

MIE NATIONAL FUNDRAISING CONFERENCE 2021

**REDISCOVERING  
THE JOY IN  
FUNDRAISING**



2021 MIE NATIONAL FUNDRAISING CONFERENCE &  
VOICES FOR CIVIL JUSTICE MEDIA TRAINING  
**REDISCOVERING THE JOY IN FUNDRAISING**  
JULY 21–23, 2021 | NOON–5:00 PM EDT

# PROGRAM

SEE A PROGRAM AT-A-GLANCE ON PAGES 2-4

SEE ONLINE TRAINING SCHEDULE AT:

[HTTPS://MIE2021FUNDRAISINGCONFERENCE.SCHED.COM/](https://mie2021fundraisingconference.sched.com/)

CONFERENCE MATERIALS AVAILABLE AT

[MIELEGALAID.ORG/LIBRARY](http://mielegalaid.org/library) AND ON SCHED



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## CONFERENCE AT-A-GLANCE (NOON TO 5:00 PM EACH DAY, EASTERN TIME)

### WEDNESDAY, JULY 21, 2021

12:00–12:15 pm	<a href="#"><u>Welcome to the 2021 MIE National Fundraising Conference &amp; Voices for Civil Justice Media Training</u></a>		
	By Jennifer Bentley, Executive Director, Michigan State Bar Foundation, and Member, MIE Board of Directors		
	Radner Ballroom		
12:15–1:15 pm	<a href="#"><u>Opening Plenary – Rediscovering the Joy in Fundraising</u></a>		
	By Joan Garry, Joan Garry Consulting		
	Radner Ballroom		
1:15–1:30 pm	Break		
1:30–2:30 pm	<a href="#"><u>Starting from Scratch: Creating an Individual Giving Plan</u></a>	<a href="#"><u>Making the Most of Your Social Media and Digital Advertising Resources</u></a>	<a href="#"><u>Voices for Civil Justice – Reaching Federal and State Government Funders through Media</u></a>
	Tig Room	Nanjiani Room	Voices-Williams Room
2:30–2:45 pm	Break		
2:45–3:45 pm	<a href="#"><u>Turning Volunteers into Fundraisers</u></a>	<a href="#"><u>Creating and Effectively Using a Development Plan</u></a>	<a href="#"><u>Voices for Civil Justice – Media Relations 101</u></a>
	Tig Room	Nanjiani Room	Voices-Williams Room
3:45–4:00 pm	Break		
4:00–5:00 pm	<a href="#"><u>Stewardship – Building a Program that Results in MORE Giving and HAPPIER Givers</u></a>	<a href="#"><u>Integrating Philanthropy and Communications for a Successful and Sustainable Fundraising Effort</u></a>	<a href="#"><u>Voices for Civil Justice – Right to Counsel and the Role of Media in Building a Movement</u></a>
	Tig Room	Nanjiani Room	Voices-Williams Room

Note: All underlined text is hyperlinked within the program.

**THURSDAY, JULY 22, 2021**

12:00–12:15	<p><b><u>Welcome to Day 2 of the 2021 MIE National Fundraising Conference &amp; Voices for Civil Justice Media Training</u></b></p> <p>By Jared Smith, Resource Development Support Services Consultant, Management Information Exchange</p> <p>Radner Ballroom</p>		
12:15–1:15 pm	<p><b><u>Plenary – Navigating Philanthropy in a Post-2020 World</u></b></p> <p>By Audra Wilson, Esq., President and CEO, Shriver Center on Poverty Law</p> <p>Radner Ballroom</p>		
1:15–1:30 pm	Break		
1:30–2:30 pm	<p><b><u>Practical Fundraising = Freedom Fundraising</u></b></p> <p>Tig Room</p>	<p><b><u>Staffing for Development Growth</u></b></p> <p>Nanjiani Room</p>	<p><b><u>Voices for Civil Justice – Building State Communications Networks</u></b></p> <p>Voices-Williams Room</p>
2:30–2:45 pm	Break		
2:45–3:45 pm	<p><b><u>Small Group Facilitated Discussions. Choose from among these topics:</u></b></p> <ul style="list-style-type: none"> <li>• <b><u>Building State Communications Networks</u></b></li> <li>• <b><u>Learn about the ABArray Legal Aid Funding Data Report</u></b></li> <li>• <b><u>What’s Happening with Cy Pres?</u></b></li> <li>• <b><u>Driving Traffic to Your Website</u></b></li> <li>• <b><u>Legal Community Fundraising – For Those Serving Communities with Fewer Attorneys and Small Law Firms</u></b></li> </ul> <p><b><i>Or use this time to meet with your Mentoring Matchups, if pre-registered</i></b></p>		
3:45–4:00 pm	Break		
4:00–5:00 pm	<p><b><u>Reaching Every Corner of the Legal Community in Fundraising</u></b></p> <p>Tig Room</p>	<p><b><u>Engaging Individuals Beyond the Legal Community – We Are Making Progress!</u></b></p> <p>Nanjiani Room</p>	<p><b><u>Voices for Civil Justice – Developing Effective Relationships with Editorial Boards</u></b></p> <p>Voices-Williams Room</p>

Note: All underlined text is hyperlinked within the program.

**FRIDAY, JULY 23, 2021**

12:00–12:15 pm	<p><b><u>Welcome to Day 3 of the 2021 MIE National Fundraising Conference &amp; Voices for Civil Justice Media Training</u></b></p> <p>By Martha Bergmark, Executive Director, and Sam Scarrow, Director of Strategic Partnerships &amp; Media Relations, Voices for Civil Justice</p> <p>Radner Ballroom</p>		
12:15 –1:15 pm	<p><b><u>Voices for Civil Justice Plenary — Solutions Journalism, by Tina Rosenberg, founder, Solutions Journalism Network and Fixes columnist at the New York Times, and Martha Bergmark, Executive Director, Voices for Civil Justice</u></b></p> <p>Radner Ballroom</p>		
1:15–1:30 pm	Break		
1:30–2:30 pm	<p><b><u>The Future of Event Planning</u></b></p> <p>Tig Room</p>	<p><b><u>Donor Data Strategies for Fundraising Success</u></b></p> <p>Nanjiani Room</p>	<p><b><u>Voices for Civil Justice — The Art of Effective and Ethical Storytelling</u></b></p> <p>Voices-Williams Room</p>
2:30–2:45 pm	Break		
2:45–3:45 pm	<p><b><u>Small Group Facilitated Discussions. Choose from among these topics:</u></b></p> <ul style="list-style-type: none"> <li>• <b><u>Ethical Story-telling Group Discussion and Brainstorm</u></b></li> <li>• <b><u>Donor Databases</u></b></li> <li>• <b><u>Collaborative Campaigns</u></b></li> <li>• <b><u>Legal Community Fundraising – Bigger Cities/Metro Areas</u></b></li> </ul> <p><b><i>Or use this time to meet with your Mentoring Matchups, if pre-registered</i></b></p>		
3:45–4:00 pm	Break		
4:00–5:00 pm	<p><b><u>Closing Plenary – Community-Centric Fundraising and the Joy of Advancing Equity</u></b></p> <p>By Vu Le</p> <p>Radner Ballroom</p>		

Note: All underlined text is hyperlinked within the program.

WEDNESDAY, JULY 21, 2021

## WELCOME TO THE 2021 MIE NATIONAL FUNDRAISING CONFERENCE

By Jennifer Bentley, Executive Director, Michigan State Bar Foundation, and Member, MIE Board of Directors

12:00 – 12:15 pm  
Radner Ballroom

## OPENING PLENARY – REDISCOVERING THE JOY IN FUNDRAISING

By Joan Garry, Joan Garry Consulting

12:15–1:15 pm  
Radner Ballroom



**JOAN GARRY** is an internationally recognized champion for the nonprofit sector and a highly sought after executive coach for CEOs at some of the nation's largest organizations. Joan's firm offers high-end strategic advisory services with a unique combination of coaching and management consulting. She

is called upon by large organizations to tackle substantial change management, crisis management and leadership transitions requiring a hands-on strategist, a messaging expert, and a compassionate truth teller. Joan is the go-to

resource for hundreds of thousands of nonprofit leaders worldwide. Through her blog, podcast and book, *Joan Garry's Guide to Nonprofit Leadership*, she has become the "Dear Abby" of the nonprofit sector, advocating for the success of nonprofits, large and small. As a columnist for the *Chronicle of Philanthropy*, contributor to *Harvard Business Review* and *Forbes Magazine*, among others, Joan is a preeminent media spokesperson and thought leader on the role of the nonprofit sector in our society and is a sought after voice on issues facing the sector today. Joan is also the founder of the Nonprofit Leadership Lab, the online educational and community portal she leads for board and staff leaders of small nonprofits. Joan began her career in 1981 as part of the management team that launched MTV. She followed this successful eight-year tenure as an executive at Showtime Networks. Then, in 1997 while either having a midlife crisis or avoiding one, Joan left the corporate world and became the Executive Director of GLAAD, one of the largest gay rights organizations in the U.S. Joan lives in Montclair, New Jersey with her wife of nearly 40 years.

## STARTING FROM SCRATCH: CREATING AN INDIVIDUAL GIVING PLAN

1:30 – 2:30 pm

Tig Room

Join us for this interactive session on demystifying individual giving. We will share donor-centric, relationship building strategies for you to create or improve your efforts to attract and retain individual donors. We will also discuss customizable approaches that incorporate marketing and communications initiatives to enhance your program.

## PRESENTER BIOGRAPHIES

[Matt Anthes](#)  
[Silvia Argueta](#)  
[Cristiana Kyung-Hye Baik](#)  
[Jennifer Bentley](#)  
[Martha Bergmark](#)  
[Susanna Blankley](#)  
[Jacquelynne Bowman](#)  
[Randall \(Randy\) Brater](#)  
[Alison Brunner](#)  
[Caitlin Brown](#)  
[Cynthia Cole](#)  
[Ana Cruz](#)  
[Karl Doss](#)

[Maria Duvuvuei](#)  
[Madison Eckardt](#)  
[Lynn Etkins](#)  
[Marion Hoffman Fraley](#)  
[Michael Figgins](#)  
[Joan Garry](#)  
[Brandon Gay](#)  
[Bob Glaves](#)  
[Hatcher Group](#)  
[Adrienne Gunter](#)  
[Adriana Hernandez](#)  
[Lee Hockstader](#)  
[John Householter](#)

[Melinda Hugdahl](#)  
[Susan Jaros](#)  
[Jaclyn Kramer](#)  
[Vu Le](#)  
[Jack W. Londen](#)  
[Staci Lowell](#)  
[Jennifer Luczkowiak](#)  
[Laurel McCombs](#)  
[Meredith McBurney](#)  
[Helen Meyer](#)  
[Sarah Palermo](#)  
[Rob Pergament](#)  
[John Pollock](#)

[Melissa O. Picciola](#)  
[Tina Rosenberg](#)  
[Sam Scarrow](#)  
[Melanie A. Shakarian](#)  
[Maria Thomas-Jones](#)  
[Laura Tuggle](#)  
[Kathy Vega](#)  
[Jason T. Vail](#)  
[Kelly D. Voss](#)  
[Vangela M. Wade](#)  
[Audra Wilson](#)

**PRESENTERS:** Cynthia Cole, Director of Development and Communications, Legal Aid Society of Greater Cincinnati; Lynn Etkins, Director of Strategic Projects, Legal Aid Foundation of Los Angeles

**CYNTHIA COLE** is Director of Development and Communications for the Legal Aid Society of Greater Cincinnati. In her role, she is responsible for generating funding and managing communications for both Legal Aid and its affiliate Volunteer Lawyers for the Poor Foundation. At Legal Aid, she has managed a successful major donor gift campaign, increased the individual donor base and expanded support from private foundations. She is responsible for creating the Legal Aid website and social media platforms as well as developing a variety of marketing publications. She has over 25 years of strategic marketing management, development and communications experience in the non-profit and financial services sectors. She has created successful marketing and fundraising plans that consistently met their targets. Cynthia received her B.A. from Kenyon College and her M.B.A. from the Columbia University Graduate School of Business. She holds a Six Sigma green belt certification. Cynthia may be reached at [cynthiacole1@lascinti.org](mailto:cynthiacole1@lascinti.org).

