



**MIE NATIONAL FUNDRAISING CONFERENCE 2020
& VOICES FOR CIVIL JUSTICE MEDIA TRAINING
JULY 15, 16 AND 17, 2020**

PROGRAM

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

SEE ONLINE CONFERENCE SCHEDULE AT:

[MIE2020FUNDRAISINGCONFERENCE.SCHED.COM/](https://mie2020fundraisingconference.sched.com/)

CONFERENCE MATERIALS AVAILABLE AT: [MIELEGALAID.ORG/LIBRARY](https://mielegalaid.org/library) AND ON SCHED

 CONFERENCE TWITTER HASHTAG: [#MIEFRVOICES20](https://twitter.com/miefrvoices20)



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CONFERENCE AT-A-GLANCE (NOON TO 5:30 PM EACH DAY, EASTERN TIME)

WEDNESDAY, JULY 15, 2020

12:00–1:10 pm	<p><u>Welcome to MIE’s 2020 Fundraising Conference</u> Jacquelynne Bowman, Executive Director, Greater Boston Legal Services Paul Grogan, President and CEO, The Boston Foundation</p> <p><u>PLENARY — Identity-based Fundraising: What Six Years of Research Revealed</u> by Tom Ahern</p> <p>Pressley Ballroom</p>		
1:10–1:30 pm	Break		
1:30–2:30 pm	<p><u>Writing a Powerful Case for Support</u></p> <p>St. Pierre Ruffin Room</p>	<p><u>Effective Strategies for Private Bar Fundraising</u></p> <p>M. Wu Room</p>	<p><u>Voices for Civil Justice — Creating Statewide Communications Networks to Generate Media and Advance Shared Objectives</u></p> <p>Voices Room</p>
2:30–2:45 pm	Break		
2:45–3:45 pm	<p><u>Build Flexibility into Your Development Plan</u></p> <p>St. Pierre Ruffin Room</p>	<p><u>Legal Community Campaign Issues during the Pandemic — A Session for Programs with Existing Campaigns</u></p> <p>M. Wu Room</p>	<p><u>Voices for Civil Justice — Media Relations Fundamentals</u></p> <p>Voices Room</p>
3:45–4:00 pm	Break		
4:00–5:30 pm	<p><u>Session Talk Back</u></p> <p>St. Pierre Ruffin Room</p>	<p><u>Peer Groups</u></p> <p>M. Wu Room</p>	<p><u>Mentoring Match-Up or Social</u></p> <p>Voices Room</p>

THURSDAY, JULY 16, 2020

12:00–1:10 pm	<u>Voices for Civil Justice Plenary – Research Findings and Messaging Guidance from the Race Class Narrative Project</u> by Celinda Lake, Lake Research Partners Pressley Ballroom		
1:10–1:30 pm	Break		
1:30–2:30 pm	<u>Major Gift Basics for the Small Shop</u> St. Pierre Ruffin Room	<u>Storytelling and Social Media</u> M. Wu Room	<u>Voices for Civil Justice – Learning from Peers and Reporters – How to Develop Positive Working Relationships with Journalists</u> Voices Room
2:30–2:45 pm	Break		
2:45–3:45 pm	<u>Creating Powerful Major Gift Strategies that Result in “Yes”</u> St. Pierre Ruffin Room	<u>A Failure to Communicate? Foundations and Support for Civil Legal Aid: Lessons from Research</u> M. Wu Room	<u>Voices for Civil Justice – Messaging to Government Grant Decision Makers</u> Voices Room
3:45–4:00 pm	Break		
4:00–5:30 pm	<u>Session Talk Back</u> St. Pierre Ruffin Room	<u>Peer Groups</u> M. Wu Room	<u>Mentoring Match-Up or Social</u> Voices Room

