9th Annual ADRP New York City Regional Conference

Friday, March 22, 2019 | 8:30 AM – 4:00 PM Kimmel Center for University Life, New York University, New York City

Schedule

8:30 AM - 9:15 AMRegistration, Breakfast & Coffee 9:15 AM - 9:30 AMWelcome, Announcements 9:30 AM - 10:30 AMKevnote 10:30 AM – 11:00 AM Break/Visit Vendors 11:00 AM - 12:00 PM Sessions 1 Lunch/Visit Vendors 12:00 PM – 1:30 PM Sessions 2 1:30 PM - 2:30 PMBreak and Afternoon Snack 2:30 PM - 3:00 PMSessions 3 3:00 PM - 4:00 PM

Program Content

Keynote

Jim Langley, Langley Innovations

James M. Langley, President of Langley Innovations, has pioneered a number of advancement practices that have been emulated by hundreds of institutions of higher learning. The knowledge he acquired from conceiving and conducting three path-breaking campaigns at three major institutions and the insight he gleaned from decades of research on donor behavior has been shared in four books, dozens of articles, hundreds of blog posts and scores of seminars, workshops and speeches. His expertise and insight, particularly on how institutions can adapt best to changing and unchanging philanthropic realities, is highly sought after by many institutions and professional advancement organizations.

Session 1

Don't Look for a Job, Plan A Career

Gail Freeman, President, Freeman Philanthropic Services

Don't Look For a Job - Plan a Career. An "insider's view" - based on presenter's personal experience as a fundraiser, executive director, and recruiter of fundraisers and executive directors - of how to shape your donor relations professional career narrative that successfully positions you to discover and reach personal goals and get the attention of search committees.

Unique Stewardship Events for Top Prospects

Ashley Keedy, Assistant Director of Donor Relations, Smith College Marissa Hoechstetter, Director of Donor Relations and Development Communications, Smith College

Stewardship events for top donors and prospects played a vital role in the success of Smith College's record-breaking \$486 million Women for the World campaign - the largest total ever raised by a women's college. In the midst of the campaign, Smith's Donor Relations team commenced a new integrated, donor-centered events program to help develop a pipeline to larger philanthropic gifts. A key component of the new program was a unique series of multi-day immersive back-to-campus experiences for small groups of high-level prospects. Designed to showcase the "Smith of today," these events featured key administrators, faculty members, and students who illuminated the college's top fundraising priorities and engaged participants in meaningful conversations about Smith. We'll discuss how thoughtful and strategic stewardship events can engage donors in powerful ways, fostering deeper connections and greater philanthropy.

Campaign Stewardship for Gifts to Access and Opportunity

Mitra Keykhah, Assistant Director-Donor Relations, Princeton University Peggy Moorhead Seas, Director- Donor Relations, Princeton University

One of the most critical elements of delivering excellent stewardship is building a donor relations strategy before a gift is made. This session will explore the steps - from strategizing with frontline colleagues to collaborating with campus partners/program administrators - required to make sure that a stewardship plan is both inspiring and feasible. Specifically, we will share our experience in building a campaign stewardship framework for the University's newest giving opportunities that support first generation and low income students. The framework includes expectations for endowed fund reporting, ways to encourage student participation in the stewardship process, the development of individual stewardship plans, and the application of key diversity and inclusion principles.

Session 2

Honing Inclusive Leadership Practices

Monroe France, Associate Vice President for Global Student Engagament and Inclusive, New York University

Are you committed to ensuring underrepresented staff, students, faculty and donors feel a sense of belonging? This session will provide an overview of inclusive leadership practices and frameworks that can help with this. Key strategies for creating inclusive workplace environments will also be presented.

Killing Giving Tuesday and Other Stories of Reestablishing Relationships Heather Hill, Vice President- Advancement, Concordia College New York

As professionals working in an increasingly crowded and competitive nonprofit sector, it is all too easy to focus on getting donors' attention in order to ask for gifts rather than giving donors attention that demonstrates gratitude. This session will share examples from a variety of organization types and sizes of how getting back to basics and devoting time to donor relations makes a difference, including the story of how Concordia College increased revenue and retention by reinventing Giving Tuesday. Attendees will leave with ideas they can adapt and implement regardless of organization size.

From Plague Soup to Nuts: Naming Places & Programs

Jennifer Segal, Director-Donor Relations, Dana-Farber Cancer Institute
Jennifer Timmins, Senior Associate Director-Donor Relations, Dana Farber Cancer Institute

What's the right recipe to create and manage naming opportunities that are valued by your donors AND your organization? In this interactive session you'll learn how to establish organizing principles for naming opportunities, create resources for front-line fundraisers, make your donors feel special, and ensure your spaces and listings don't turn you into "plaque soup!" Join us to explore donor intent; different types of naming opportunities including positions, physical spaces, and programs; ongoing management of naming opportunities; and how clear donor agreements can help you avoid donor disappointments over time as needs change. We'll even cover the vast number of things you might not want to name, even though your donors may be asking! This presentation will focus on practical solutions designed to work in any size Donor Relations shop, and will provide significant time for questions and discussion.

Session 3

Listening to Learn; creating a conversation with your donors through multidirectional communications strategies

Anne Manner-McLarty, CEO and Lead Strategist, Heurista Patricia Berry, Executive Director, Heurista Institute

The key to resilient, long-lasting and productive relationships between an organization and its donor depends on knowing when to transition from one-directional "communications" strategy to multi-directional strategy of discussion, discovery, and listening in meaningful and actionable ways. Productive listening requires careful and consistent understanding of appropriate action based on donor contributions to organizational initiatives. Join us for this facilitated discussion on how your organization can increase the strength of your relationships with donors by active listening, and strategies to correct your course when good donor listening habits are derailed.

Transforming Your Donor Engagement Structure

Erin DeMarco, Senior Donor Relations Officer, Whitehead Institute

This session will explore how Whitehead Institute underwent a transformation of its donor engagement structure in order to create a more robust and stratified model that will allow for growth at all giving levels, from annual to major and principal gifts. I will discuss why our donor engagement structure needed to change, how we went about changing it, components of the new engagement structure, and what we hope to achieve by going through this process. I will also talk about successes and challenges along the way.

Erin DeMarco is Senior Donor Relations Officer at Whitehead Institute for Biomedical Research in Cambridge, MA. In this role, she is responsible for creating and implementing stewardship programs for donors at all levels of giving. Prior to joining Whitehead Institute, she worked at MIT as Assistant Director of Presidential Projects and Donor Relations, as a fundraiser and event manager at Big Brothers Big Sisters of Massachusetts Bay, and as Development and Community Relations Manager for ReadBoston, a nonprofit devoted to promoting children's literacy in Boston. Erin holds an MBA in Public and Nonprofit Management and Strategy & Analysis from Boston University and a BA in Spanish from the College of the Holy Cross.

Faces of Philanthropy: Showcasing donor stories

Martha Garrison, Assistant Director, The University of Texas MD Anderson Cancer Center

Donors inspire with their generosity and compelling testimonies. Through an exploration of a new on-campus philanthropy-focused exhibit at The University of Texas MD Anderson Cancer Center, learn how you can share donor stories to educate donors, visitors, patients or students, and staff about the spirit of your organization and encourage engagement.

This session will cover the features included in Faces of Philanthropy, a "minimuseum" that celebrates individuals and organizations who support cancer treatment and research, oncology education, and prevention efforts at MD Anderson. The presentation will also include details about how the project came to fruition and how you can adapt this idea to fit your organization's resources and goals.