**LYNN ETKINS** is the Director of Strategic Projects at the Legal Aid Foundation of Los Angeles (LAFLA). Her responsibilities currently include managing the efforts to replace LAFLA's East office building. Lynn most recently was the Chief Development and Marketing Director and was responsible for designing and executing the overall fund development and marketing strategy for LAFLA, including core initiatives: Capital Campaign, Annual Fund, Major Gifts and Special Events. She also oversaw grants and contracts as well as communication strategies including social media. Prior to that, Lynn was the Associate Executive Director of Legal Aid Center of Southern Nevada. She was directly responsible for community outreach, media relations and fundraising including the organization's capital campaign. Lynn also previously served as the first Executive Director of the Nevada Supreme Court Access to Justice Commission. Working directly with Nevada's courts and legal service providers throughout the state, Lynn developed policies and initiatives to increase the access of low-income Nevadans to the courts. Lynn was a Deputy Public Defender and Deputy District Attorney in California and worked as an Assistant Attorney General in Florida responsible for a wide-variety of consumer protection matters and enforcement of Florida's Deceptive and Unfair and Trade Practices Act. She is a graduate of the University of California at Santa Barbara and the University of the Pacific, McGeorge School of Law. Lynn may be reached at [letkins@lafla.org](mailto:letkins@lafla.org).

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## MAKING THE MOST OF YOUR SOCIAL MEDIA AND DIGITAL ADVERTISING RESOURCES

1:30 – 2:30 pm

Nanjiani Room

Whether spending little, or investing heavily, programs need to maximize their investment in social media for good communication and effective fundraising. From organic efforts to fully funded digital ad campaigns, this session will explain your options for making the most of social media.

**PRESENTERS:** Adriana Hernandez, Communications Coordinator, Columbia Legal Services; Madison Eckardt, Marketing Coordinator, Neighborhood Legal Services of Los Angeles County; Caitlin Brown, Director of Advancement and Communications, Community Legal Services of Philadelphia; Marion Hoffman Fraley, Communications Director, Legal Aid of Southeastern Pennsylvania; Matt Anthes, Vice President, Digital Communications, The Hatcher Group

**ADRIANA HERNANDEZ** is Communications Coordinator at Columbia Legal Services. “When I was younger, I would always carry around a notebook and pencils everywhere I’d go so I could draw anytime I wanted. Seeing me with a notebook in my hand just became a norm to my parents. As I grew older I still kept my drive to be creative and artistic but it took a back seat to what I thought, at the time, I had pursue to be successful. I was the first in my family to graduate from college when I received my Bachelor’s in Business Administration from the University of Oregon. Go Ducks! After college, I didn’t know what I wanted to do but I knew I wanted to help people. My amazing parents ingrained in me the value of helping others so it’s in my nature. I worked for the United Farm Workers for a short time and then for a personal injury law office that largely helped Spanish speakers. Then I was lucky enough to have stumbled across Columbia Legal Services. I began as a legal assistant and when the position of communications coordinator became available, I knew it would be a perfect fit for me. I get to use my design and organizational skills to help and empower so many amazing people! We get to advocate and transform two of the key racialized systems that perpetuate poverty, injustice and dehumanization: mass incarceration and the impacts of the immigration system.” Adriana may be reached at [Adriana.Hernandez@columbi-alegal.org](mailto:Adriana.Hernandez@columbi-alegal.org).

**MADISON ECKARDT** is Marketing Coordinator at Neighborhood Legal Services of Los Angeles County (NLSLA). Madison graduated from the University of Minnesota in

2018 with majors in Political Science and Gender, Women, and Sexuality Studies. Prior to joining NLSLA, she served as a Senior Content Strategist at National Positions, specializing in marketing, social media, and search engine optimization. Madison joined NLSLA in 2019, where she leads digital marketing, design, and website maintenance. Last year, she led the launch of a new website which is more accessible to both clients and supporters. Madison is fluent in Spanish and lives in East Hollywood, California, with her puppy, Violet. Madison may be reached at [MadisonEckardt@nlsla.org](mailto:MadisonEckardt@nlsla.org).

**MARION HOFFMAN FRALEY** is Communications Director for Legal Aid of Southeastern Pennsylvania, where she started as Communications Manager in 2017. Previously she was Director of Communications at The Haverford School; publications assistant at Westridge School for Girls in Pasadena, California; and state desk reporter and farm editor for the *Marshfield News-Herald* in Wisconsin. She volunteers as vice president of North Penn Educational Foundation. Marion holds a B.A. in journalism and political science from the University of Wisconsin-Madison. Marion may be reached at [mfraley@lasp.org](mailto:mfraley@lasp.org).

**CAITLIN BROWN** is the Director of Advancement & Communications for Community Legal Services of Philadelphia (CLS), where she has worked since 2012. Caitlin oversees CLS's communications and individual giving fundraising programs, supervising a team to advance CLS's mission. In her role at CLS, Caitlin facilitates media contacts; develops and maintains social media, publications, and other external communications; trains and assists CLS staff members with media outreach; writes and collaborates on reports, op-eds, and articles; develops communications advocacy strategies; and fundraises on behalf of CLS. Caitlin frequently presents at local, statewide, and national conferences on a variety of topics, including working with members of the media, writing op-eds, using social media to advance organizational goals, and storytelling as an advocacy strategy. She has written and ghostwritten for a variety of publications including *The New York Times*, the *Washington Post*, the *Philadelphia Inquirer*, and the *Management Information Exchange Journal*. Previously, Caitlin worked at WETA TV26/90.9 FM in Washington, D.C., first as Major Giving Coordinator and later as Fundraising Data Analyst. She is a graduate of Wheaton College (MA) and has a Master Degree in Public Policy from George Mason University. Caitlin may be reached at [cbrown@clsphila.org](mailto:cbrown@clsphila.org).

**MATT ANTHERS** leads The Hatcher Group's digital practice, integrating innovative solutions to maximize engagement, reach, and amplification while promoting client messaging. Matt has an in-depth knowledge of location-based digital

targeting for mission-driven organizations, and leads the firm's digital efforts exclusively serving nonprofits, foundations, federal, state, and local government agencies. In 2020 alone, Matt's work won over 20 awards for excellence in digital; the firm was recognized by the dotCOMM Awards, Graphic Design USA, American Web Design Awards, MarCom Awards, and Maryland PRSA Best in Maryland Awards. In 2016, Matt co-founded SociallyMined, where he served as CEO with a focus on social profile-building, message amplification, brand elevation, and crisis management. SociallyMined was acquired by influencer platform HYPR Brands in 2019. Matt has focused on building strategic partnerships and integrating digital technology solutions that use big data and unique algorithms to effectively micro target relevant audiences. He has worked with large nonprofits, government agencies, politicians, notable brands, professional athletes, celebrities, and sports franchises to assist with social media, reputation repair, and crisis communications. Matt began his career in the White House West Wing as an intern and then served as special assistant to the Clinton Administration's political director in the Office of Political Affairs. He developed political landscape briefings for members of the Cabinet and served as a link between the Executive Office of the President and elected officials nationwide. Matt has been a contributor to *Forbes* and serves as political editor for *Civilian Magazine*. He has become a sought-out source for influencer marketing and has been highlighted in *The New York Times*, *The Hill*, *RealClear Politics*, and *Meet the Press*. Matt is a graduate of Wheaton College in Norton, Massachusetts, and attended graduate school at Georgetown University. Matt may be reached at [manthes@thehatchergroup.com](mailto:manthes@thehatchergroup.com).

## ABOUT THE HATCHER GROUP

A Women-Owned Small Business, Hatcher is a full-service, integrated communications and marketing firm with extensive experience serving mission-driven organizations nationwide. For more than 20 years, Hatcher has developed and executed effective communications campaigns for major national foundations, nonprofits, government agencies, and other mission-driven organizations, which educate and motivate people to build movements and create a better world. Our vision is of a just and sustainable world, with healthy and thriving communities that leave no one behind. We see our clients moving mountains to make the world a better place, and we aim to be by their side. With offices in Baltimore, Annapolis, and Bethesda, our diverse, 42-person staff includes award-winning journalists, former Hill and state government staffers, policy nerds, seasoned researchers, passionate advocates, messaging gurus, social media experts, and accomplished print and website designers. We are a mid-size firm that has the experience and expertise of a large firm but with the nimbleness that

you expect from a smaller firm that makes you and your work a top priority. Whether we are working with research partners or conducting research in house, Hatcher excels at listening and understanding. We take what we learn from surveys, focus groups, and interviews, and design thoughtful and compelling campaigns with messages that resonate and designs that catch and hold people's attention. Armed with engaging messaging and design, we plan and implement successful campaigns that reach target audiences to educate them and inform their choices. We use market research, including demographic and psychographic information, to drive strategy. We know how to reach diverse audiences on a wide range of topics from behavior health to saving for college, and we can move them to take a desired action.

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## **VOICES FOR CIVIL JUSTICE – REACHING FEDERAL AND STATE GOVERNMENT FUNDERS THROUGH MEDIA**

1:30 – 2:30 pm

Voices-Williams Room

Raising enough money to operate a legal services shop means looking under every couch cushion, so to speak. Not every opportunity for government funding includes the word “legal aid” or “legal services.” Government funders look for ways to spend their funds that advance their agency's mission and mandates. Hear from experts who have successfully positioned their organizations as supportive of government funder priorities to obtain important new funding for their work. Learn effective messaging techniques that will help you design messages that persuade and motivate government funders to green-light your proposal.

**PRESENTERS: Michael Figgins, Executive Director, Legal Aid Services of Oklahoma; Laura Tuggle, Executive Director, Southeast Louisiana Legal Services; Silvia Argueta, Executive Director, Legal Aid Foundation of Los Angeles; Sam Scarrow, Director of Strategic Partnerships & Media Relations, Voices for Civil Justice, moderator**

**MICHAEL FIGGINS** received his B.A. from Arizona State University in 1977, and his J.D. from the School of Law at Gonzaga University in 1980. Michael has spent 33 of his years in practice as an attorney providing legal services to the poor. He has practiced as both a staff attorney and a managing attorney with Dakota Plains Legal Services in Mission, South Dakota, and then became the managing attorney for Community Legal Services in Yuma, Arizona.

In 1989, he was chosen as the Executive Director of Western Nebraska Legal Services. In 1995, Michael was chosen as the Executive Director of Jacksonville Area Legal Aid. In March, 2012, he was chosen as the Executive Director of Legal Aid Services of Oklahoma, where he is responsible for developing staff, program and community resources. Michael may be reached at michael.figgins@laok.org.