FRIDAY, JULY 17, 2020

12:00–1:25 pm	<p><u>Plenary — Mobilize Your Board to Raise More Money</u> by Andy Robinson</p> <p>Pressley Ballroom</p>		
1:25–1:45 pm	Break		
1:45–2:45 pm	<p><u>Pivoting to Virtual Fundraising Events</u></p> <p>St. Pierre Ruffin Room</p>	<p><u>The Secret Life of Partnerships: Increased Opportunities to Raise Funds and Help Clients as We Work with Others to Take on the Challenges of Covid-19 and Racial Justice Reform</u></p> <p>M. Wu Room</p>	<p><u>Voices for Civil Justice — Messaging to Policy Makers within LSC Restrictions</u></p> <p>Voices Room</p>
2:45–3:00 pm	Break		
3:00–4:00 pm	<p><u>Legal Aid Messaging in the Time of Moral and Viral Pandemics</u></p> <p>St. Pierre Ruffin Room</p>	<p><u>Starting a Planned Giving Program</u></p> <p>M. Wu Room</p>	<p><u>Voices for Civil Justice — Online Storytelling in 2020 — Screencasts, Livestreams, Social and more! Building an Engine of Content Creation at your Organization</u></p> <p>Voices Room</p>
4:00–4:15 pm	Break		
4:15–5:30 pm	<p><u>Session Talk Back</u></p> <p>St. Pierre Ruffin Room</p>	<p><u>Peer Groups</u></p> <p>M. Wu Room</p>	<p><u>Mentoring Match-Up or Social</u></p> <p>Voices Room</p>

Noon to 5:30 pm Each Day, Eastern Time

WEDNESDAY, JULY 15, 2020

WELCOME

12:00 – 1:10 pm

Pressley Ballroom

Jacquelynne Bowman, Executive Director, Greater Boston Legal Services

Paul Grogan, President and CEO, The Boston Foundation

Jacquelynne J. Bowman is the Executive Director of Greater Boston Legal Services (GBLS). 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.

Paul S. Grogan is President and CEO of the Boston Foundation, Greater Boston's community foundation, which seeks to bring the collective power of our region's people and resources together to drive real change, and is one of the largest community foundations in the nation—with net assets of \$1.3 billion. In addition to grantmaking, the Foundation facilitates public discourse and action, com-

missions research into the most critical issues of our time and advocates for public policy that advances opportunity for everyone.

PLENARY: IDENTITY-BASED FUNDRAISING: WHAT SIX YEARS OF RESEARCH REVEALED

by Tom Ahern

It's been called "Donor-Centricity 3.0." In 2013, Dr. Jen Shang, a psychologist specializing in donor behavior, and Dr. Adrian Sargeant, a marketing professor, set out to see if they could increase giving by applying a few motivational principles. The results were astounding. Sending an extra thanks to donors 6 weeks in advance of the year-end appeal, for example, significantly increased average gift size. And adding an "identity" question to the reply device doubled direct mail response. They found that donors have as many as 10 different identities you can connect with, including "actual, ideal and ought-to" identities. Tom Ahern will demonstrate his personal "Is this me?" method of creating comms that are built to succeed, updated for the New Normal.

About Tom Ahern: In 2016, the *New York Times* called Tom Ahern "one of America's most sought-after creators of fund-raising messages." His specialty? Changing underperforming donor communications programs into money-makers, applying the latest discoveries in psychology and neuroscience. He's authored six well-received how-to books, with another due out in 2020. Each year, he trains thousands of fundraisers internationally through conferences and his popular webinars.

Continued

PRESENTER BIOGRAPHIES

[Tom Ahern](#)

[Silvia Argueta](#)

[Clarissa Ayala](#)

[Jim Bamberger](#)

[Carol Bergman](#)

[Martha Bergmark](#)

[Jacquelynne Bowman](#)

[Casey Chiappetta](#)

[Shea Conlan](#)

[Ana Cruz](#)

[Karl Doss](#)

[Bob Glaves](#)

[Paul Grogan](#)

[Stephanie Harris](#)

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[Steve Johnson](#)

[Christine Kirby](#)

[Gene Koo](#)

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[Diana Poole](#)

