

**Ignite the Passion!**

**2015 National Fundraising Conference Agenda**

**(Draft 7/21/15)**

August 27-28, 2015, Bellevue, Washington

Wednesday, August 26, 2015

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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, August 27, 2015

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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  Susan Howlett – *Creating the Elusive Culture of Philanthropy* | | | |
| 10:30 – 10:45 am | Break | | | |
| 10:45 – 12:15 pm | Practical Steps that Bring Board and Staff to Effective Fundraising | | Advanced legal community fundraising | Accessing Federal Grant Funding |
| 12:15 – 1:45 pm | Lunch | | | |
| 1:45 – 3:15 pm | The Donor Journey: Moving Your Individual Donors to New Heights of Giving | | Ignite Your Private Fundraising Campaign – A Primer | How to Generate Media Coverage of Civil Legal Aid |
| 3:15 – 3:30 pm | Break | | | |
| 3:30 – 5:00 pm | Inclusive Prospect Identification: Going Beyond "My Contacts" | Successful Fundraising from Foundations | Outcomes – How to Get Them and How to Use Them Effectively | Developing an Effective Communications Plan |
| 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, August 28, 2015

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| 7:00 – 8:00 am | Continental Breakfast | | | | | |
| 8:00 – 8:45 am | 30 Minutes with a Mentor | | | | | |
| 9:00 – 10:30 am | Cultivating and Stewarding Donors | How Do We Do It All In A Shop Of One? | Cy Pres | | Use of Social Media | | |
| 10:30 –10:45 am | Break | | | | | |
| 10:45 –12:15 pm | Non-attorney Donors – Getting Started Down the Path to Success | Working Successfully with Consultants: Roundtable Discussion | Ready, Set, Go! (Re)Launching your Planned Giving Program | | Special Events | |
| 12:15 – 1:45 pm | Lunch | | | | | |
| 1:45 – 3:15 pm | | Direct Mail – Ask, Thank, Report, Repeat | | The Development Director’s Guide to Managing Up | How to Most Effectively Engage the Corporate Sector | | |
| 3:15 – 4:00 | | Wind-down time in hotel lounge for those with some time before their plane flights! | | | | |