National Parks Friends Alliance
Development Leaders Network Gathering
at the Public Lands Alliance 2020 Convention and Trade Show

We are excited to partner with the Public Lands Alliance (PLA) to convene our network as part of their 2020 annual Convention and Trade Show. This is a great opportunity for development leaders and staff from the National Parks Friends Alliance to learn and network with their peers and agency partners from the broader public lands community.

We hope you might be able to take advantage of participating in our gathering plus the PLA sessions and events. Here are the details, cost information, and how to register:

Date: Sunday, March 1, 2020, Development Leaders Network session

Location: Crystal Gateway Marriott
1700 Richmond Highway, Arlington, VA 22202
(Room block available through PLA)

Registration: Click here to register online (check or credit card payment accepted)

<table>
<thead>
<tr>
<th>Registration Fees</th>
<th>By Jan. 31</th>
<th>After Jan. 31</th>
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<tr>
<td>Development Leaders Network Session Only Sunday, March 1, 12:30 – 2:30pm</td>
<td>$40</td>
<td>$55</td>
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<tr>
<td>Development Leaders Network Session + PLA Sunday Convention Program Sunday, March 1, 12:30 – 8:30pm</td>
<td>$125</td>
<td>$155</td>
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<td>Full PLA Convention and Trade Show Registration (includes Development Leaders Network Session) Sunday, March 1-5</td>
<td>All Development Leaders Network participants are eligible to receive the PLA member rate if they register for the full convention. (Simply select the PLA Member category when registering online)</td>
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Click here for details on the full convention program.
Agenda: Sunday, March 1, 2020 – With Additional Development Related Sessions

12:30 – 2:30 pm
Development Leaders Network, National Parks Friends Alliance, Session

*Individual Donor Cultivation and Stewardship*
Panelist to be announced

Development Leaders from National Parks and beyond – join us for a session on individual donor cultivation and stewardship. After you have made your annual development plan, and decided on strategies to reach potential new donors, another important next step is create plans on how best to work with your existing individual donors to be sure they stay committed and consider increasing their support. We will hear from a number of panelists about strategies they have used with success to cultivate donors and then ask for a larger gift and to steward donors to remain committed for many years. The panel will share their ideas for half the session and we will have half of the session for sharing ideas and asking questions between the audience and the panel.

3:00 – 5:00 pm
PLA Convention - Deep Dives
- *Securing Grants for Your Nonprofit*
- *Fear and the Fundraising Board: Tips for Increasing Board Engagement in Raising Money*
- *Crafting an Operations Plan and Interpretive Services Agreement With Your Park Partner*
- *Tricks and Tips for Enhancing Inclusivity and Reducing Hostility in the Partnered Workplace*
- *Hands-on Strategies for Supporting Social and Emotional Learning Through Nature-Based Programs*

5:15 – 6:30 pm
PLA Convention - Roundtables
- *Development Leaders’ Roundtable*
- *Executive Directors Roundtable*
- *Board Members’ Roundtable*
- *Education Program Leaders’ Roundtable*

6:30 – 8:30 pm
PLA Convention - Opening Reception
Join PLA in kicking off the start to the convention. Enjoy hors d’oeuvres and a cash bar as you reconnect and network with friends and colleagues.

[Click here](#) to learn more about the full agenda for the 2020 PLA Convention and Trade Show.

For registration related questions, contact Amy Matthews at amy@publiclandsalliance.org.