

On November 18, participants can self-select the session they would like to attend. Each session is designed to meet fundraisers wherever they are in their respective careers.

WORKSHOP TITLE:

"GIFT PLANNING: HOW TO CLICK THE EASY BUTTON"

WORKSHOP SPEAKERS:

SHELLY DOUCET

WORKSHOP TIME: **2:15 TO 3:15 P.M.**

WORKSHOP ROOM ASSIGNMENT: **BROOKSIDE**

WORKSHOP DESCRIPTION:

Gift planning is a valuable part of any organization's development plan. Come ready to learn easy steps to increase bequests and charitable distributions from your most loyal donors.

SPEAKER BIO:

SHELLY DOUCET



Shelly Doucet recently served the University of Missouri-Kansas City Foundation as Assistant Vice President for Principal and Planned Gifts. In her 23 years of fundraising, she has had the privilege of raising money for performing arts, public education, and violence prevention. She is a member of the MidAmerica Charitable Gift Planners board where she serves as the Advocacy Chair.

On November 18, participants can self-select the session they would like to attend. Each session is designed to meet fundraisers wherever they are in their respective careers.

WORKSHOP TITLE:

"FROM FIRST-TIME GIFTS TO LIFELONG SUPPORT: HONORING NEW DONORS"

WORKSHOP SPEAKER:

ROSS PFANNENSTIEL

WORKSHOP TIME: **1:00 TO 2:00 P.M.**

WORKSHOP ROOM ASSIGNMENT: **BRUSH CREEK**

WORKSHOP DESCRIPTION:

Retaining donors is substantially less expensive than acquiring new ones. By some estimates it costs five to ten times more to acquire a new donor than to retain an existing one; and organizations with strong donor retention strategies tend to see more stable and predictable funding. This session will give nonprofits guidance and direction for turning first-time gifts into life-long support.

SPEAKER BIOS:



ROSS PFANNENSTIEL

Ross, a member of Kinetic's leadership team, has a strong track record of development leadership and nonprofit management. He has worked with a wide range of nonprofit organizations, from youth development, conservation, education, social services and sports organizations to health-based, disaster relief, outdoors and faith-based organizations. Through strategic, research-based counsel and management, Ross provides leadership and confidence in his work with nonprofit organizations.

Prior to joining Kinetic, Ross worked for the Heart of America Council, Scouting America for 14 years. During his tenure with Heart of America, Ross successfully worked in all levels of field service and development and supervised a staff of over 30 employees covering a 19-county metropolitan area. He has raised millions of dollars for the Heart of America Council, in his role as a Chief Development Officer for a national nonprofit and his Kinetic clients during his decades-long nonprofit management and development career.

He holds a Bachelor's of Science degree in Business Administration/Finance and Economics from Rockhurst University where he received the Finucane Service Scholarship for community service, the Ignatian Award for academic achievement and graduated with honors.

On November 18, participants can self-select the session they would like to attend. Each session is designed to meet fundraisers wherever they are in their respective careers.

WORKSHOP TITLE:

"NONPROFITS, THE LONELINESS EPIDEMIC & STEWARDSHIP — POSITION YOUR ORGANIZATION AS A CONNECTOR FOR MORE ENGAGEMENT, MORE DONORS."

WORKSHOP SPEAKERS:

MONICA TIFFANY AND MERRITT NEIL

WORKSHOP TIME: **2:15 TO 3:15 P.M.**

WORKSHOP ROOM ASSIGNMENT: **THE PASEO**

WORKSHOP DESCRIPTION:

The Loneliness Epidemic continues to loom large. People crave more connection and meaning in their lives but are unsure where to start — and intimidated about the process. Nonprofits to the rescue

This session explores how nonprofits are uniquely poised to:

- Address isolation in creative and meaningful ways
- Position these solutions as benefits to donors and volunteers
- Position these solutions as novel and effective stewardship opportunities

SPEAKER BIOS:



MONICA TIFFANY

Monica Tiffany specializes in developing effective communications strategy for companies and organizations. She has written for Shriners

Hospitals for Children, National Geographic, Susan G. Komen for the Cure and the American Red Cross, to name a few.

Monica served as VP of Marketing and Communications for the Association of Fundraising Professionals—Greater Kansas City Chapter. She also served on the Reach Out and Read KC Community Council and Jackson County CASA board of directors. A Mizzou graduate, Monica currently serves on the MU English Leaders Development Board helping to promote the university's English Department and connect recent graduates with career opportunities.

As a professional creative director and copywriter, she speaks to both local and national audiences about copywriting, messaging and creative strategy. Prior to joining M&C, Monica spent five years in nonprofit association management.



MERRITT NEIL

Merritt Neil is a marketing strategist, copywriter and trainer. She specializes in providing measurable results for clients through a range of marketing channels,

print and digital. She develops strategy and content for organizations across the country.

Merritt serves on the faculty at Rockhurst University and the University of Missouri-Kansas City, where she teaches courses in nonprofit marketing, digital storytelling and graduate-level social media.

She is past president of the Kansas City Direct Marketing Association. KCDMA named Merritt "Direct Marketer of the Year" in 2012. She was honored as a member of the 2016 40 Under Forty class by Ingram's Magazine.

Merritt currently serves on the Board of Directors at Nonprofit Connect and the Kansas City Direct Marketing Education Foundation.

She received her undergraduate degree in Communication Studies from Rockhurst University and a Masters in the same discipline from the University of Kansas.