**SILVIA ARGUETA** is the Executive Director at the Legal Aid Foundation of Los Angeles, the frontline law firm for low-income individuals in Los Angeles County. Silvia leads a 71 lawyer nonprofit law firm and 60 staff with five offices, four self-help centers, and three courthouse domestic violence clinics. She oversees an annual budget of over \$16 million and all aspects of strategy, legal advocacy, finance, fund development, and technology. She recently oversaw an \$18 million capital campaign and construction of LAF- LA's new headquarters, a cornerstone of justice that brings respect and dignity to both clients and staff. Prior to joining LAFLA in 1999, she was a staff attorney at the Mexican American Legal Defense and Education Fund where she worked on education, employment and immigration issues and prior to that at the American Civil Liberties Union Foundation of Southern California where her work focused on civil rights litigation and policy. She attended UCLA and obtained her degrees in Political Science and French in 1985. She received her law degree from UC Hastings College of the Law in 1989. Silvia may be reached at sargueta@lafla.org.

**LAURA TUGGLE** has been the Executive Director of Southeast Louisiana Legal Services (SLLS) since May 2014, after beginning her career at SLLS in 1993. She previously managed SLLS' Housing Law Unit during the years immediately following Hurricane Katrina from 2005-2010. Over her public interest career, she has excelled in many areas including direct services, systemic work, and policy advocacy resulting in increased access to housing for special populations including the homeless, people living with disabilities, and disaster survivors. Impact litigation filed by Laura resulted in significant legal victories for low-income tenants including millions of dollars in federal relocation assistance and establishing a private right of action for voucher assisted tenants to challenge utility allowances in federal court. She is an author of the Federally Subsidized Housing Program portion of the Louisiana Legal Services Desk Manual and coauthor of the housing portion of the Brookings Institute New Orleans Index at 5. Laura has received national, state, and local awards for her work in the interest of housing justice. Laura graduated from LSU in 1984 and received her J.D. from Tulane Law School in 1987. She currently serves on the Board of the New Orleans Family Justice Center, Shared Housing, as Co-Chair of the



Legal Services Corporation's National Disaster Task Force Relationship-Building and Integration of Legal Services into the Nation's Emergency Management Infrastructure Committee, on the Louisiana Access to Justice Commission's Funding, Technology, Disaster, and Building Bridges Committees and on the Louisiana State Bar Association's Access to Justice Committee. She was recently appointed to the Legal Services Corporation's Housing Task Force. Laura may be reached at [ltuggle@slls.org](mailto:ltuggle@slls.org).

**SAM SCARROW** has worked in nonprofit communications, operations for campaigns and nonprofits, and campaign organizing for eight years. As a strategic communications consultant at BerlinRosen, he delivered high-impact opinion and news placements for nonprofit and advocacy clients including the MacArthur Foundation's Safety and Justice Challenge, 100Kin10, and Voices for Civil Justice. As Director of Strategic Partnerships & Media Relations for Voices for Civil Justice, Sam works with the JusticeVoices network to elevate human stories of the crises people face when seeking justice in civil court. He brings a keen sense of what editors and media gatekeepers look for in a story and builds the capacity of civil legal aid organizations to communicate to key local and national audiences. Sam may be reached at [scarrow@voicesforciviljustice.org](mailto:scarrow@voicesforciviljustice.org).

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## TURNING VOLUNTEERS INTO FUNDRAISERS

2:45 – 3:45 pm

Tig Room

Traditionally nonprofits focus on their boards to help with fundraising. But just because someone isn't on your board doesn't mean they can't help. Individual volunteers, corporate partners and others can also help with fundraising, if given the opportunity. Join us for a discussion about what might motivate your volunteers to not only support your organization, but also get their own colleagues and peers involved.

**PRESENTERS: Randall Brater, Partner, Arent Fox; Rob Pergament, Director of Development, Legal Aid Society of the District of Columbia; Kathy Vega, Senior Legal Counsel, Litigation and Disputes Management, Accenture; Melissa O. Picciola, Director of Volunteer Services, Legal Aid Chicago**

**RANDALL (RANDY) BRATER** is a litigator at Arent Fox who represents companies in a variety of industries on matters involving Investigations/False Claims Act, Public Finance, and Trademark litigation. Randy first started volunteering

at the Legal Aid Society of the District of Columbia's intake clinic 20 years ago. Later, he led fundraising campaigns for Legal Aid, and joined the organization's Board in 2016. Randall may be reached at [randall.brater@arentfox.com](mailto:randall.brater@arentfox.com).

**ROB PERGAMENT** has served as Director of Development for the Legal Aid Society of the District of Columbia since 2017. Prior to that he served as Associate Director of Corporate & Foundation Relations for City Harvest, a food rescue and distribution organization in New York City. Rob received his M.B.A. from New York University and his B.A. from Fordham University. Rob may be reached at [rpergament@legalaiddc.org](mailto:rpergament@legalaiddc.org).

**KATHY VEGA** is Senior Legal Counsel with the Litigation and Disputes Management team at Accenture. She has over 22 years of experience helping businesses resolve disputes and handle litigation matters. Kathy serves as a trusted advisor to Accenture's business teams and works with business units across the company when disputes arise with clients, vendors, or other third parties. In addition to her litigation role, Kathy serves as the Midwest Champion for Accenture's Legal Access program. Legal Access is a global effort that harnesses the power of Accenture's legal team to provide populations in-need with greater access to justice and pro bono legal services. Prior to joining Accenture, Kathy was a partner in the Chicago law firm of Neal Gerber & Eisenberg where her practice focused on a variety of commercial litigation matters. She began her career as an associate at Latham & Watkins in Chicago. She earned her undergraduate degree from Duke University and her law degree from Northwestern University School of Law. She may be reached at [katherine.d.vega@accenture.com](mailto:katherine.d.vega@accenture.com).

**MELISSA O. PICCIOLA** is the Director of Volunteer Services at Legal Aid Chicago. Melissa oversees Legal Aid Chicago's volunteer and pro bono projects, including internships, in-house volunteers, community legal clinics, and all law firm and corporate partnerships and has created volunteer-focused projects at Legal Aid Chicago serving clients in advance directives, eviction defense, and record expungement. She also oversees Legal Aid Chicago's 45-member statewide AmeriCorps VISTA program. She joined Legal Aid Chicago in 2018 after a career in legal aid. She has practice experience in family law and domestic violence, eviction defense, and representing people with disabilities on individual and systemic matters. Melissa received both her undergraduate and law degrees from the University of Illinois at Urbana-Champaign. Melissa may be reached at [mpicciola@legalaidchicago.org](mailto:mpicciola@legalaidchicago.org).

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## CREATING AND EFFECTIVELY USING A DEVELOPMENT PLAN

2:45 – 3:45 pm

Nanjiani Room

Everyone tells you that you should have a development plan, a roadmap for moving your development efforts forward. But how do you create a plan in a reasonable amount of time that you — and other staff and volunteers — will use? Three development directors will discuss why they have plans, how they got them developed, how they use them to improve their fundraising, and lessons they have learned that can help you as you develop a plan for your organization.

**PRESENTERS:** **Jaclyn Kramer, Development Director, Volunteer Lawyers for Justice; Jennifer Luczkowiak, Director of Development, Prairie State Legal Services; Maria Duvuvuei, Director of Development and Communications, Community Legal Aid (Central Northeast Ohio)**

**Jaclyn Kramer** is the Development Director at Volunteer Lawyers for Justice, an integral member of the management team who leads the organization's efforts to raise critical funding for VLJ's programs and services. Jaclyn has worked in development for 12 years. Prior to joining VLJ, she was a Development Manager at Covenant House International, where she was responsible for raising high-level gifts. Jaclyn has also worked for Human Rights First, New York Institute of Technology, the National Multiple Sclerosis Society and the West Point Association of Graduates. Her fundraising expertise includes relationship-building, research, event planning, stewardship, and graphic design. Jaclyn is a member of Covenant House New Jersey's (CHNJ) Young Professional Board, where she assists in service and fundraising events and with marketing, recruitment, and retention. Every year she leads a team at Sleep Out, a fundraising event benefiting CHNJ where participants sleep outside in solidarity with homeless youth. Jaclyn is also a member of the Association of Fundraising Professionals (AFP) and the Association of Professional Researchers for Advancement (APRA). She has presented at APRA's ProspectCon 2021 Conference and will present at AFP's upcoming Leading Philanthropy Conference in August 2021. Jaclyn graduated from Providence College with a Bachelor's Degree in Political Science with concentrations in Public and Community Service and Black Studies. Jaclyn may be reached at [jkramer@vljnj.org](mailto:jkramer@vljnj.org).

**JENNIFER LUCZKOWIAK** is an attorney and Director of Development at Prairie State Legal Services (PSLS). PSLS provides free civil legal services to vulnerable populations throughout 36 counties in northern and central Illinois. In her role, Jennifer participates in the senior management of PSLS's programs. Specifically, she oversees the marketing and communications efforts and fundraising efforts from individual, corporate, and small foundation donors. Previously, Jennifer served as Project Director of the Legal Help for Homeowners Project at PSLS, which provided legal counsel and representation for homeowners and tenants facing foreclosure. Before arriving at PSLS, she worked for the Law Foundation of Silicon Valley serving homeless and runaway youth as an Equal Justice Works Fellow and Staff Attorney. She received her B.A. from Northwestern University and her J.D. from the University of California, Hastings College of the Law. Jennifer lives in the suburbs of Chicago with her husband, two sons, and daughter. Jennifer may be reached at [jluczkowiak@pslegal.org](mailto:jluczkowiak@pslegal.org).

**MARIA DUVUVUEI** is Director of Development and Communications for Community Legal Aid (Central Northeast Ohio). Maria came to Legal Aid in 2016. She oversees marketing, public relations, media relations, donor relations, fundraising, and community engagement for the eight counties in the organization's service area. Prior to her role at Legal Aid, Maria was Communications Manager for Staff Engagement and Support at the Cleveland Clinic. Before joining the Clinic, Maria served as Strategy and Communications Coordinator for Academic Affairs at Kent State University. Outside of her role at Legal Aid, Maria is an active volunteer in her home community of Akron. She volunteers at ACCESS homeless shelter and for the CASA program in Summit County. She also has served on the board of several local nonprofits and young professional organizations and also has consulted with several local nonprofits. Maria earned her bachelor's degree in communication studies from Kent State University, where she studied journalism, editorial planning, team communication, and cultural communication. She has presented locally and nationally on nonprofit communications and leadership. Maria may be reached at [mduvuvuei@communitylegalaid.org](mailto:mduvuvuei@communitylegalaid.org).

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## VOICES FOR CIVIL JUSTICE – MEDIA RELATIONS 101

2:45 – 3:45 pm

Voices-Williams Room

How do you skillfully position the work of your organization front and center in your community? In this session

you will learn how to: identify newsworthy stories, choose the right outlets and reporters to reach your target audiences, connect with reporters, and package and pitch ideas.

