

## 2023 ADRP Midwest Regional Conference

July 27, 2023 | Rotary International  
Evanston, Illinois



# 2023 ADRP Midwest Regional Conference Schedule

July 27, 2023

## Meet Our Keynote

### *Being the Story Guardian*

**Michael T.S. Lindenmayer**  
Nonprofit Organization and Philanthropy Faculty  
Northwestern University

To realize a truly meaningful, abundant and resilient donor relationship requires joining them on their journey and co-creating a mutual story of positive impact. And all too often in today's world of hyper specialization, philanthropic organizations tend to lean towards slicing up the activities of the donor journey and split it up among a group of individuals. This often leads to missed opportunities to craft an exceptional donor experience and ensure that their journey is cohesive and lasting. This is where the donor relations can be the guardian of the story that threads through the entire donor journey. The donor relations professional can help from day one to bring out the best in teams that interact with the donor. Regardless of an organization's size or resources, there are ways in which to create breakthrough experiences for donors.

The session will concentrate on the donor relations professional as the story guardian. And it will incorporate insights, tools and cases from the world of donor psychology, experience design and future proofing technologies.

## Your Planning Committee

**Megan Pratt, Co-chair**  
*Rotary International*

**Alexa Cottrell, Co-chair**  
*Ann & Robert H. Lurie Children's Hospital of Chicago Foundation*

**Analisa Gama, Board Liaison**  
*Rotary International*

**Robby Bardwell**  
*Evanston Community Foundation*

**Alyson Bell**  
*University of Illinois*

**Kate Hemmingsen Berge**  
*The Nature Conservancy*

**Jasett Ktsanes**  
*Northwestern University*

**Rebekah Nowak**  
*University of Chicago*

**Holden Scheidel**  
*Rotary International*

**Rosie Tarlton**  
*Butler University*

**Emily Thornton**  
*Butler University*

**Andrew Waldner**  
*University of Chicago*



Follow the QR code to view full session descriptions and bios on our website.

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8:30 - 9:00 AM	<b>Registration, Light Breakfast, &amp; Coffee</b>
9:00 - 10:15 AM	<b>Welcome Remarks &amp; Keynote Presentation</b>
10:15 - 10:45 AM	<b>Morning Coffee Break &amp; Visit Exhibitor Booths</b>  <b>Optional Tour of The Rotary Foundation's Donor Gallery</b>
10:45 - 11:45 AM	<b><u>Breakout Sessions</u></b> <b>Breakout Session I: Marketing Is Impact</b> Brandon Davis, VP of Brand Engagement, YMCA of Metropolitan Chicago  <b>Breakout Session II: Pandemic Pivot, Digital Disrupt, and the Engagement Evolution</b> Carlos Terrazas, VP University Partnerships, BrightCrowd Rebekah Nowak, Director of Donor Relations, University of Chicago Jasett Ktsanes, Associate Director, Donor Relations & Stewardship, Kellogg School of Management at Northwestern University
11:45 AM - 1:15 PM	<b>Lunch on your own</b> *Information about nearby options will be available.
1:15 - 2:30 PM	<b>Panel Discussion:</b> <b>Principles of Diversity, Equity, &amp; Inclusion in Donor Relations</b> Aja Castillo, Manager of Global People and Culture/DEI, Rotary International, Moderator Natalie Coles, Senior Director of Midwest Advancement, The Obama Foundation Jessica Grimmett, Senior Director, CCS Fundraising Megan Whitney, Senior Manager II, Network Fundraising Services, Feeding America
2:30 - 3:00 PM	<b>Afternoon Coffee Break and Visit Exhibitor Booths</b>
3:00 - 4:00 PM	<b><u>Workshop Sessions</u></b>  <b>Workshop I: Recognition Refresh</b> Caitlin Foster, Senior Gift Officer, Donor Relations, Ann and Robert H. Lurie Children's Hospital of Chicago Foundation  <b>Workshop II: The Secrets of Great Stories</b> Etelka Lehoczy, Digital Content Editor/Writer, Rotary International
4:00 - 5:00 PM	<b>Networking Reception</b>



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# PDG

We design donor recognition driven by storytelling that strengthens donor families and moves others to follow their generous example.

**DONOR WALLS** - interior and exterior recognition

**PLAQUES** - hierarchical plaque systems

**HISTORY WALLS** - graphics and physical casework

**DIGITAL RECOGNITION** - inspirational stories and lists

**GIFTMAP** - naming opportunities mapping & promotion



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**Stop by our ADRP table to learn more.**