually beneficial and sustainable. | * Strategic Planning for the Organization, Staff & YOU! (Advanced Session)<br><br>Presented by: Charles Heim, FAHP<br><br>An in-depth look at your relationships with the CEO, Board, and Staff along with the work ethic. Taking a closer look at managing the fund raising program, developing work plans, accountability, research and making sure the "team" is dedicated to the mission together.   |
| 2:20-2:45pm                                      | Break - Sponsor Exhibits Open - Tech Demo<br><br>Conference sponsors that offer technical tools to non-profits will offer short demonstrations of their products.  |  |   |  |
| 2:50 - 3:50pm                                    | Session M - Acadia Ballroom  | Session N - Jefferson Ballroom   | Session O - Orleans Ballroom  | Session P - Training Room  |
|  | SOS: You Can't Do It All!<br><br>Presented by: Lucinda Flowers, Susan Mancuso, CFRE & Lynn Spearman<br><br>The good news: your fundraising efforts are going gangbusters with a variety of programs and events to help you meet your goals. The bad news: you and your staff feel overwhelmed, stretched thin, and headed toward a burnout. The question: Are you using your resources effectively to get the most bang for your buck? This interactive session will explore when to consider bringing in an outsider (from volunteers to temps to experts) to help expand your capacity and grow your success.  | PR & Marketing on a Budget<br><br>Presented by: Jennifer Bond<br><br>Need to market your organization, but have a limited budget? This session will showcase the fundamentals of public relations, specifically focusing on marketing initiatives on a dime. From media relations to community outreach to social media, gain valuable insight and understanding of PR campaigns that get the most bang for your buck.   | Savvy Fundraising Techniques for Primary/Secondary Education<br><br>Presented by: Emily Farris & Josh Fertitta<br><br>An examination of aligning development best practices with political savvy and grit to overcome the challenges of fundraising in primary and secondary education.   | * Capital Campaigns: Push the Envelope to Get Creative! (Advanced Session)<br><br>Presented by: Holly Lang & Michelle Buchanan<br><br>The silent phase comes before the public phase. The campaign committee should meet every month. Eighty percent of the money comes from twenty percent of the donors. It's true that following these tried-and-true "rules" of campaigning often produce a campaign victory. But in today's modern world, many of the most successful initiatives are pushing the boundaries of the expected. In this discussion-oriented session, Michelle and Holly will share case studies of campaigns that required outside the box thinking to realize success. Discuss what your organization is doing that's creative – or join us to spark new ideas for your shop!  |
| 4:00 - 5:00pm                                    | Closing General Session - Boomer's   |  |   |  |
|  | Why People Give: The Motivating Factors & Psychology of Giving<br>Presented by: Brian Kish<br><br>Philanthropy etymologically means the "love of humanity." It is an emotional act that can be found in all of us – some more than others. Learn about the psychology of giving and discuss the motivating factors that drive this behavior.   |  |   |  |
| * For professionals with 8+ years of experience. |  |  |   |  |