2021 ADRP WEBINAR SERIES

All webinars begin at 10:00 AM Pacific Time, 1:00 PM Eastern Time

Making the Case for Digital Impact Reports — JAN 21

Ann Bunjan & Beth Hailer, Indiana University Foundation; Chris Snavely, Ovrture

The traditional model of printed impact reports is becoming increasingly more challenging to execute. Between remote work and donors wary of print materials due to COVID-19, now is the time to make the leap to digital reports. But, how do you make the case to leadership? How do you inform donors of your change in practice? What is the best way to implement a new process? Learn from the team at the Indiana University Foundation about their partnership with Ovrture and how they worked to effectively make the case, how they smoothly transitioned to a digital solution, and how their donors are reacting to a custom digital stewardship report.

Celebrating Milestones for UAlbany's Most Loyal Donors — FEB 16

Melissa Fry & Kimberly Verhoff, University of Albany

UAlbany's Loyalty Society recognizes donors who faithfully contribute each and every year. Learn how UAlbany's Donor Relations team celebrates milestones for our most loyal donors from 3 to 25+ years of consecutive giving. We'll share how this recognition program has grown from one welcome postcard to a series of touchpoints throughout the donor's lifetime. And how that program has changed during the pandemic. No matter how large or small your team is, you'll take away new ideas on how to acknowledge consecutive donors at your institution year after year.

Impactful Partnerships: How to Start, Grow or Re-energize Impact Reports — MAR 10

Andrew Bambrough & Abby Fox, Oklahoma State University Foundation

Oklahoma State University's impact reporting program began in 2013. Since that time, changes in organizational structure, project management, and donor engagement have fueled its transformation from a process-driven initiative to a collaborative partnership. In this session, we will talk through challenges faced and solutions discovered through the program's launch and evolution. Whether you are just starting impact reporting or looking to re-energize your efforts, this is the session for you!

Planned Giving Stewardship at a Distance — MAR 16

Jennifer Winnett Denniston, Plan International USA

Planned Giving is a relationship business, but that doesn't stop when a donor commits to a bequest intention. With an average of twenty years between the time a donor makes a revocable bequest commitment and the time the gift matures, there is a lot of opportunity for a donor to fall OUT of love with your charity if the relationship isn't managed properly. At the same time, gift planners are under constant pressure to keep the budget under control and to dedicate what budget they have to acquiring new bequest intentions all with very little staff! How do you maintain a connection with your committed bequest donors when you don't have the budget to visit them or the time to call them regularly? This presentation will explain how to build a robust stewardship program that is low-cost, low-lift, and high-impact.

The Beginning is Always the Hardest: Creating and Executing a Campaign Plan — APR 15

Megan Madia, IU Health Foundation

Campaigns are an important tool for organizations in that they create alignment through fundraising. A solid foundation is critical to the success of a campaign. In a complex organization, there are meetings, priorities, leadership, and other players to keep straight, informed, and organized. Then a global pandemic hits and campaign planning has to go on. This session will look at the organization of campaign planning, the steps, and missteps experienced along the way, and lessons learned.

Donor Relations Metrics to Impress Your Boss, Your Colleagues, and Even Your Dog — MAY 20

Cheryl Lintner, Hackensack Meridan Health

If there is one thing that we as donor relations professionals want to get a better handle on, it's metrics. How do we demonstrate the value of our profession when there is no easy way to calculate the return on investment for what we do? Just because it's hard doesn't mean we shouldn't try. In this webinar, we will learn about the difference between tools and metrics; we will talk about the battle between causation and correlation; and we will identify three key metrics that will help us prove our worth to our bosses, our colleagues, and of course, our extremely-hard-to-impress pets. Join me (and my loveable-but-notoriously-uninterested canine companion, Chloe) for an in-depth look at donor relations metrics. Warning: some math required. And many dog treats.