**PRESENTER: Sam Scarrow, Director of Strategic Partnerships & Media Relations, Voices for Civil Justice**

**SAM SCARROW** has worked in nonprofit communications, operations for campaigns and nonprofits, and campaign organizing for eight years. As a strategic communications consultant at BerlinRosen, he delivered high-impact opinion and news placements for nonprofit and advocacy clients including the MacArthur Foundation's Safety and Justice Challenge, 100Kin10, and Voices for Civil Justice. As Director of Strategic Partnerships & Media Relations for Voices for Civil Justice, Sam works with the JusticeVoices network to elevate human stories of the crises people face when seeking justice in civil court. He brings a keen sense of what editors and media gatekeepers look for in a story and builds the capacity of civil legal aid organizations to communicate to key local and national audiences. Sam may be reached at [scarrow@voicesforciviljustice.org](mailto:scarrow@voicesforciviljustice.org).

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**STEWARDSHIP – BUILDING A PROGRAM THAT RESULTS IN MORE GIVING AND HAPPIER GIVERS**

4:00 – 5:00 pm

Tig Room

Retaining your donors is one of the most important goals for any not-for-profit. A base of loyal and happy regular donors not only helps sustain the organization but also fuels the major gift and planned giving pipeline. But most are tapping into only a fraction of stewardship's power. In this workshop, we will discuss retention, upgrades, and strategies that weave stewardship and "wow" moments into everything you do. You will walk away with an action plan, fresh doable ideas, and tons of inspiration and motivation.

**PRESENTER: Laurel McCombs, Senior Philanthropy Advisor, The Osborne Group**



**LAUREL MCCOMBS** brings 20 years of experience in the nonprofit sector and a passion for the role philanthropy can play in changing the world to her work as a consultant, partner, and trainer. Laurel works closely with clients on a variety of topics, including donor retention, planning, board

development and more. In addition to well-received workshops for national organizations, universities, and more, Laurel has presented at the AFP International Conference, CASE-NAIS, and AFP Congress. Prior to joining the Osborne Group, Laurel worked with Big Brothers Big Sisters of America where she was responsible for the coordination of capacity building resources and support to more than 350 Big Brothers Big Sisters agencies across the country. She is a graduate of the University of Southern California and lives in Portland, OR. Laurel may be reached at [lmc-combs@theosbornegroup.com](mailto:lmc-combs@theosbornegroup.com).

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**INTEGRATING PHILANTHROPY AND COMMUNICATIONS FOR A SUCCESSFUL AND SUSTAINABLE FUNDRAISING EFFORT**

4:00 – 5:00 pm

Nanjiani Room

Long-term sustainability should be the focus of any fundraising effort. Legal aid programs have great stories and outcomes to share: integrating wise communications and marketing into a fundraising plan leads to sustainable fundraising success. This topic will be discussed through a presentation of a case study of The Legal Aid Society of Cleveland's Campaign for Legal Aid ([www.ExtendJustice.org](http://www.ExtendJustice.org)), and how that Campaign's communications strategy evolved well into communications related to Legal Aid's response to the coronavirus pandemic.

**PRESENTERS: Susan Jaros, Founder, JarosStrategy; Melanie A. Shakarian, Esq., Director of Development and Communications, The Legal Aid Society of Cleveland**



**SUSAN JAROS** founded JarosStrategy to bring fundraising expertise and counsel to nonprofit organizations. For over 35 years, Susan has provided exceptional guidance to diverse nonprofit organizations. She has designed and executed major comprehensive and capital fundraising campaigns,

provided strategic leadership and managed day-to-day development and external affairs functions. Previously, Susan served as the Deputy Director for Development for the Cleveland Museum of Art. In that role, she was responsible for planning and implementing a strategic campaign to fund the museum's transformational expansion and renovation, the first significant capital campaign undertaken in the museum's history and the largest ever launched by

a cultural institution in Ohio. During her tenure, the museum raised \$217 million against its original \$225M goal. Prior to the Cleveland Museum of Art, Susan was Associate Vice President of Development and Alumni Affairs at Case Western Reserve University. She was instrumental in planning and executing the university's \$350 million campaign, completed in 1994 with an attainment of \$417 million. Susan began her consulting career at the Cleveland Museum of Contemporary Art (MOCA) in 2010, where she was engaged post-recession to reinvigorate and bring discipline to MOCA'S capital campaign in order to secure new market tax credits and break ground on their transformational move to University Circle. In the ensuing decade, Susan has consulted with more than 30 organizations to meet their unique campaign and fundraising needs, almost half of which involved a significant capital fundraising focus. A Cleveland native, Susan earned a B.A. from Denison University and a J.D. from Case Western Reserve School of Law. She practiced law and taught at CWRU Law School. Susan's civic and professional affiliations include Order of the Coif, former trustee of Cleveland Public Art (now LAND studio) and the Court of Nisi Prius. She was in the Leadership Cleveland Class of 2003 and received the Northern Ohio Live Rainmaker Award in Community Service in 2007.

**MELANIE A. SHAKARIAN**, Esq. is Director of Development and Communications with The Legal Aid Society of Cleveland. Legal Aid's 64 staff attorneys, 44 other staff and nearly 3000 pro bono (volunteer) lawyers provide high-quality free legal assistance to low income clients in Northeast Ohio. Civil legal counsel is proven to foster fairness, empower individuals and eliminate many of the barriers that block families living in poverty from financial stability and greater engagement in their communities. Legal Aid is deeply connected to the needs of the community and has established innovative programs and fostered diverse partnerships to reach its clients. Melanie manages all philanthropy, public relations, government relations and communications for the nonprofit law firm. Prior to her tenure at Legal Aid, Melanie was Director of Annual Major Gifts and Parish Services for The Catholic Diocese of Cleveland Foundation. In addition to her law degree from Case Western Reserve University (CWRU), she also holds a certificate of nonprofit management from CWRU's Weatherhead School of Management and the Mandel Center for Nonprofit Organizations. She is a graduate of Leadership Cleveland 2015, and also a 2019 German Marshall Fund Fellow. Melanie may be reached at [melanie.shakarian@lascleve.org](mailto:melanie.shakarian@lascleve.org).

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## VOICES FOR CIVIL JUSTICE — RIGHT TO COUNSEL AND THE ROLE OF MEDIA IN BUILDING A MOVEMENT

4:00 – 5:00 pm

Voices-Williams Room

The movement for a right to counsel in eviction cases has gained a head of steam over the past several years, and just this year we saw the enactment of the first statewide right to counsel in Washington State. Now other states are following suit. What role do communications and media play in building these movements locally and nationally? What are the questions that media tend to be interested in in these campaigns? What role do organizers and tenant groups play in communicating a persuasive message using the media? In this panel, you will hear from activists at the forefront of creating a right to counsel for people facing eviction, including leaders from vastly different settings where a right to counsel has been won: New York City, Cleveland, and Washington State.

**PRESENTERS:** Hazel Remesch, Supervising Attorney, Legal Aid Society of Cleveland; John Pollock, Coordinator, National Coalition for a Civil Right to Counsel; Susanna Blankley, Coalition Coordinator, Right to Counsel NYC Coalition

**SUSANNA BLANKLEY** is the Coalition Coordinator for the Right to Counsel NYC Coalition, which is made up of more than 45 tenant advocate groups, tenant organizing groups, faith-based groups, academics, and legal services providers throughout the New York City. While the Director of CASA, Susanna helped form the coalition in 2014, launching a campaign to pass legislation making it a right for tenants to have an attorney when facing eviction. The legislation became law in August 2017. Her current work focuses on oversight and implementation of the new legislation, in turning a law into a basic right for all tenants. Susanna began her work as a Labor Organizer in Puerto Rico, and has been organizing for safe and affordable housing in New York City since 2009. She teaches community organizing at the City College of New York as well the Advanced Community Organizing Class through the Center for Neighborhood Leadership. Susanna has worked to advance Women's Rights in Ecuador, New York City and Kenya. She received her undergraduate degree from Columbia University and her Masters in Intercultural Service, Leadership and Management from the SIT Graduate Institute. Susanna may be reached at [susanna@righttocounselnyc.org](mailto:susanna@righttocounselnyc.org).

**HAZEL REMESCH** is a supervising attorney in The Legal Aid Society of Cleveland's housing practice group. Hazel has devoted her career to addressing the legal issues of low-income tenants. She concentrates her practice on the representation of low-income residents and tenant groups in housing matters including eviction defense, affirmative litigation, appellate advocacy, administrative advocacy and systemic advocacy to address poverty issues. In 2017, Hazel was awarded the Innovation Mission Fellowship through the Sisters of Charity Foundation of Cleveland, a fellowship awarded to five recipients to explore ideas to fight poverty in Cleveland. As part of this fellowship, Hazel led Legal Aid's advocacy to establish a right to counsel for low income people in housing cases. Hazel has received various Legal Aid awards including the Leadership Award (2016) for outstanding staff leadership and the Claude E. Clarke award (2012) for professional performance and commitment to Legal Aid and its clients. In 2019 Hazel was recognized as a Cleveland City Champion by *The Plain Dealer* and in 2020 Hazel received the Professionalism award from the Cleveland Metropolitan Bar Association. She served on the Board of Directors for the Cleveland Tenants Organization and is a National Institute Trial Advocacy Faculty Member. She received her B.S. Degree from Florida International University in 2002 and her J.D. from St. Thomas University, in Miami, Florida in 2006. Hazel may be reached at [hazel.remesch@laslev.org](mailto:hazel.remesch@laslev.org).

**JOHN POLLOCK** is the Coordinator of the National Coalition for a Civil Right to Counsel and is an attorney at the Public Justice Center. He was the recipient of NLADA's 2018 Innovations in Civil Justice Award. Previously, he was employed as the Enforcement Director at the Central Alabama Fair Housing Center, and before that was a fellow at the Southern Poverty Law Center. He graduated from Northeastern University School of Law and from Wesleyan University. In his spare time, he is the founder and coordinator of the Heirs' Property Retention Coalition, which is devoted to protecting the ancestral property of low-income landowners. John may be reached at [jpollock@publicjustice.org](mailto:jpollock@publicjustice.org).

**THURSDAY, JULY 22, 2021**

## **WELCOME TO DAY 2 OF THE 2021 MIE NATIONAL FUNDRAISING CONFERENCE & VOICES FOR CIVIL JUSTICE MEDIA TRAINING**

By Jared Smith, MIE's new Resource Development Support Services Consultant

**12:00 – 12:15 pm**  
**Radner Ballroom**

## **PLENARY – NAVIGATING PHILANTHROPY IN A POST-2020 WORLD**

By Audra Wilson, Esq., President and CEO, Shriver Center on Poverty Law

**12:15pm – 1:15 pm**  
**Radner Ballroom**

2020 was a harrowing year for nonprofit organizations navigating the impact of the global pandemic, combined with our country's hostile racial climate, which was exacerbated by the death of George Floyd. During this session, Audra Wilson, Esq., President and CEO of the Shriver Center on Poverty Law, will share her thoughts about how social justice organizations like Shriver weathered the impact of the health, economic and racial crises of 2020, while also exploring new and unexpected opportunities for funding support. She will also share some of the unique challenges for BIPOC leaders and their need for more meaningful investments by the philanthropic community.



