



2019 Annual Fundraising & Networking Conference

Wednesday, June 12 | 8:30 a.m. – 4:30 p.m.

Buffalo State College – 1300 Elmwood Avenue, Bflo 14222
Campbell Student Union

BREAKOUT SESSION OPTIONS

BREAKOUT ONE 10:25 to 11:15 a.m.

Texting: Modernizing a Tired Engagement and Stewardship Plan *presented by Mongoose*
How to Grow Your Social Donor Base *presented by OneCause*
In Print: Writing and Publishing for Career Progression *presented by Pamela Witter, MBA CFRE*

BREAKOUT TWO 2:25 to 3:15 p.m.

Texting: Modernizing a Tired Engagement and Stewardship Plan *presented by Mongoose*
The Science of Fundraising: How Our Institutions Are So Often Wrong *presented by Indranil Goswami*
Creating a Vibrant Legacy Program *presented by Leave a Legacy*

BREAKOUT THREE 3:25 to 4:15 p.m.

Texting: Modernizing a Tired Engagement and Stewardship Plan *presented by Mongoose*
Finding, Crafting & Sharing Powerful Stories – Even If We Don't Serve Children & Puppies *presented by Lori L. Jacobwith*
Interactive Media Training *presented by Rachel Leidenfrost of Daemen College*

SESSION DESCRIPTIONS

Texting: Modernizing a Tired Engagement and Stewardship Plan *presented by Mongoose*
offered during Breakouts ONE, TWO and THREE

In a world where everything has become more tech-driven, targeted, immediate and personalized, is your fundraising and *friend*-raising plan keeping up? Texting is the dominant medium for communicating today. While some organizations have employed text-to-give campaigns and found some success there, there is an even greater opportunity to engage and cultivate friends and donors with two-way messaging. In fact, it can be a game-changer if done correctly.

You'll learn:

- Why two-way texting is catching on like wildfire
- How texting can become an integral piece of your overall cultivation and stewardship plan
- Success stories from trailblazing teams across the nation
- How to get started

How to Grow Your Social Donor Base *presented by OneCause*
offered during Breakout ONE

Nonprofits have to work harder than ever to cultivate loyal supporters. Luckily, there's a growing force of Social Donors that give through fundraising events and peer-to-peer campaigns who can expand your donor base. We'll explore findings from a newly released study of 1,000 Social Donors to better understand their unique motivators, behaviors, and preferences. We'll tap into the unique mindset of these donors and identify opportunities to improve your event and peer-to-peer fundraising.

In Print: Writing and Publishing for Career Progression *presented by Pamela Witter, MBA CFRE*
offered during Breakout ONE

Pamela Witter is a nationally-published author of three books, a blogger for AFP International, and has been featured in key industry publications including *Advancing Philanthropy* magazine, *Fundraising* (A Wiley Journal), and the *Chronicle of Philanthropy*. She is also linked to a powerful network of author friends and colleagues, from whom she learns.

In this session, Witter will:

- Demystify the publishing process and discuss the pros and cons of using agents, engaging publishing companies, and the role of self-publishing
- Share her personal perspective on the real reason for getting in print (hint: you may not get rich)
- Emphasize the importance of creating a case for your content
- Offer key tips for developing text
- Suggest ways to capitalize on print success

The Science of Fundraising: How Our Institutions Are So Often Wrong *presented by Indranil Goswami*
offered during Breakout TWO

According to some estimates, private contribution to fundraising exceeds two percent of GDP in the United States alone. Notwithstanding the growth in the sector, some fundraisers still typically rely on rules of thumb and intuitions to determine new fundraising strategies. Others continue to follow their routine annual fundraising rituals without risking anything different. I present two empirical case studies to illustrate the importance of field experiments in data-driven fundraising. In the first, I show how fundraisers might be overly conservative in using *nudges* in their asks. In the second, I show how fundraisers' intuition about a popular solicitation strategy – matching donations – might be incomplete in certain situations. Taken together, I hope to highlight the importance of industry-academia collaboration in contributing to the science of fundraising and improving fundraising outcomes.

Creating a Vibrant Legacy Program *presented by Leave a Legacy*
offered during Breakout TWO

In this presentation, you will learn the following:

- What is legacy giving?
- Why isn't there more legacy gifts in wills or trusts?
- The differences between annual campaigns and legacy giving
- How legacy gifts are made
- Types of legacy gifts
- What does your organization need to do to receive these gifts?
- Getting "your board on board"
- What can you do as a development professional to "set the table?"
- Looking ahead

Finding, Crafting & Sharing Powerful Stories – Even If We Don't Serve Children & Puppies *presented by Lori L. Jacobwith*
offered during Breakout THREE

The most powerful way to connect people to your mission is by telling a story. It must be a story that causes your listener to feel more deeply connected to your organization. Unfortunately, many stories shared just recite facts.

Finding and crafting a story that evokes emotion and causes people to give more time or money is both an art and a science. In this session Lori L. Jacobwith will show you how to engage your team to WANT to help find & craft powerful stories. The kind of stories that help you raise more money.

Powerful Stories... Children and Puppies, continued

You'll learn the best questions to ask, who to talk to and where to ask key questions. You'll learn how our job is to gather nuggets of information that we craft into a powerful, engaging story. Lori's stories and coaching has already helped organizations raise more than \$350 million from individual donors.

NOTE: Lori will provide live coaching of some of your stories in this session.

Interactive Media Training *presented by Rachel Leidenfrost, Associate Vice President, Marketing & Communications at Daemen College*
offered during Breakout THREE

You love talking about your company, mission and events but are you ready to do so with a reporter? In this interactive mini media training learn the basics of what to wear, how to act, what to say and - more importantly - what not to say. The session covers positive messages and also provides a skinny version of how to respond in the event of a crisis. Have a chance to practice with the instructor and other AFP professionals in a comfortable, small group setting.



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