Epic Fails! Lessons Learned from These and Other Mistakes — JUN 17

Megan McAndrews, Syracuse University

Mistakes, errors, pitfalls, missteps, oversights? You are not alone–we all make them. What matters most is how we handle them and what lessons we learn for the future. Join us for some proven responses and remedies to common mistakes made in donor relations. We'll also lament over some epic fails!

How a Water Charity Tethered Its Donor Engagement Strategy to Its Strategic Plan... and Watched Donor Experience Entirely Transform — JUL 15

Kacy Lowe, Water4; Becky Endicott, We Are For Good

Sometimes reimagining donor engagement can have a transformational effect on the way donors view, interface, and give to your organization. And creativity is key! Join us to hear a fascinating story of how water crisis pioneers, Water4, connected a deep development audit to a renewed strategic plan to a robust donor engagement strategy that infused a crazy amount of new energy, interest, and donations into their organization. It's a brave story of connecting all levels of leaders to the organization's fundraising goals (even those who hated asking for money!) and built a renewed culture of philanthropy at the same time. We'll share the tools and hacks they employed to cast their net far by utilizing What's App to quickly connect people to the feet-on-the-ground miracles happening in Africa and how they were able to leverage a nonprofit podcast to share their story further leading to new donors/volunteers/champions. Let's reinvigorate new cultures of donor engagement together (insert fist bump!).

The Faculty Challenge: How to Work Effectively with Faculty to Create Engaging Stewardship Reports — AUG 19

Sasha Keller, University of California, Berkeley

You may be reporting annually to donors of endowed chairs and professorships, or you may want to get started. Faculty are busy people, and for most, their research spans years and decades, so getting fresh content–or sometimes any content–to share with donors can be challenging. How do you reach out to and build relationships with faculty so they respond to your requests? How do you ensure that the content is impactful? The presenter will share how you can work more effectively and efficiently with faculty members to generate exciting and engaging content for your next round of stewardship reports.

Leaner, Cleaner, but Not Meaner: Examining How to Consolidate and Encourage Spending of Underutilized Funds — OCT 21

Nicole Rodriguez & Kristi Hardison, University of Colorado Anschutz Medical Campus

Do you have a lot of unspent funds at your organization? Do fund managers even understand how to spend those funds? Do you have a lot of funds with $0 balances and no incoming gifts? This webinar will walk through the process we used to clean up our underutilized funds, train fund managers to spend funds, and address plans to spend down large balances that have been underutilized. Getting funds spent according to donor intent is a crucial part of the stewardship process for a donor and their gift.

Gift Acknowledgments: The Basics, the Extras, and the Impact — NOV 18

Megan Johnson, University of Iowa Center for Advancement

Gift acknowledgments can be a vehicle to not only deliver required tax-related information, but to paint a picture for your donors of the impact their gifts are making. In this session, we will discuss using a tiered approach to provide timely and meaningful receipts and acknowledgments. From development officers to campus partners, learn how colleagues can help to champion this process and provide personalized communication directly from the areas your donors support.

Storytelling in a Digital Age — DEC 14

Carolyn Vivaldi, Northwell Health

Since the beginning of humankind, sharing stories has been a fundamental part of our experience. Stories can unite, delight, enrage, or engage us. But most of all, powerful stories lead us toward action. There's an art to telling a good story. And, there's a science behind the art of storytelling. For fundraisers and donor relations professions, emotional storytelling helps inspire and motivate donors to give or give more. In this digital age, storytelling has evolved into multiple mediums with nearly endless opportunities. In this session, you'll get a glimpse into what's trending now in storytelling, and how to tell stories that engage with your audience. You'll learn how to flip your organization's storytelling content and collaborate with donors and your organization's partners to curate stories that inspire action. Have you heard, read, or seen a story that moved you?

Full participation in the ADRP 2021 Webinar Series is equivalent to 12 points (one point per webinar) of Education credit for the CFRE Internaional application for certification and/or re-certification.

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