



Crafting a Great Conference Session Proposal

Presenters:

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Implementation & Engagement
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Campus

Members of the 2025 ADRP International Conference Content Committee

Agenda:

- Conference theme and discovery tracks
- How to complete the RFP process
- What makes a great RFP
- RFP submission tips
- Past examples
- Q&A



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“Passport to Partnerships”

- This year's theme, "Passport to Partnerships", explores the power of partnerships and their profound impact on our sector's success. Whether collaborating across internal teams, joining forces with industry leaders, working closely with vendors, or engaging donors and their advisors, strategic partnerships are a gateway to a world of new possibilities.

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6 Conference Discovery Areas

- **Messages that Guide the Donor Journey**
 - Think Crisis Communications, Digital Storytelling, Donor Communications, Impact Reports, Inclusive Marketing, Multi-Channel Communications, Narrative Models, Publications & Annual Reports, and more.
- **Mapping Success: Navigating Partnerships and Resilience**
 - Think Career Growth, Cross-Functional Partnerships, Diversity, Equity & Inclusion (DEI), Leadership, Management, Professional Development, Resilience, Team Building, Volunteer & Board Relations, and more.

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6 Conference Discovery Areas

- **Charting the LandMarks of Donor Relations**
 - Think donor relations foundations like Acknowledgement Practices, Building Trust & Transparency, Donor Behavior, Donor Lifecycle Management, Donor Retention, Ethics, Gift Acceptance, Generational Giving, and more.
- **Recognition that Transcends Borders**
 - Think donor relations foundations like Acknowledgement Practices, Building Trust & Transparency, Donor Behavior, Donor Lifecycle Management, Donor Retention, Ethics, Gift Acceptance, Generational Giving, and more.

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6 Conference Discovery Areas

- **Navigating the Numbers**
 - Think Dashboards & Data Visualization, Data Analytics & Trend Analysis, Measuring Donor Retention, Strategic Planning, Metrics & Impact Mapping, Predictive Analytics, ROI & Optimization, Strategic Adaptation, and more
- **Uncharted Territories: Finding Creative Solutions**
 - Think AI & Automation, Creative Problem-Solving, Digital Innovations, Exploring Emerging Tools, Fundraising Trends, Leveraging & Integrating Technology, Sustainability Practices, and more.

Understanding the RFP Process

Types of sessions include:

- Lecture/slide presentations
- Facilitated discussions
- Small group experiences
- Panels
- Workshops
- Or any combination of these



What Makes a Great Proposal?



Evaluation Criteria

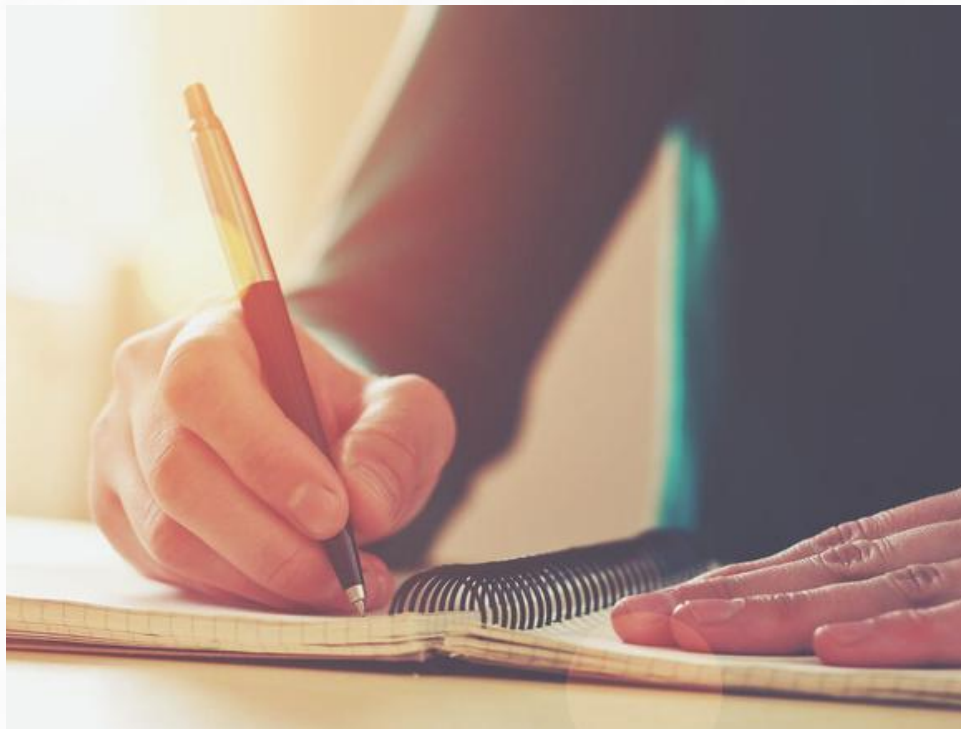
- Expertise of speaker(s)
- Content quality and clarity
- Originality
- Relevance
- Engagement
- Practicality
- Diversity and inclusion