**AUDRA WILSON** has been a champion for racial and economic justice for more than 20 years as a public interest lawyer and teacher, policy shaper, community mobilizer, and experienced executive manager. Throughout her career, Audra has focused on the voices and

experiences of communities of color and communities most impacted by injustice. She began her legal career as a Welfare Advocacy Staff Attorney with the Shriver Center on Poverty Law, where she focused on welfare reform implementation and food security issues in Illinois. She was then tapped by then-state-Senator Barack Obama to serve as the Deputy Press and Policy Director on his U.S. Senate campaign. After the U.S. Senate race, she returned to her public interest roots, serving as Director of Diversity Education and Outreach and Adjunct Professor at Northwestern Pritzker School of Law for 7 years. At Northwestern, she co-founded the first formal consortium of law school diversity professionals in Chicago, seen as a national model. During this time, Wilson also served as a policy advisor to leading candidates for U.S. Senate, Illinois State Treasurer, and Lieutenant Governor. In 2013, Audra accepted a position as Deputy Chief of Staff for United States Congresswoman Robin Kelly in the Second Congressional District of Illinois, where she oversaw all district operations and served as a surrogate for the Congresswoman while she was serving in D.C. Among her other responsibilities, she

served as lead Illinois coordinator of the Congressional Caucus on Black Women and Girls. As Executive Director of the League of Women Voters of Illinois, Audra led critical change to expand the mission of a 100-year old civic engagement organization with nearly 4,000 members and over 40 chapters statewide. She advanced the League's advocacy on issues of race equity and voting rights and built organizational capacity for fundraising and communications. In October 2019, she was appointed chair of the Cook County Commission on Women's Issues by Cook County Board President Toni Preckwinkle. Audra holds a Bachelor's degree in International Relations and Spanish from Bucknell University, and a J.D. from Valparaiso University School of Law. Audra may be reached at [audrawilson@povertylaw.org](mailto:audrawilson@povertylaw.org).

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## **PRACTICAL FUNDRAISING = FREEDOM FUNDRAISING**

1:30 – 2:30 pm

Tig Room

Community-Centric Fundraising (CCF) has become a hot topic in nonprofit circles, but its concepts are not new. Join us for a lively, thought-provoking conversation between two development professionals about how the principles of CCF and other justice-oriented resource models play out in real time, and how you can make the leap from rhetoric to practical application of these values in your own fundraising work.

**PRESENTERS: Cristiana Baik, Director of Development and Communications, East Bay Community Law Center; Rona Fernandez, Senior Consultant, Klein & Roth Consulting**



**CRISTIANA KYUNG-HYE BAIK** is the Director of Development and Communications at the East Bay Community Law Center, a radical legal aid organization grounded in racial justice and based in the Bay Area. She has been fundraising for more than a dozen years and

has helped raise nearly \$100MM in the past seven years. Cristiana may be reached at [cbaik@ebclc.org](mailto:cbaik@ebclc.org).

**RONA FERNANDEZ** has worked with social justice nonprofits since 1996, and has raised money from individuals as a community organizer, house party coordinator, devel-



opment director, executive director and board member. Trained at the Grassroots Institute for Fundraising Training, Rona has fundraised for Californians for Justice and the People of Color Sustainable Housing Network, and has advised

dozens of groups throughout the United States on fund development strategy and creating a culture of fundraising. Rona may be reached at [rona@kleinandroth.com](mailto:rona@kleinandroth.com).

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## **STAFFING FOR DEVELOPMENT GROWTH**

1:30 – 2:30 pm

Nanjiani Room

We have all heard the adage “You’ve got to spend money to make money.” But how does that work in a resource limited legal aid environment when most of our money is prioritized to front line client services? This panel will explore the tensions around hiring additional fundraising staff and deconstruct the thought process that goes into making these organizational investments. Hear from development staff and executive directors from two different programs, who will provide tips for how and when to add staff successfully.

**PRESENTERS: Ana Cruz, Director of Development, Greater Boston Legal Services; Jacquelynne Bowman, Executive Director, Greater Boston Legal Services; John Householter, Development Director, Major Gifts & Planned Giving, Legal Aid of NorthWest Texas; Maria Thomas-Jones, CEO, Legal Aid of Northwest Texas**

**ANA CRUZ** is the Director of Development for Greater Boston Legal Services. She has been in civil legal aid fundraising for over a decade and holds an M.B.A. in marketing and nonprofit management. At GBLS, Ana leads a team of five and is active in the organization's Racial Justice Committee, Access Group, and senior management team. Ana may be reached at [acruz@gbls.org](mailto:acruz@gbls.org).

**JACQUELYNNE BOWMAN** is the Executive Director of Greater Boston Legal Services. She began her legal practice at West Tennessee Legal Services in Jackson, TN. She started work at GBLS as a senior attorney and then Managing Attorney of the Family Law Unit. She left GBLS to work at Massachusetts Law Reform Institute as the state support attorney for family and juvenile law matters. Jacqui returned to GBLS, first as an Associate Director and then later be-

came the Deputy Director. Jacqui is a graduate of the University of Chicago and Antioch University School of Law and is a member of the Tennessee and Massachusetts bars. She is a nationally recognized expert in family and juvenile law as well as in law practice management. She serves as a Commissioner on the ABA Commission on Homelessness and Poverty. She is active in the Boston Bar Association and the Massachusetts Bar Association. Jacqui also serves on Massachusetts' Access to Justice Commission as well as the boards of several nonprofit organizations including MIE. Jacqui may be reached at [jbowman@gbls.org](mailto:jbowman@gbls.org).

**JOHN HOUSEHOLTER** joined Legal Aid of Northwest Texas (LANWT) in December of 2020, but has been in a variety of fundraising roles in other organizations, large and small, during a 37 year career. Most recently he spent 14 ½ years with ALSAC/St Jude Children's Research Hospital as a Sr. Philanthropy Advisor serving major and planned gift donors in a multi-state region. His role with LANWT is to initiate a Major & Planned Giving program. He resides in Garland, TX with his wife Christy and their golden retriever Cooper. John may be reached at [householterj@lanwt.org](mailto:householterj@lanwt.org).

**MARIA THOMAS-JONES** serves as Chief Executive Officer of Legal Aid of NorthWest Texas (LANWT). LANWT provides civil legal services to low-income individuals and organizations in 114 counties in North and West Texas, with offices in both urban and rural service areas. Prior to serving as CEO, Maria held numerous positions with LANWT and its predecessor, Legal Services of North Texas. Maria served as Deputy Director, Supervising Attorney of the Dallas Family Law Unit, and as a LANWT staff attorney at a domestic violence agency. She has concentrated her practice in the area of family law with an emphasis on providing legal services to individuals and families impacted by domestic violence, sexual assault and child abuse or neglect. Maria enjoys leading her team of excellent administrators, managers and staff as they deliver quality legal services and as they grow professionally. Maria has spent most of her professional career dedicated to public interest work having started her career with a legal aid organization while in law school and securing employment with another legal aid organization in Michigan upon her graduation. Maria transitioned into private practice after moving from Michigan to Texas. Maria enjoyed her years in private practice with both a small and a large firm where she practiced in the areas of employment and commercial litigation. Maria enjoys being back (for over 20 years) doing legal aid work. She is passionate about assisting those who most need a legal champion but are unable to afford one. Maria feels privileged to be able to collaborate with MIE in promoting excellence in management and fundraising. Maria

is a graduate of Case Western Reserve University School of Law in Cleveland, Ohio. Maria may be reached at [thomas-jonesm@lanwt.org](mailto:thomas-jonesm@lanwt.org).

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## VOICES FOR CIVIL JUSTICE – BUILDING STATE COMMUNICATIONS NETWORKS

1:30 – 2:30 pm

Voices-Williams Room

As legal aid organizations, we are used to finding ways to communicate about the work of our own organizations. But there's a broader story that also needs to be told — about the people across our respective states with legal problems, the barriers they face in their pursuit of a just outcome, and the need to strengthen the civil justice community to better serve the state's people. This is narrative change and it requires more than one organization's storytelling capacity to implement such a campaign. This session will cover the basics of setting up statewide coalitions for the purpose of communicating against a shared objective. Joining to share their knowledge will be leaders from two such statewide coalitions.

**PRESENTERS:** **Karl Doss, Deputy Director, Legal Services Corporation of Virginia; Jack Londen, Executive Director, California Access to Justice Commission; Sam Scarrow, Director of Strategic Partnerships & Media Relations, Voices for Civil Justice (moderator)**

**KARL DOSS** is deputy director of the Legal Services Corporation of Virginia, which develops, funds, coordinates and oversees the delivery of civil legal services to the poor in Virginia through the work of nine regional Legal Aid programs and a statewide support center, comprising 35 offices that serve every city and county in Virginia. He also coordinates Virginia Voices for Civil Justice, is a member of the Virginia Access to Justice Commission, and serves on the Commission's Pro Bono and Outreach and Education Committees. He received his J.D. from the University of Minnesota School of Law in 1986 and his B.A. in Political Science/Sociology from Tulane University in 1983. Karl may be reached at [doss@lscv.org](mailto:doss@lscv.org).

**JACK W. LONDEN**, Executive Director of the California Access to Justice Commission, is a Partner in the San Francisco office of Morrison & Foerster LLP. For 39 years at the firm, he has combined commercial litigation with a range of pro bono work on impact cases and cases serving individuals and nonprofit organizations. In pro bono cases,

he was co-lead counsel in *Williams v. California*, which added resources and improved accountability for public K through 12 schools statewide in California, and he has done many impact and service pro bono cases. Jack served as the third Chair of the California Commission on Access to Justice. He was Co-Chair of the national Lawyers' Committee for Civil Rights Under Law, led Californians for Legal Aid, defending public funding for legal aid organizations, was President of the Consortium for the National Equal Justice Library, and has held many positions on non-profit boards. He was for many years president of the Board of Directors of the Public Interest Clearinghouse (now OneJustice). He is a member of the Council of the ABA Civil Rights and Social Justice Section, and has served on the ABA's Standing Committee on Legal Aid and Indigent Defendants and its Standing Committee on Pro Bono & Public Service. He testified before both the House and Senate on issues affecting the Legal Services Corporation. He was the Chair of Californians for Legal Aid during the successful opposition to the elimination of funding for LSC. In 2015-2016, Jack served part-time as a policy consultant to the Office of the Secretary of the United States Department of Education. Jack graduated from Yale Law School and received his A.B. from Harvard College. Jack may be reached at [jlonden@calatj.org](mailto:jlonden@calatj.org).

**SAM SCARROW** has worked in nonprofit communications, operations for campaigns and nonprofits, and campaign organizing for eight years. As a strategic communications consultant at BerlinRosen, he delivered high-impact opinion and news placements for nonprofit and advocacy clients including the MacArthur Foundation's Safety and Justice Challenge, 100Kin10, and Voices for Civil Justice. As Director of Strategic Partnerships & Media Relations for Voices for Civil Justice, Sam works with the JusticeVoices network to elevate human stories of the crises people face when seeking justice in civil court. He brings a keen sense of what editors and media gatekeepers look for in a story and builds the capacity of civil legal aid organizations to communicate to key local and national audiences. Sam may be reached at [scarrow@voicesforciviljustice.org](mailto:scarrow@voicesforciviljustice.org).

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## **SMALL GROUP FACILITATED DISCUSSIONS, PLUS MENTORING MATCHUPS**

2:45 – 3:45 pm

Visit [sched](#) for links to the discussions.

**BUILDING STATE COMMUNICATIONS NETWORKS** — A breakout to discuss statewide communications networks like those modeled by Virginia and California. When to look beyond your program and at the state-level civil

justice picture and how to mobilize communications resources across your state. We will discuss any remaining questions from the previous session with Virginia and California state network leaders and open the floor to your thoughts and discussion topics.

