

GENERAL SESSION 1: Planning for the Long Haul: Maximizing Donor Retention with Your Annual Development Plan

Elizabeth Boyle

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Session Description:

This session will explore how development teams can focus on donor retention while dealing with their many other priorities throughout the year. Using a hands-on workshop format, I will walk through how to create an annual development plan that optimizes donor retention. I will use a slide deck to explain concepts and tactics, moving step-by-step through the various strategies that attendees can apply to their own organizations. At the conclusion of my presentation, we'll have Q&A followed by breaking into small groups to complete worksheets after which time we will regroup to share our plans. Each participant will receive customizable worksheets and templates. Questions will be encouraged throughout the session. Attendees should come with a thorough understanding of their development team's operations; there are no other prerequisites. This session is targeted to small to mid-size development operations.

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Elizabeth has 12 years of development experience, including numerous leadership roles in the higher education and healthcare sectors. Before joining Campbell & Company, she worked as Director of Major Gifts at Shirley Ryan AbilityLab (formerly the Rehabilitation Institute of Chicago), where she raised five- and six-figure gifts to support the organization's annual operating budget and the Advance Human Ability campaign for the construction of the hospital's new \$350 million flagship facility.

Prior to that, Elizabeth held multiple roles in Loyola University Chicago's School of Law for nine years, culminating with her service as Associate Director of Development. In this position, she worked closely with the Dean to implement the school's fundraising program. Elizabeth is passionate about giving back to her community. This includes serving on the Chairmen's Advisory Council of the Big Shoulders Fund and organizing the Howlett Cup, an annual mock trial competition for Chicago area Catholic high schools.

Knowledge Domains: Current and Prospective Donor Research, Securing the Gift, Leadership and Management

Keywords: Donor Retention, Development Plan, Strategy, Tactics