

**Fill Your Development Toolbox!**

**2014 National Fundraising Conference**

July 24-25, 2014, Washington, DC

Wednesday, July 23, 2014

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| 6:00 p.m. | Opening Night Gathering – Meet in the Lounge for drinks and to make dinner arrangements with colleagues |

Thursday, July 24, 2014

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| 7:30 – 8:00 am | First-timers Registration, Continental Breakfast | | | |
| 8:00 – 8:50 am | First-timers Orientation | | | |
| 8:00 – 8:50 am | General Registration, Continental Breakfast | | | |
| 9:00 – 10:30 am | Welcome to the National Fundraising Conference and Opening Plenary  Kathy Swayze – *Storytellers Make the Best Fundraisers!* | | | |
| 10:30 – 10:45 am | Break | | | |
| 10:45 – 12:15 pm | Strengthening Board Participation in Fundraising | Decoding the Legal Landscape for New Legal Aid Fundraisers | New Federal Funding Opportunities for Legal Aid | The Magical World of Planned Giving |
| 12:15 – 1:45 pm | Lunch | | | |
| 1:45 – 3:15 pm | Non-Lawyer Donors? You May Be Surprised at How Much They Give and Where They Live | Strategic Planning for Fundraising | Posting With Purpose: Using Social Media to Win Your Case | Looking at Access to Justice Community Collaborations from a Resource Development Perspective |
| 3:15 – 3:30 pm | Break | | | |
| 3:30 – 5:00 pm | Plenary - Communications Research, Part 2: How to Increase Giving from Lawyers  Celinda Lake, Martha Bergmark | | | |
| 6:00 pm | Informal gathering for drinks in the Lounge  Dinner on your own, or sign up for one of the “dinner groups” that will be announced and organized at the Thursday morning plenary. | | | |

Friday, July 25, 2014

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| 7:00 – 8:00 am | Continental Breakfast | | | | | | | | | |
| 8:00 – 8:45 am | 30 Minutes with a Mentor | | | | | | | | | |
| 9:15 – 10:45 am | Increasing Major Gifts - And Having Fun at the Same Time | More than Pretty Colors: How to Build a Successful Nonprofit Brand | | | How Do We Do It All (In a Shop That’s Small?) | | | Fundraising Ethics: What Every Legal Aid Development Professional Needs to Know About Building and Sustaining the Public's Trust | | |
| 10:45 –11:00 am | Break | | | | | | | | | |
| 11:00 –12:30 pm | Designing and Implementing a Campaign to Increase Visibility for Legal Aid | | Donor Advised Funds | | | The Missing Donors - - Too Many are Lawyers! | | | Professional Development for Legal Aid Fundraisers:  Investing in Your Most Valuable Resource | |
| 12:30 – 2:00 pm | Lunch | | | | | | | | | |
| 2:00 – 3:30 pm | | Using Powerful and Affordable Video to Tell Your Story | | | Big Money, Big Changes - Law Firms and Corporate Legal Department Giving | | | Engaging Private Philanthropy | | |
| 3:30 – ?? | | Wind-down time in hotel lounge for those with some time before their plane flights! | | | | | | | | |