CONFERENCE SESSIONS

Keynote: #Donorlove: Forever And A Day 9:15 – 10:15 a.m.

Jen Love & John Lepp (Agents of Good)

Let's explore the crucial connection between your annual fundraising program and your legacy program. We'll share successful case studies and examples of #donorlove in action from around the world. You'll learn how to find and share amazing stories that resonate with values and emotions, and that will inspire your donors at every vital stage in your relationship. You'll leave with ideas you can implement tomorrow, and strategies you can build into your brightest fundraising future.

Morning Sessions 10:30 – 11:45 a.m.

Strategic Applications of Donor Love
Jen Love

#DonorLove is all about creating unforgettable donor experiences at all levels of your fundraising program. In this session, Jen will share specific case studies that illustrate how to use the principles of #donorlove in your case for support, annual reports, with your leadership and legacy donors, and everywhere else in your fundraising program. You'll learn about leading with gratitude from where you are, right now. You'll learn how to be a more comfortable and confident storyteller, by sharing stories that resonate with your donors' values and emotions.

Loving your Donors with Direct Response:
Inside the Hearts and Minds of Your Donors
John Lepp

Do you want to improve your next campaign? And do you want to learn how to build a stronger and more inspired direct response program over time? This session does both! We'll share how you can capture your donor's attention right now, what your donors want to hear today, how to make them the hero of your next story, how to develop a compelling ask and call to action and how to integrate your amazing story across multiple channels. And we'll also connect you to your donor love story—showing you how to build and maintain a great donor relationship over time, including the importance of surprise and delight and how imperfection is actually a crucial goal. #DonorLove people!

5 Ways to Raise More in EITC Tax Credit Gifts
Otto Monroy, CFRE

The education tax credit program (including EITC and OSTC) are a great opportunity for donors to give charitably rather than pay their state tax liability. The five ways to raise more include:

1. Know how the program works – Knowledge can get you in the door. Being a resource.
2. Prospect by understanding who has tax liability – A guide to finding significant tax liability.
3. Be active in the political arena – Know and educate your legislators
4. Be a full-service shop – How to provide top notch customer service that adds value and removes pain points
5. Simplify the pitch – Lead your donors through the process bit by bit

After Lunch Sessions 1:30 – 2:45 p.m.

9 Ways to Turbocharge your Grant Seeking
John Hicks. CFRE

You have a great program. You have strong proposals. You want more and better grants. How do you improve your grant seeking results? In this session you will learn nine ways to "turbocharge" your foundation and corporate fundraising including:

- How to focus on the right kind of grants
- How to improve your goal setting
- How to seek sustaining grants and investment grants
- The importance of focusing on the "right" grant makers
- The importance of your visibility and brand
- How to strengthen your network
- How to "build a bigger footprint" to position your organization with grant makers
- How to use a strategic agenda to frame your ask
- How to communicate your vision to a grantmaker

Donor Love for Introverts
Mary Cahalane

Building donor relationships can feel scary to the introverted among us. Not every fundraiser is outgoing. Wading into a room of strangers can feel terrifying. So can picking up the phone to talk to a new donor. But there's no getting around it: you can't love your donors if you don't work to know them. We will talk about effective and less scary ways to show donors they are seen, needed and appreciated. We will also talk about how focusing on your donors makes it easier, not harder, to build relationships.

CONFERENCE SESSIONS

Ethical Use of Social Media in Fundraising
Dave Tinker. CFRE

You finally got your organization to use social media on a regular basis. But your organization is scared from the fallout of Cambridge Analytica and the openness of sharing online. This may have given you too much information and now puts you and your nonprofit in an ethical conundrum. What do you do? Through this interactive session, learn how tools like the AFP Code of Ethics and simple social media guidelines can help you steer clear of ethical situations on social media before they happen.

Plannual Giving: Use Planned Giving to Encourage Planned Gifts from Your Annual Donors
Robert Wahlers, CFRE

We all know that loyal annual donors often make planned gifts to our organizations. Plannual giving is a strategy that allows you to promote awareness for planned giving options along with your regular annual giving outreach. We have been successful over the last three years with employing this concept and will share our best principles that each organization can use with your annual giving campaigns to cultivate donors that can make an ultimate gift to your cause.

Afternoon Sessions 3:00 – 4:15 p.m.

Concierge Stewardship and the 7 Touches
Robert Wahlers, CFRE

Donor centered philanthropic planning is an emerging model for working with high net worth donors. It asks what the philanthropist needs to accomplish for themselves, their family, their future, and their favorite charities. Concierge stewardship is a way to maintain the highest level of interaction with the philanthropists who sup- port your organization. The Seven Touches philosophy will be explained and you will develop your own seven touches to maintain regular contact with your best donors and give you the opportunity to close additional gifts.

The Gin and Tonic Approach: An Integrated Donor Experience
Maeve Strathy

What does a donor who engages with your organization experience? Something strong, cohesive, and integrated? Sadly, the answer is probably no. Integration in donor communications has been like oil & water – your marketing and fundraising departments simply do not mix, and the donor experience suffers as a result. So let's mix a gin & tonic instead. Let's stir things up, get marketing and fundraising on the same page, and creative a stronger, more integrated donor experience. Attend this session to root yourself in why integration is so critical, see case studies on small and large-scale multi-channel, integrated campaigns (and their results!), and leave with tips to take baby – and big! – steps towards integration at your organization.

Adapting Tried & True Strategies to Your Unique Capital Campaign
Marci Schick - ACFRE, Joan Mummert & Terri Altland

There are seven key ingredients of a successful capital campaign: 1) Visibility and a strong reputation; 2) a compelling and urgent case for support; 3) a committed board; 4) donors to make the required gifts; 5) volunteer fundraising leadership; 6) staff and fundraising systems to carry out campaign activity; 7) a culture and environment that supports philanthropy. How these are exemplified in practice depends on each organization's unique circumstances. Good planning can help build on strengths and overcome weaknesses. We will focus on some of the tried and true strategies for campaign success and through examples explore how they can be adapted to fit a variety of circumstances – while exploring a specific case study.

Donors' Lives, Donors Legacies
Sophie Penney, PhD

We have so much more than money to bequeath to our family and friends; we can pass along the values that guided us throughout our lives. So too developing a deeper sense of whom and what matters to donors can guide thinking and conversation related to future or current planned gifts. In this session attendees will engage in structured exercises and discussion that will enable them to experience the process of reflecting the values that they hold dear. Through presentation and further discussion attendees will develop an understanding of how having a donor or prospective donor write an ethical will or legacy letter can lead to deeper, more meaning discussion of future or current planned gifts.