**KARL DOSS** is deputy director of the Legal Services Corporation of Virginia, which develops, funds, coordinates and oversees the delivery of civil legal services to the poor in Virginia through the work of nine regional Legal Aid programs and a statewide support center comprising 35 offices that serve every city and county in Virginia. He also coordinates Virginia Voices for Civil Justice, is a member of the Virginia Access to Justice Commission, and serves on the Commission's Pro Bono and Outreach and Education Committees. He received his J.D. from the University of Minnesota School of Law in 1986 and his B.A. in Political Science/Sociology from Tulane University in 1983. Karl may be reached at [doss@lscv.org](mailto:doss@lscv.org).

**JACK W. LONDEN**, Executive Director of the California Access to Justice Commission, is a Partner in the San Francisco office of Morrison & Foerster LLP. For 39 years at the firm, he has combined commercial litigation with a range of pro bono work on impact cases and cases serving individuals and nonprofit organizations. In pro bono cases, he was co-lead counsel in *Williams v. California*, which added resources and improved accountability for public K through 12 schools statewide in California, and he has done many impact and service pro bono cases. Jack served as the third Chair of the California Commission on Access to Justice. He was Co-Chair of the national Lawyers' Committee for Civil Rights Under Law, led Californians for Legal Aid, defending public funding for legal aid organizations, was President of the Consortium for the National Equal Justice Library, and has held many positions on non-profit boards. He was for many years president of the Board of Directors of the Public Interest Clearinghouse (now OneJustice). He is a member of the Council of the ABA Civil Rights and Social Justice Section, and has served on the ABA's Standing Committee on Legal Aid and Indigent Defendants and its Standing Committee on Pro Bono & Public Service. He testified before both the House and Senate on issues affecting the Legal Services Corporation. He was the Chair of Californians for Legal Aid during the successful opposition to the elimination of funding for LSC. In 2015-2016, Jack served part-time as a policy consultant to the Office of the Secretary of the United States Department of Education. Jack graduated from Yale Law School and received his A.B. from Harvard College. Jack may be reached at [jlonden@calatj.org](mailto:jlonden@calatj.org).

**SAM SCARROW** has worked in nonprofit communi-



cations, operations for campaigns and nonprofits, and campaign organizing for eight years. As a strategic communications consultant at BerlinRosen, he delivered high-impact opinion and news placements for nonprofit and advocacy clients including the MacArthur Foundation's Safety and Justice Challenge, 100Kin10, and Voices for Civil Justice. As Director of Strategic Partnerships & Media Relations for Voices for Civil Justice, Sam works with the JusticeVoices network to elevate human stories of the crises people face when seeking justice in civil court. He brings a keen sense of what editors and media gatekeepers look for in a story and builds the capacity of civil legal aid organizations to communicate to key local and national audiences. Sam may be reached at [scarrow@voicesforciviljustice.org](mailto:scarrow@voicesforciviljustice.org).

**LEARN ABOUT THE ABARRAY LEGAL AID FUNDING DATA REPORT** — This breakout will take an in-depth look at the ABA Standing Committee on Legal Aid and Indigent Defense's online ABArray Legal Aid Funding Data Report, including a discussion about how this project can support fundraising efforts, and a demonstration of how to navigate through its dashboards, sort and parse custom datasets, and download defined ranges of legal aid funding data. Facilitated by Jason Vail, Director, ABA Division for Legal Services, Chief Counsel, ABA Standing Committee on Legal Aid and Indigent Defense.

**JASON T. VAIL** is the Director of the American Bar Association (ABA) Division for Legal Services, where he leads the Division's mission to expand access to justice for all persons through the provision of, and appropriate funding for, legal assistance, counsel, and representation in the nation's civil, criminal, and military justice systems. In his role as Division Director, he also serves as Chief Counsel to the Standing Committee on Legal Aid and Indigent Defense (SCLAID). Jason may be reached at [jason.vail@americanbar.org](mailto:jason.vail@americanbar.org).

**WHAT'S HAPPENING WITH CY PRES?** Join this breakout to share info about current trends in cy pres contributions to legal aid and to learn more about what you should do now to increase your ability to receive cy pres funds. Facilitated by Bob Glaves, Executive Director, Chicago Bar Foundation.

**BOB GLAVES** has been Executive Director of The Chicago Bar Foundation since October, 1999, prior to which he had a successful nine-year career as a civil litigator at the Chicago law firm then known as Menges, Mikus & Molzahn. As Executive Director of the CBF, Bob is responsible for leading and overseeing the CBF's work that brings Chicago's legal community together to improve access to justice for

people in need and to make the legal system more fair and efficient for everyone. Since Bob became Executive Director, the CBF has increased the amount of its annual grants and fundraising more than tenfold and has played a lead role in launching a number of groundbreaking access to justice initiatives. Bob authors the "Bobservations" blog for the CBF, and outside of work he occasionally blogs as the Raging Moderate. He is a 1991 magna cum laude graduate of The John Marshall Law School, received a B.A. degree in Political Science and Journalism from the University of Wisconsin in 1987, and has been awarded a number of commendations over the course of his career. He currently serves on the Illinois Judicial Conference, has served as the Chair of the Board of Directors for the Donors Forum (n/k/a Forefront) and President of the National Conference of Bar Foundations, served on several other nonprofit boards, and continues to be actively involved in a number of other nonprofit and bar initiatives. Bob may be reached at [bglaves@chicagobar.org](mailto:bglaves@chicagobar.org).

**DRIVING TRAFFIC TO YOUR WEBSITE** — Is your organization utilizing search engine optimization? Learn the basics of driving organic traffic to your website, and join the conversation to hear what other programs are doing to make their websites more effective. Facilitated by Madison Eckardt, Marketing Coordinator, Neighborhood Legal Services of Los Angeles County.

**MADISON ECKARDT** is Marketing Coordinator at Neighborhood Legal Services of Los Angeles County (NLSLA). Madison graduated from the University of Minnesota in 2018 with majors in Political Science and Gender, Women, and Sexuality Studies. Prior to joining NLSLA, she served as a Senior Content Strategist at National Positions, specializing in marketing, social media, and search engine optimization. Madison joined NLSLA in 2019, where she leads digital marketing, design, and website maintenance. Last year, she led the launch of a new website which is more accessible to both clients and supporters. Madison is fluent in Spanish and lives in East Hollywood, California with her puppy, Violet. Madison may be reached at [MadisonEckardt@nlsla.org](mailto:MadisonEckardt@nlsla.org).

**LEGAL COMMUNITY FUNDRAISING — FOR THOSE SERVING COMMUNITIES WITH FEWER ATTORNEYS AND SMALL LAW FIRMS** — Discuss your current biggest challenges and successes in raising funds from the legal community when you have relatively few attorneys in your service area. Facilitated by Sarah Palermo, Director, New Hampshire Campaign for Legal Services.

**SARAH PALERMO** has been the Director of the New

Hampshire Campaign for Legal Services since 2016. Prior to this role, she worked as a staff and freelance reporter and editor for newspapers and magazines. Sarah may be reached at [spalermo@nhla.org](mailto:spalermo@nhla.org).

*Or use this time to meet with your Mentoring Matchups.*

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## REACHING EVERY CORNER OF THE LEGAL COMMUNITY IN FUNDRAISING

4:00 – 5:00 pm

Tig Room

Many civil legal aid organizations have been promoting annual giving campaigns targeted at individual lawyers and law firms for decades; however, a few corners of the legal community still remain a bit of a mystery. During this session, we will explore a few of those more obscure corners of the profession: corporate legal departments, leveraging pro bono at national law firms, and class action attorneys.

**PRESENTERS:** **Jennifer Luczkowiak, Director of Development, Prairie State Legal Services; Rob Pergament, Director of Development, Legal Aid Society of the District of Columbia; Brandon Gay, Principal, The Carlyle Group; Kelly Voss, Pro Bono Counsel, Covington; Bob Glaves, Executive Director, Chicago Bar Foundation**

**JENNIFER LUCZKOWIAK** is an attorney and Director of Development at Prairie State Legal Services (PSLS). PSLS provides free civil legal services to vulnerable populations throughout 36 counties in northern and central Illinois. In her role, Jennifer participates in the senior management of PSLS's programs. Specifically, she oversees the marketing and communications efforts and fundraising efforts from individual, corporate, and small foundation donors. Previously, Jennifer served as Project Director of the Legal Help for Homeowners Project at PSLS, which provided legal counsel and representation for homeowners and tenants facing foreclosure. Before arriving at PSLS, she worked for the Law Foundation of Silicon Valley serving homeless and runaway youth as an Equal Justice Works Fellow and Staff Attorney. She received her B.A. from Northwestern University and her J.D. from the University of California, Hastings College of the Law. Jennifer lives in the suburbs of Chicago with her husband, two sons, and daughter. Jennifer may be reached at [jluczkowiak@pslegal.org](mailto:jluczkowiak@pslegal.org).

**ROB PERGAMENT** has served as Director of Development for the Legal Aid Society of the District of Columbia since

2017. Prior to that he served as Associate Director of Corporate & Foundation Relations for City Harvest, a food rescue and distribution organization in New York City. Rob received his M.B.A. from New York University and his B.A. from Fordham University. Rob may be reached at [rpergament@legalaiddc.org](mailto:rpergament@legalaiddc.org).

**BRANDON GAY** is a Principal in The Carlyle Group's Legal & Compliance department. At Carlyle, he serves as the Chief Compliance Officer of one of the firm's registered broker-dealer entities, and also focuses generally on a broad spectrum of domestic and international legal and regulatory matters. Prior to joining Carlyle, Brandon was a corporate and securities associate at Covington & Burling LLP. Brandon received his J.D. from the University of Pennsylvania Law School, a Certificate in Business and Public Policy from the Wharton School of the University of Pennsylvania, and a B.A. from Yale University. He serves on the Board of Trustees for the Legal Aid Society of the District of Columbia. Brandon may be reached at [brandon.gay@carlyle.com](mailto:brandon.gay@carlyle.com).

**KELLY D. VOSS** directs Covington's pro bono program, overseeing a team of pro bono managers resident in the firm's New York, San Francisco and Washington offices. She is responsible for guiding and promoting the firm wide participation of lawyers in Covington's nationally recognized and far-reaching program of providing free legal representation to low-income individuals, to charitable organizations, and in matters that serve the public interest. Kelly may be reached at [kvoss@cov.com](mailto:kvoss@cov.com).

**BOB GLAVES** has been Executive Director of The Chicago Bar Foundation since October, 1999, prior to which he had a successful nine-year career as a civil litigator at the Chicago law firm then known as Menges, Mikus & Molzahn. As Executive Director of the CBF, Bob is responsible for leading and overseeing the CBF's work that brings Chicago's legal community together to improve access to justice for people in need and to make the legal system more fair and efficient for everyone. Since Bob became Executive Director, the CBF has increased the amount of its annual grants and fundraising more than tenfold and has played a lead role in launching a number of groundbreaking access to justice initiatives. Bob authors the "Bobservations" blog for the CBF, and outside of work he occasionally blogs as the Raging Moderate. He is a 1991 magna cum laude graduate of The John Marshall Law School, received a B.A. degree in Political Science and Journalism from the University of Wisconsin in 1987, and has been awarded a number of commendations over the course of his career. He currently serves on the Illinois Judicial Conference, has served as the Chair of the Board of Directors for the Donors Forum

(n/k/a Forefront) and President of the National Conference of Bar Foundations, served on several other nonprofit boards, and continues to be actively involved in a number of other nonprofit and bar initiatives. Bob may be reached at [bglaves@chicagobar.org](mailto:bglaves@chicagobar.org).

