**Management Information Exchange**

2013 National Fundraising Conference –

*How to Talk so People Will Give*

**July 18-19, 2013, Chicago, IL**

Wednesday, July 17, 2013

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| 6:00 – 8:00 p.m. | Opening Night Gathering – Meet in the hotel’s M Avenue Lounge for drinks and to make dinner arrangements |

Thursday, July 18, 2013

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| 7:30 – 8:00 am | First-timers Registration, Continental Breakfast | | | | | | |
| 8:00 – 8:45 am | First-timers Orientation | | | | | | |
| 8:00 – 8:50 am | General Registration, Continental Breakfast | | | | | | |
| 9:00 – 10:30 am | Welcome to the National Fundraising Conference  *Opening Plenary – Best Practices for Donor Development - Deborah Knupp, Akina Corporation* | | | | | | |
| 10:30 – 10:45 am | Break | | | | | | |
| 10:45 – 12:15 pm | *Putting Donor Development Best Practices to Work: A coaching session* | | *Building Your Campaign Calendar: Fundraising planning for those with less experience* | | *Fearless Fundraising for the Executive Director* | | *Corporate Giving: Making it part of your private fundraising strategy* |
| 12:15 – 1:45 pm | Lunch | | | | | | |
| 1:45 – 3:15 pm | *Fundraising planning for established campaigns: Where we are, where do we want to go, how do we get there?* | | | *Implementing Your Campaign Calendar: Nuts and bolts of your fundraising campaign for those with less experience* | *Federal Funding Grants: Potential new funding streams for legal aid* | *Cy Pres and Other Court Awards: Key issues in 2013 and beyond* | |
| 3:15 – 3:30 pm | Break | | | | | | |
| 3:30 – 5:00 pm | *Making Your Fundraising Plan a Reality: Staffing, other costs, and the role of board members and other volunteers* | *Private Bar Campaigns: How to develop a successful bar campaign, when to focus on the bar and when to move beyond* | | | *Applying for Federal Grants: An assessment of organizational readiness* | *Understanding Donor-advised Funds* | |
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| 5:30 – 7:30 pm | Informal gathering for drinks in the M Avenue 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 19, 2013

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| 7:00 – 8:00 am | Continental Breakfast | | | |
| 8:15 – 9:45 am | *Plenary – Making Your Donor the Hero: A Guide to Successful Fundraising Online and Off – Michael Hoffman, See3 Communications* | | | |
| 9:45 –10:00 am | Break | | | |
| 10:00 –11:30 am | *Plenary - Communications Research: Report on the Results and Recommendations for Next Steps to Increase the Visibility of Legal Aid – Celinda Lake, Lake Research Partners* | | | |
| 11:30 – 1:00 pm | *Lunch* | | | |
| 1:00 – 2:30 pm | *Expanding Support from Foundations: Making the case that civil legal aid is smart, results-oriented philanthropy* | *Communication Strategies that Compliment Fundraising* | *Donors in Your Midst - Developing individual major gift donors today in legal aid programs* | *Raising More Money with Volunteers* |
| 2:30 – 2:45 pm | Break | | | |
| 2:45 – 4:00 | Where the Rubber Meets the Road: How to take the new ideas you’ve gained at the conference and translate them into change at home. Strategies for convincing board members and executive directors to implement new ideas, how to move new ideas forward while dealing with the work that has piled up while you were gone. | | | |