

RAISING | CHANGE

January 26, 2010
9:00 am – 4:00 pm
University of Phoenix
8200 Roberts Drive, Suite 100
Sandy Springs, GA 30350

8:30 – 9:00 am Registration

9:00 – 10:15 am General Session I

50 Asks in 50 Weeks

There are many reasons why non-profits do not raise as much as they could. One reason is that asking for gifts, (arguably, the most important aspects of fundraising) can often fall to the bottom of a long list of urgent, but ultimately, not as important work. Even experienced fundraisers can get sidetracked with tasks other than asking for money. This session is specifically designed to help organizations make a huge leap in their fundraising income, which will not be difficult once participants realize that they are not asking for gifts nearly as often as they could.

At the end of the session, participants will:

- ✓ Have a new system/calendar to ensure they do at least 50 asks per year
- ✓ Have a strategy to ensure a diverse funding base for your small nonprofit
- ✓ Learn tips and techniques to ask for gifts in smarter, more efficient ways
- ✓ Review basics of event planning, individual solicitation, grant writing, and bulk mail

Presenter: Cara B. Schroeder, Principal – Schroeder Resources, LLC

10:15 – 10:30 am Break

10:30 – 11:45 am Concurrent Session I

- **Making the Most of Online Fundraising & Social Media**

You have a Donate Now! Button on your webpage, so does that mean you're actively involved in Online Fundraising? Your organization has a Facebook page, you tweeted from your last fundraising event, and you also have a LinkedIn group. But how are these activities impacting your mission? How are they changing the way you interact with donors and other stakeholders? This lively discussion features fundraising leaders who have been on the forefront of these emerging trends.

Presenters: Eric Miller, CEO & Founder – Donate.net

Adam Steinberg, Marketing Coordinator – The Port Network

- **Monthly Giving/Sustainer Programs: Predictable Income for Unpredictable Times**

Now a centerpiece of many direct-marketing programs, monthly giving provides a reliable, low-cost stream of revenue that sustains ongoing programs. It also increases the annual value (and loyalty!) of low-dollar donors. This is all great news for nonprofits. But what *else* do we know (or need to know) about online monthly giving? How should you manage your program? How can you measure success? What are your peers doing?

Presenters: Lindsay Reene, E-Philanthropy Coordinator – Alzheimer's Association Georgia Chapter

Shannon Grady, Metro Development Coordinator - Alzheimer's Association Georgia Chapter

11:45 am – 1:00pm Lunch on Your Own

1:00 – 2:15 pm

General Session II

The New Rules of Fundraising From the Funders Perspective

We see economic news changing daily. Everyone in the sector is talking about “The New Normal” and the fundraising landscape is shifting at pace that makes us dizzy. It’s a challenge to keep up, much less revise our strategies to tune into new trends and opportunities. In order to remain competitive smart fundraisers change with the times, keep abreast of trends, and they adapt. During this session you will hear directly from the leaders of change – The Funders. We’ve invited a panel featuring some of the most forward thinking Foundation representatives in the area to share their thoughts on what exactly “The New Normal” is for fundraising.

Panelists:

Lesley Grady, Sr. VP of Community Partnerships – The Community Foundation for Greater Atlanta

Helen Ishii, Director of Member & Government Relations – Southeastern Council of Foundations

Cathy Ramos, Community Affairs Manager – The Coca-Cola Company

Sue Wootton, Executive Director – Cobb Community Foundation

Moderator: Mackenzie Wood, Development Manager – Georgia Center for Nonprofits

2:15 – 2:30 pm

Break

2:30 – 3:45 pm

Concurrent Session II

- **Emerging Trends in Planned Giving**

You've probably heard the news: in the next 30 years, we will see the largest transfer of wealth in history. This wealth has profound effects and possibilities for philanthropy as Baby Boomers begin to retire and consider their estate planning, however, considerable work lies ahead if this opportunity is to be realized. This session will outline the steps you should take to make sure that your planned giving program is equipped to handle the demands of this emerging population.

Presenter: Mark R. Wilkison, Senior Vice President - Sinclair, Townes & Company

- **Building Support from the Inside -- Maximizing Your Board’s Involvement**

There is a tremendous opportunity for every organization to tap the time, energy, skills, and experience of their board members. A board that is enthusiastic about fundraising and determined to succeed virtually guarantees the nonprofit's long-term fiscal health. If your board is going stay **excited, motivated and energized**, it won't happen without YOU taking the lead. This session will focus on tried and true methods for keeping the fire burning on your board.

Presenter: Fontaine Huey, Chief Development Officer - Atlanta Botanical Garden

4:00 pm

Conference Adjourns