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## ENGAGING INDIVIDUALS BEYOND THE LEGAL COMMUNITY – WE ARE MAKING PROGRESS!

4:00 – 5:00 pm

Nanjiani Room

Sessions on raising money from non-attorneys have been a feature at MIE Fundraising Conferences for years. This year, our panel will include development staff from programs that have recently found success as they have invested time and resources to increase giving from individuals beyond the legal community. Join us to learn from these programs and to provide input on your own experiences with this key but still relatively untapped resource for legal aid programs.

**PRESENTERS: Cynthia Cole, Director of Development and Communications, Legal Aid Society of Greater Cincinnati; Helen Meyer, Development Director, Pine Tree Legal Assistance; Meredith McBurney, Fundraising Consultant**

**CYNTHIA COLE** is Director of Development and Communications for the Legal Aid Society of Greater Cincinnati. In her role, she is responsible for generating funding and managing communications for both Legal Aid and its affiliate Volunteer Lawyers for the Poor Foundation. At Legal Aid, she has managed a successful major donor gift campaign, increased the individual donor base and expanded support from private foundations. She is responsible for creating the Legal Aid website and social media platforms as well as developing a variety of marketing publications. She has over 25 years of strategic marketing management, development and communications experience in the nonprofit and financial services sectors. She has created successful marketing and fundraising plans that consistently met their targets. Cynthia received her B.A. from Kenyon College and her M.B.A. from the Columbia University Graduate School of Business. She holds a Six Sigma green belt certification. Cynthia may be reached at [cynthiacole1@lascinti.org](mailto:cynthiacole1@lascinti.org).

**HELEN MEYER** is the Development Director at Pine Tree Legal Assistance. Her work spans an array of fundraising activities including individual donor and major gift

fundraising, planned giving, and grant writing. She also coordinates Pine Tree Legal Assistance's communications and marketing efforts. She has presented at national conferences on topics related to fundraising and donor communications. Helen has a bachelor's degree in English and Political Science from Saint Louis University and more than a decade of fundraising experience. Helen may be reached at [hmeyer@ptla.org](mailto:hmeyer@ptla.org).

**MEREDITH MCBURNEY**, a fundraising consultant since 1997, specializes in resource development for legal aid and other advocacy organizations. She serves as a resource development consultant to MIE and provides in-depth consulting for individual programs. She began her legal aid career as the administrator for Colorado Rural Legal Services. From 1981 to 1997, she served as the executive director for COLTAF, Colorado's IOLTA program, and the Legal Aid Foundation of Colorado, Colorado's statewide private fundraising organization. From 1997 to 2018, she was the resource development consultant to the ABA's Resource Center for Access to Justice Initiatives. She holds a B.S. in Business Administration from the University of California, Berkeley, and a B.S. in Zoology from Colorado State University, Fort Collins. When she isn't working on access to justice issues, she works as a field ornithologist for the Bird Conservancy of the Rockies. Meredith may be reached at [meredithmcburney@msn.com](mailto:meredithmcburney@msn.com).

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## VOICES FOR CIVIL JUSTICE – DEVELOPING EFFECTIVE RELATIONSHIPS WITH EDITORIAL BOARDS

4:00 – 5:00 pm

Voices-Williams Room

Editorial boards play an important role in shaping the media landscape and public opinion. As the voice of a newspaper on the opinion side, they tend to focus their attention on broad social issues. But since editorials have no byline other than "the editorial board," it can be difficult to know how to approach editorial board members. We are honored to be joined for this session by Lee Hockstader, member of the *Washington Post* editorial board and author of several recent editorials highlighting aspects of the civil justice crisis in America. He will be led in a moderated Q&A by Sam Scarrow from Voices for Civil Justice.

**PRESENTERS: Lee Hockstader, Editorial writer, The Washington Post; Sam Scarrow, Director of Strategic Partnerships & Media Relations, Voices for Civil Justice (moderator)**



**LEE HOCKSTADER** has been a member of The Post’s editorial board since 2004. He writes on a variety of subjects, including immigration, politics, voting rights, foreign affairs, and state and local issues in Virginia, Maryland and elsewhere. Before joining the editorial board, he

spent 20 years as a Post reporter, working in more than 40 countries as a foreign correspondent based in Jerusalem, Rome, Moscow and Central America, in addition to stints as a local reporter and a national correspondent based in Texas. Born in New York, Hockstader graduated from Brown University and was a Henry Luce Scholar in Southeast Asia. He has studied on year-long fellowships at Harvard and Stanford universities, and, in 2014, was a recipient of the *Washington Post’s* Eugene Meyer Award.

**SAM SCARROW** has worked in nonprofit communications, operations for campaigns and nonprofits, and campaign organizing for eight years. As a strategic communications consultant at BerlinRosen, he delivered high-impact opinion and news placements for nonprofit and advocacy clients including the MacArthur Foundation’s Safety and Justice Challenge, 100Kin10, and Voices for Civil Justice. As Director of Strategic Partnerships & Media Relations for Voices for Civil Justice, Sam works with the JusticeVoices network to elevate human stories of the crises people face when seeking justice in civil court. He brings a keen sense of what editors and media gatekeepers look for in a story and builds the capacity of civil legal aid organizations to communicate to key local and national audiences. Sam may be reached at [scarrow@voicesforciviljustice.org](mailto:scarrow@voicesforciviljustice.org).

**FRIDAY, JUNE 23, 2021**

**WELCOME TO DAY 3 OF THE 2021 MIE NATIONAL FUNDRAISING CONFERENCE & VOICES FOR CIVIL JUSTICE MEDIA TRAINING**

By Martha Bergmark, Executive Director, and Sam Scarrow, Director of Strategic Partnerships & Media Relations, Voices for Civil Justice

12:00 – 12:15pm  
Radner Ballroom

**VOICES FOR CIVIL JUSTICE PLENARY – SOLUTIONS JOURNALISM**

By Tina Rosenberg, Co-Founder, Solutions Journalism Network and *Fixes* columnist at *The New York Times*, and Martha Bergmark, Executive Director, Voices for Civil Justice

12:15 – 1:15 pm  
Radner Ballroom

In this plenary session, Tina Rosenberg, co-writer of *The New York Times Fixes* column and co-founder of the Solutions Journalism Network, will speak about solutions journalism — coverage of responses to problems. What do journalists need to be able to do a solutions story? What professional pressures affect journalists’ coverage decisions? Why don’t journalists do more solutions stories — and what needs to happen to change that? In a conversation with Martha Bergmark from Voices for Civil Justice, Tina is sure to provide a wealth of knowledge that you can draw upon to engage effectively with journalists.



**TINA ROSENBERG** is a Pulitzer Prize-winning author and journalist, and the first freelance journalist to win the MacArthur Fellowship “genius” award. Her work has appeared in *The New York Times*, *Foreign Affairs*, *The New Yorker*, *Rolling*

*Stone*, *The New Republic*, *The New York Times Magazine*, *The Atlantic*, *Harper’s* and many other magazines. Tina is co-writer of *The New York Times Fixes* column and author, most recently, of *Join the Club: How Peer Pressure Can Transform the World*. For ten years she was a member of *The New York Times* editorial board writing editorials on foreign affairs. She is a contributing writer to the *Times Sunday* magazine. She has written two other books: *Children of Cain: Violence and the Violent in Latin America*, and *The Haunted Land: Facing Europe’s Ghosts After Communism*, which won the Pulitzer Prize and the National Book Award.

Tina may be reached at [tirose@nytimes.com](mailto:tirose@nytimes.com).



**MARTHA BERGMARK** is the founding executive director of Voices for Civil Justice. Over four decades, Martha has been a lead-

er in the movement to fulfill America's promise of justice for all. During her tenure as its founding president, the Mississippi Center for Justice (MCJ) became an influential force for progressive change, scoring significant policy and litigation wins and growing to a \$4 million annual budget with 35 staff at three offices. She continues to serve MCJ as a board member and senior counsel. Martha previously served as executive vice president and president of the Legal Services Corporation, administering federal funding to civil legal aid organizations nationwide, and as senior vice president for programs of the National Legal Aid & Defender Association. She began her legal career as a civil rights and legal aid lawyer in her home state of Mississippi. Martha is a former Reginald Heber Smith Fellow, Stern Family Fund Public Interest Pioneer, White House Champion of Change, and a recipient of the Kutak-Dodds Prize and the ABA Section of Litigation's John Minor Wisdom Public Service and Professionalism Award. She is a graduate of Oberlin College and the University of Michigan Law School and holds honorary degrees from Oberlin College and Millsaps College. Martha may be reached at [bergmark@voicesforciviljustice.org](mailto:bergmark@voicesforciviljustice.org).

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## THE FUTURE OF EVENT PLANNING

1:30 – 2:30 pm

Tig Room

What are the lessons learned from our retreat into the virtual world that will outlive the pandemic and become part of our future event planning? How can you make your events engaging for your target audiences, both in person and virtually, and also effective in raising needed funds?

**PRESENTERS:** Melinda Hugdahl, Director, The Fund for Legal Aid, and Director of Development, Mid-Minnesota Legal Aid; Sarah Palermo, Director, Campaign for Legal Services, New Hampshire; Vangela Wade, President and CEO, Mississippi Center for Justice

**MELINDA HUGDAHL** is Director of Development at Mid-Minnesota Legal Aid, and also serves as Director of The Fund for Legal Aid. Prior to her work with Development and The Fund, Melinda was a Legal Aid attorney focused on a broad spectrum of legislative and policy work. She has also been a staff attorney in state government and an attorney in private practice. Melinda is a 1995 graduate of William Mitchell College of Law in St. Paul Minnesota, and has been a frequent speaker, trainer, and guest lecturer. Melinda may be reached at [mhugdahl@mylegalaid.org](mailto:mhugdahl@mylegalaid.org).

**SARAH PALERMO** has been the Director of the New Hampshire Campaign for Legal Services since 2016. Prior to this role, she worked as a staff and freelance reporter and editor for newspapers and magazines. Sarah may be reached at [spalermo@nhla.org](mailto:spalermo@nhla.org).

**VANGELA M. WADE** is President and CEO at Mississippi Center for Justice. Vangela has a long-standing connection to MCJ, having joined the Board of Directors in 2016 and served as Secretary/Treasurer, Chair of the Audit Committee, and Chair of the Board of Directors. She currently serves as MCJ's president and CEO. Vangela began The Wade Law Firm, PLLC, after building a diverse and distinguished resume as a lawyer. Her background also includes working as a law clerk with the Mississippi Court of Appeals, a special prosecutor with the Madison/Rankin County District Attorney's Office, and as a corporate defense attorney with local and national employment law firms. She has also served as an adjunct law professor at the University of Mississippi School of Law. In addition to her legal experience, she advised public and private employers and organizations as a consultant in matters involving diversity and fair employment practices. Vangela currently serves on the board of Mississippi Today and is a member of the Land Title Association of Mississippi. Previously, she served on the board of trustees of St. Andrew's Episcopal School for eight years. She earned her B.A. from Mississippi State University and her J.D. from the University of Mississippi School of Law. With over 23 years of experience in Mississippi Law, Vangela is dedicated to the fight against Mississippi's culture of injustice by seeking systemic solutions to ensure equity in the lives of all Mississippians. Vangela may be reached at [vwade@mscenterforjustice.org](mailto:vwade@mscenterforjustice.org).