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[Andy Robinson](#)

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[Heather Sullivan](#)

[Angela Tacker](#)

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[Lisa Verges](#)

[Ben Weinberg](#)

[Ally Donlan Wilson](#)

His 2019 clients for direct mail, capital campaign case statements, audits and training include USA for UNHCR; Save the Children Global; Swedish Medical (Seattle hospital system); the Connecticut Humane Society; The Marine Mammal Center (Sausalito); Sharp Healthcare (nonprofit hospitals in San Diego) and the Native Plant Trust. Other recent clients include Lucile Packard Children's Hospital at Stanford, the Anchorage Museum, Lollypop Farm (animal rescue), Friends of the Mississippi River ... and dozens more: global, national, regional and local. Tom may be reached at a2bmail@aol.com.

Break, 1:10 – 1:30 pm

WRITING A POWERFUL CASE FOR SUPPORT

1:30 – 2:30 pm

St. Pierre Ruffin Room

“Why should I give you my hard-earned money?” Answer this question well, and you’ll never be short of funds. Answer it poorly? Fundraising becomes an uphill battle. Most nonprofits suffer from what the best-selling business book, *Made to Stick*, rightly calls the “curse of knowledge.” This shortcoming — and a common lack of donor-centricity — seriously undermine the effectiveness of many (maybe even *most*) donor communications ... from the humble elevator speech (an overrated exercise) to direct mail appeals to websites to stewardship materials like “gratitude reports” all the way up to capital campaign case statements. In this revealing session, Tom Ahern, one of North America’s most experienced case writers, shares his secrets for selling your projects, programs, endowments, initiatives, buildings, renovations, and bright ideas.

See Tom Ahern’s bio above.

EFFECTIVE STRATEGIES FOR PRIVATE BAR FUNDRAISING

1:30 – 2:30 pm

M. Wu Room

Perfect for organizations that want to grow their fundraising beyond grants and contracts, this session illustrates why the legal community is a natural ally for civil legal aid, and the important roles that Executive Directors, Development Directors, and Board members all have to play in building support from the private bar. This session will clarify Board and staff roles, illustrate key resource development concepts, and model conversations seeking

gifts from both individuals and firms, all viewed through the lens of the current economic and social conditions. Participants will gain a deeper understanding of resource development viewed as a partner effort between senior leadership and Board members, ensuring that they work as a coordinated team to gain and retain support from the legal community.

PRESENTERS: Ana Cruz, Director of Development, Greater Boston Legal Services; Lisa Verges, Independent Fundraising Consultant

Ana Cruz is the Director of Development for Greater Boston Legal Services and is responsible for oversight and direction of the organization’s fundraising and communications efforts. She is a volunteer trainer and mentor in legal services resource development for MIE and the ABA Section of Litigation’s Access to Justice Committee, and serves in volunteer roles with FriendshipWorks, the Simon Cancer Foundation, the California Alumni Association, and previously with Women in Development of Greater Boston’s Programs Committee and with M.I.S.S.S.E.Y. as a Board member and Officer. Ana began her career in legal services in 2005 with Bay Area Legal Aid in the San Francisco Bay Area. She earned a Bachelor of Arts from the University of California, Berkeley, and an MBA with emphases in Nonprofit Management and Marketing from Boston University. Ana may be reached at acruz@gbls.org.

Lisa Verges is an independent fundraising consultant serving legal aid and other charitable organizations, and author of the free online course “Annual Giving in One Hour A Week.” Recent clients include MetroWest Legal Services in Framingham, MA; as staff, she led the Development Unit at Community Legal Services of Philadelphia. Lisa guides management and volunteer leadership in a process to identify strategic, productive action plans to achieve their resource development goals. Her knowledge of major, capital, and planned giving has grown out of her work in annual giving and special events. A volunteer trainer and mentor in legal services resource development for MIE and the ABA Section of Litigation’s Access to Justice Committee, Lisa has also served in volunteer roles with the Board Observer Program, a joint initiative of the Philadelphia Bar Foundation and the Philadelphia Bar Association Young Lawyers’ Division, and in the Association of Fundraising Professionals Greater Philadelphia Chapter, including as a Board member and Officer. She earned her Bachelor of Arts from University of Virginia, where she worked in the Development office as a student. Lisa may be reached at lisa@lisaverges.com.