Write a Compelling Session Description

- Think concise, impactful, and persuasive.
- Your session description will also be used on the conference app.
- What topics will come as a breath of fresh air or an intriguing solution to a nagging problem?
- Be fun and creative, and play into the “Passport to Partnerships” theme.
- Cross your T’s and dot your I’s.



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Bonus Marketing

Interested in creating a short video to promote your session?

- No more than two minutes
- Informal and not required





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ADRP 2025 Annual International Conference Request for Proposals

Passport to Partnerships

[Conference Discovery Areas](#) | [Submission Guidelines](#) | [Presenter Benefits and Expectations](#)

[Submit Your Proposal](#)

Submission Deadline is April 11, 2025.

Conference Theme: Passport to Partnerships

Conference Theme Description:

Partnerships are the foundation of our sector's success. Whether collaborating across internal teams, joining forces with industry leaders, working closely with vendors, or engaging donors and their advisors, strategic partnerships open up a world of new possibilities. Creating these connections can build organizational capacity, amplify impact, expand our reach through shared networks, and create a meaningful community. At #ADRPMontreal, you will explore how partnerships can drive innovation and excellence in donor relations—consider this your official passport to a journey of discovery.

Conference Discovery Areas

1. Charting the Landmarks of Donor Relations

Every great expedition begins with a solid itinerary. Guide the voyage for new donor relations professionals as they explore the essential landmarks of donor relations—gift acceptance, acknowledgment practices, and lifecycle management, and more—to ensure pathways to retention and trust.

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Upcoming Events

Fri Jun 6, 2025

[2025 Registration Opens](#)

Category: Events

Wed Jul 9, 2025

[2025 Early Bird Deadline](#)

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Tue Sep 16, 2025

[2025 ADRP International Conference](#)

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Contact Information

Point of Contact

You will be listed as the **Point of Contact** for this proposal. We will reach out directly to you if there are any questions or if we need any additional information regarding the information in this form.

It is important we have current contact information for us to be able to contact you if necessary.

Each Speaker/Panelist must have their own ADRP account. The contact information requested below is **connected directly to your ADRP Profile**. Changes to any pre-populated information will be updated on your ADRP Profile once this form is submitted.

Please note: Not all of the information requested in this form is required to submit your proposal, however, if your proposal is chosen, then all the information throughout this form will be needed. The more you submit now, the less you will need to provide later.

Name*

First Name

Last Name

Pronouns (optional)

- He/Him/His
- She/Her/Hers
- They/Them/Theirs
- Ze/Zir/Zirs
- Ze/Hir/Hirs
- Other

Email

Preferred (required)*

Preferred (required) is required

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Upcoming Events

Thu Mar 27, 2025

[March 27, 2025 Webinar | Chipping Away at the Marble Wall: Novel Approaches for Donor Recognition](#)

Category: Webinars

Tue Apr 29, 2025

[April 29, 2025 Webinar | Building Relationships for Good](#)



Past Accepted Proposal Example

Past ADRP International Conference Speaker

Leticia John

Managing Director

Planned Parenthood Federation of America

Planned Parenthood Action Fund

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2024 Example from Leticia John

Leading with Equity and Inclusion in Donor Communications

Fundraising plays a vital role in driving social change, with donor relations and stewardship serving as the foundational pillars for achieving transformation. As the philanthropic landscape evolves, so do the strategies for charitable giving and managing stewardship and engagement efforts. As leaders in this field, we need to stay forward-thinking, emphasizing innovation to promote inclusivity and equity in our fundraising and donor communications so all supporters feel welcomed and valued. This is a participatory workshop that defines diversity, equity and inclusivity as it relates to your fundraising and donor relations strategies. Together we will explore how to apply a diversity, equity and inclusion lens within your organization's communications to strengthen community and deepen relationships with donors and funders.



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Q & A

Christina Thompson

*Stewardship Specialist
Ocean Wise*

Co-Chair: ADRP Conference Content Committee



*Thank you for your interest!
You make the conference great!*

PASSPORT TO PARTNERSHIPS

Montréal, Québec

ADRRP 2025

9/16/2025 – 9/19/2025

PASSEPORT POUR DES PARTENARIATS