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## DONOR DATA STRATEGIES FOR FUNDRAISING SUCCESS

1:30 – 2:30 pm

Nanjiani Room

This presentation focuses the key elements of a donor database and how those elements can be utilized to maximize fundraising outcomes. Attendees will learn simple ways to manage their system and keep it clean as well as methods to identify additional prospect data. With properly managed information, organizations can strategically leverage their information to focus prospect lists, identify new donors, and ascertain a donor's interest and capacity to give.

**PRESENTER:** Staci Lowell, Owner, Giving Insight, LLC



**STACI LOWELL.** With over twenty years’ experience as an information professional, most of which have been in the nonprofit sector, Staci Lowell has seen data transform how the world does business. Her company Giving Insight, LLC assists organizations in maximizing the use of their information resources to strengthen their donor

base and improve fundraising outcomes. Staci has a J.D. from the Cleveland-Marshall College of Law at Cleveland State University and a B.A. in Political Science from Taylor University. Her previous work experience includes time at two of Cleveland’s largest nonprofits: Hospice of the Western Reserve and Cleveland State University, where she held positions in prospect research and database management. Giving Insight, LLC, established in 2013, exists to help nonprofits best utilize their technical resources to identify and target most likely donors. Clients have included The Cleveland Foundation, The Legal Aid Society of Cleveland, the Greater Cleveland Food Bank, and the Rock and Roll Hall of Fame and Museum, among others. Giving Insight provides support on a variety of donor database services and offers project management, training and documentation services. Staci may be reached at [staci.lowell@gmail.com](mailto:staci.lowell@gmail.com).

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## VOICES FOR CIVIL JUSTICE – THE ART OF EFFECTIVE AND ETHICAL STORYTELLING

1:30 – 2:30 pm

Voices-Williams Room

How do we go about telling powerful stories involving our clients without crossing ethical boundaries that legal aid attorneys must uphold? How can we work with clients to help them tell their own stories of civil injustice without exploitation? In this session, our presenters will bring their shared expertise and lived experience in the practice of telling powerful human stories in respectful and empowering ways.

**PRESENTERS:** **Caitlin Brown, Director of Advancement & Communications, Community Legal Services of Philadelphia; Adrienne Gunter, Client Board Member, Community Legal Services of Philadelphia**

**CAITLIN BROWN** is the Director of Advancement & Communications for Community Legal Services of Philadelphia (CLS), where she has worked since 2012. She oversees CLS’s communications and individual giving fundraising programs, supervising a team to advance CLS’s mission.

She facilitates CLS’s media contacts; develops and maintains CLS’s social media, publications, and other external communications; trains and assists CLS staff members with media outreach; writes and collaborates on reports, op-eds, and articles; develops communications advocacy strategies; and fundraises on behalf of CLS. Caitlin frequently presents at local, statewide, and national conferences on a variety of topics, including working with members of the media, writing op-eds, using social media to advance organizational goals, and storytelling as an advocacy strategy. She has written and ghostwritten for a variety of publications including *The New York Times*, the *Washington Post*, the *Philadelphia Inquirer*, and the *Management Information Exchange Journal*. Previously, she worked at WETA TV26/90.9 FM in Washington D.C., first as Major Giving Coordinator and later as Fundraising Data Analyst. She is a graduate of Wheaton College (MA) and has a Master Degree in Public Policy from George Mason University. In her spare time, she serves on the Executive Board of Philadelphia’s Albert M. Greenfield School as the VP of Communications. Caitlin may be reached at [CBrown@clsphila.org](mailto:CBrown@clsphila.org).

**ADRIANNE GUNTER** is a graduate of the University of the Arts with a B.F.A. in Writing for Film and Television and lives in West Philadelphia. She is a Community Legal Services (CLS) client, a vocal proponent for people with disabilities, and is a member of Pennsylvania Health Access Network. Adrienne is a published writer and speaker on the topic of access to quality health care for all. In 2018 she had an Op-Ed published in the *Philadelphia Inquirer* about her experience with the Affordable Care Act, and appeared on a panel entitled “These Cuts Hurt” with Senator Bob Casey and CLS and Philadelphia Legal Assistance Board member Bridget Henry. Adrienne may be reached at [adrienne.gunter@gmail.com](mailto:adrienne.gunter@gmail.com).

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## SMALL GROUP FACILITATED DISCUSSIONS, PLUS MENTORING MATCHUPS

2:45pm – 3:45 pm

**ETHICAL STORY-TELLING GROUP DISCUSSION AND BRAINSTORM** — Empowering clients to tell their stories not only shows them respect, but it is smart communications strategy. We will be joined by Adrienne Gunter, client board member at Community Legal Services Philadelphia, to discuss issues involving clients in media outreach, address concerns with doing so and brainstorm strategies to elevate the voices of your clients in a responsible way.

**ADRIANNE GUNTER** is a graduate of the University of the Arts with a B.F.A. in Writing for Film and Television and

lives in West Philadelphia. She is a Community Legal Services client, a vocal proponent for people with disabilities, and is a member of Pennsylvania Health Access Network. Adrienne is a published writer and speaker on the topic of access to quality health care for all. In 2018 she had an Op-Ed published in the *Philadelphia Inquirer* about her experience with the Affordable Care Act, and appeared on a panel entitled “These Cuts Hurt” with Senator Bob Casey and CLS and Philadelphia Legal Assistance Board member Bridget Henry. Adrienne may be reached at [adrienne.gunter@gmail.com](mailto:adrienne.gunter@gmail.com).

**DONOR DATABASES** — This discussion will allow you to share information and experiences with various fundraising database platforms with expert Staci Lowell.

**STACI LOWELL** With over twenty years’ experience as an information professional, most of which have been in the nonprofit sector, Staci Lowell has seen data transform how the world does business. Her company Giving Insight, LLC assists organizations in maximizing the use of their information resources to strengthen their donor base and improve fundraising outcomes. Staci has a J.D. from the Cleveland-Marshall College of Law at Cleveland State University and a B.A. in Political Science from Taylor University. Her previous work experience includes time at two of Cleveland’s largest nonprofits: Hospice of the Western Reserve and Cleveland State University, where she held positions in prospect research and database management. Giving Insight, LLC, established in 2013, exists to help nonprofits best utilize their technical resources to identify and target most likely donors. Clients have included The Cleveland Foundation, The Legal Aid Society of Cleveland, the Greater Cleveland Food Bank, and the Rock and Roll Hall of Fame and Museum, among others. Giving Insight provides support on a variety of donor database services and offers project management, training and documentation services. Staci may be reached at [staci.lowell@gmail.com](mailto:staci.lowell@gmail.com).

**COLLABORATIVE CAMPAIGNS** — Some legal aid programs have come together to raise money from the legal community and many are the most successful campaigns. This will be an opportunity to discuss success and challenges. Jennifer Bentley, the Executive Director of the Michigan State Bar Foundation that administers a centralized statewide collaborative campaign, will lead the discussion.

**JENNIFER BENTLEY** is the Executive Director of the Michigan State Bar Foundation. Prior to the Foundation, she worked in legal aid for 20 years, holding various positions, including Staff Attorney, Managing Attorney and Director of Development. Jennifer obtained Certificate in Fundraising Management from the Center on Philanthropy at Indi-

ana University in 2007. In 2018, Jennifer led the efforts to centralize the statewide legal community fundraising campaign in Michigan. Since 2019, Jennifer has participated in the leadership team of Michigan’s Justice for All efforts. Jennifer is on the Board of Directors of Management Information Exchange and is the current Board President of the National Association of IOLTA Programs (NAIP). Jennifer may be reached at [Jennifer@msbf.org](mailto:Jennifer@msbf.org).

**LEGAL COMMUNITY FUNDRAISING — BIGGER CITIES/METRO AREAS** — Discuss your current biggest challenges and successes in raising funds from major law firms, corporate legal departments and individual attorneys with others from similar-sized legal communities. Facilitated by Alison Brunner, CEO, Law Foundation of Silicon Valley.

**ALISON BRUNNER** is the CEO of the Law Foundation of Silicon Valley, a nonprofit that uses the law to address problems linked to social injustices like poverty, discrimination, and child abuse and neglect. The Law Foundation provides free legal services and systemic advocacy to over 10,000 low-income people and communities of color annually. As CEO, Alison is responsible for the strategic leadership, management, and direction of the organization. She oversees a team of 90 and a \$12 million budget. She is actively involved in fund development, including the Law Foundation’s annual partnership drive and event, which generates over \$2 million. For many years, Alison served as directing attorney of the Law Foundation’s mental health and health law programs, leading a team of lawyers specializing in housing and disability rights law. She has a B.A. in political science from UCLA and a J.D. from Santa Clara University Law School. Alison may be reached at [alison@lawfoundation.org](mailto:alison@lawfoundation.org).

*Or use this time to meet with your Mentoring Matchups.*

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## **CLOSING PLENARY — COMMUNITY-CENTRIC FUNDRAISING AND THE JOY OF ADVANCING EQUITY**

By Vu Le

4:00 – 5:00 pm  
Radner Ballroom

It has been a stressful couple of years. The pandemic, combined with society’s reckoning with systemic racism, highlights how vital nonprofit and philanthropy are. At the same time, there’s also a lot of philosophies and practices in our sector that are not serving us well. Among them: our

relationship with philanthropy, the focus on overhead and sustainability, our partnership with corporate partners, our engagement with advocacy, etc. In fundraising, we have many areas that need improvement. We need a new model of fundraising, one that's centered on equity and community, one that ends the Nonprofit Hunger Games and allows us to find joy and authenticity in our vital work of advancing a just and inclusive world.



**VU LE** (“voo lay”) is a writer, speaker, vegan, Pisces, and the former Executive Director of RVC, a nonprofit in Seattle that promotes social justice by developing leaders of color, strengthening organizations led by communities of color,

and fostering collaboration between diverse communities. Vu’s passion to make the world better, combined with a low score on the Law School Admission Test, drove him into the field of nonprofit work, where he learned that we should take the work seriously, but not ourselves. There’s tons of humor in the nonprofit world, and someone needs to document it. He is going to do that, with the hope that one day, a TV producer will see how cool and interesting our field is and make a show about nonprofit work, featuring attractive actors attending strategic planning meetings and filing 990 tax forms. Known for his no-BS approach, irreverent sense of humor, and love of unicorns, Vu has been featured in dozens, if not hundreds, of his own blog posts at NonprofitAF.com. Vu may be reached at [vu@nonprofitAF.com](mailto:vu@nonprofitAF.com).

Thank you to Caitlin McTierney, Rina Padua, and Stephen Goldmeier, consultants, Just-Tech,

LLC for their expert assistance in technical planning and support for this event. Just-Tech serves as a trusted partner to the legal aid community with a broad range of consulting, engineering, technical support, and train-



ing services in a wide variety of areas, including case management, document management,

call center technology, security, business continuity, and remote access.

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