VOICES FOR CIVIL JUSTICE — CREATING STATEWIDE COMMUNICATIONS NETWORKS TO GENERATE MEDIA AND ADVANCE SHARED OBJECTIVES

1:30 – 2:30 pm

Voices Room

State civil justice communities are building communications networks, modeled on the Voices for Civil Justice approach, to generate media coverage and support shared objectives. In this session, leaders of two state Voices will share benefits and lessons learned over the past two years of building and guiding statewide communications networks. This session will support the creation of statewide networks that include all components of a state's civil justice community, including client spokespeople, ATJ Commission members, and pro bono attorneys as well as traditional legal aid advocates.

PRESENTERS: **Martha Bergmark**, Executive Director, Voices for Civil Justice; **Karl Doss**, Deputy Director, Legal Services Corporation of Virginia; **Christine Kirby**, Development Director, Neighborhood Legal Services Association, Pittsburgh

Martha Bergmark is the founding executive director of Voices for Civil Justice, the national communications hub for civil legal aid and civil justice reform. She is a passionate advocate for delivering on the promise of justice for all, but, she says, we are in default since most Americans — three out of four — go without legal help to navigate complicated civil court proceedings that put their families, homes and livelihoods at risk. She and her staff at Voices tap the awareness-raising power of media to spotlight the vital role of civil legal aid and the need for civil justice reform. Martha's opinion pieces illuminating practical solutions appear regularly in national media outlets, and she is a frequent guest speaker, panelist and trainer. During her tenure as its founding president, the Mississippi Center for Justice became an influential force for progressive change in her home state. Martha previously served as president of the Legal Services Corporation and as senior vice president for programs of the National Legal Aid & Defender Association. She may be reached at bergmark@voicesforciviljustice.org.

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 co-

ordinates 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 karl.lscv@mindspring.com.

Christine Kirby is development director for Neighborhood Legal Services Association in Pittsburgh, and formerly Director of Advancement and Statewide Support for the Pennsylvania Legal Aid Network, Inc., where her work included coordinating the state's Voices for Civil Justice network. She is skilled in developing fundraising and communications efforts that correspond to a strategic plan and implementing new initiatives to improve access to justice. She has written and secured placement of various opinion pieces on behalf of legal aid and various government and charitable organizations. Christine earned her master's degree in Public Policy Management from Carnegie Mellon University's H.J. Heinz School of Public Policy and is also a graduate of the Pennsylvania State University. She may be reached at kirbyc@nlsa.us.

Break, 2:30 – 2:45 pm

BUILD FLEXIBILITY INTO YOUR DEVELOPMENT PLAN

2:45 – 3:45 pm

St. Pierre Ruffin Room

The past few months have disrupted everything, including our best laid (work) plans. What can we learn from recent seismic shifts in our organizations and sector that can help us build flexibility into our fundraising plans? Drawing from experiences in a number of small shops, this workshop will identify five key tips to make future development plans more resilient and give your organization a road map for fundraising through difficult times.

PRESENTER: **Jennifer K. Pelton**, CFRE is a veteran fundraiser and nonprofit manager with more than twenty five years of experience. Jennifer's career has spanned arts management and social justice causes. She is currently the Director of Development for the Reporters Committee for Freedom of the Press with an annual budget slightly shy of \$5 million. Prior to this, as the lead fundraiser for the Public Justice Center in Maryland from 2003 - 2018, she oversaw the organization's financial growth from \$1 million to \$2.4 million annual budget. Before PJC, she was the Executive Director of the Baltimore Chamber Orchestra and also worked

