

GENERAL SESSION II: Pride & Prejudice & Fundraising

**Katy Hall, Vice President for Development
Newberry Library**

Session description: We can learn far more from Jane Austen's *Pride and Prejudice* than how to ignore universal truths. A study in relationship building, the novel stands as a guide on how to identify and steward donors. Learnings such as "Persistence in the face of rejection," "The power of a well-written letter," and "Not setting stock in first impressions," create a bridge between the 203 year-old novel and the savvy, modern fundraiser. As fundraisers, we have a responsibility to stewards donors at the highest possible level, particularly concerning major gifts and campaign prospects and donors, and this presentation will provide a set of skills of how prepare fundraisers to avoid the loss of a donor's good opinion since "once lost it is lost forever."

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Katy E. Hall has spent over ten years in institutional fundraising at some of the country's most prestigious arts and humanities organizations. Currently the Vice President for Development at the Newberry Library, Katy's previous work experience includes Lyric Opera of Chicago, Steppenwolf Theatre Company, the Chicago Symphony Orchestra and the John F. Kennedy Center for the Performing Arts. Katy graduated from the University of Notre Dame with degrees in History and Political Science and received her Masters in Arts Administration from Indiana University's School of Public and Environmental Affairs. She was the 2010 recipient of the Judith O'Connor Memorial Scholarship for Emerging Nonprofit Leaders.