with the Baltimore Chesapeake Bay Outward Bound program, the House of Ruth and Safe Against Violence. Jennifer has held the distinguished international credential of Certified Fund Raising Executive since 2006 and graduated from the AFP Faculty Training Academy in 2010. She is previously an officer of the AFP-Maryland Chapter Board of Directors. As a consultant, Jennifer focuses her practice on supporting small shop practitioners and nurturing effective boards. She has published numerous articles in the Grassroots Fundraising Journal and the Management Information Exchange Journal. She is the co-creator, with Linda Beeman, of a toolkit that helps nonprofit organizations build effective development plans. They have taught hundreds of professionals and volunteers this method over the past few years. Jennifer Pelton lives in Baltimore, Maryland, and may be reached at jpelton@rcfp.org.

LEGAL COMMUNITY CAMPAIGN ISSUES DURING THE PANDEMIC – A SESSION FOR PROGRAMS WITH EXISTING CAMPAIGNS

2:45 – 3:45 pm

M. Wu Room

Lawyers and law firms are the backbone of private fundraising for most legal aid programs. To maintain our legal community support now requires both adhering to fundamentals while also modifying some of our strategies — e.g., tailoring the right message(s), timing the ask, getting to the right person for the ask, determining whether to hold events or not. And the best strategy will often differ, particularly at the law firm level. In this session, our panelists will discuss what they are learning from law firm leaders and individual attorneys about giving to legal aid at this time and offer ideas about what strategies are likely to be most successful. Bring your questions and ideas — we plan to engage you in the discussion!

PRESENTERS: Ben Weinberg, Pro Bono partner, Dentons; Bob Glaves, Executive Director, Chicago Bar Foundation, moderator; Diana Poole, Executive Director, Legal Aid Foundation of Colorado

Ben Weinberg is the Pro Bono partner for Dentons. He works with Dentons' Global and US Pro Bono Committees and with firmwide and regional leadership to manage the Firm's substantial pro bono program. In addition, Ben helps develop new pro bono initiatives with legal aid providers, nonprofits and NGOs. He encourages and facilitates pro bono participation across Dentons and helps firm lawyers establish pro bono practices that complement and expand their billable practices. Ben also helps develop and

support pro bono and community service partnerships with Dentons' clients.

Ben frequently presents at leading pro bono conferences, including the PILnet European Pro Bono Forum, the Pro Bono Institute's Annual Conference and the National Legal Aid and Defender Association's Equal Justice Conference. He also co-teaches a seminar at Northwestern Law School on pro bono in large law firms. Prior to joining Dentons in 2008, he served as chief of the Illinois Attorney General's Public Interest Division. Prior to joining the Illinois attorney general's office, Ben was an equity partner at Jenner and Block in Chicago. Prior to joining Jenner and Block, Ben was a staff attorney at the Legal Assistance Foundation of Chicago (Englewood office). Ben also served as a law clerk to the Honorable William J. Bauer of the United States Court of Appeals for the Seventh Circuit. Ben may be reached at benjamin.weinberg@dentons.com.

Bob Glaves has been Executive Director of The Chicago Bar Foundation since 1999, prior to which he had a successful nine-year career as a civil litigator in private practice. As Executive Director, 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 he 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 received his J.D. from The John Marshall Law School and a B.A. degree from the University of Wisconsin. 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.

Diana Poole is the Executive Director of the Legal Aid Foundation of Colorado, the private fundraising arm of Colorado Legal Services, Colorado's statewide, LSC-funded legal aid provider. Prior to joining the Foundation's staff in 2005, she served on the Board of Colorado's IOLTA program as well as the Board of Colorado Legal Services. Her past employment includes the Colorado Lawyers Committee (Executive Director), the Tenth Circuit Court of Appeals (Staff Counsel's Office), and Gibson Dunn & Crutcher. Diana is a past president of the Colorado Women's Bar Association and a current member of the Colorado

Access to Justice Commission. She received her law degree from the University of Minnesota Law School in 1983. Following law school, she clerked for Judge Myron Bright of the Eighth Circuit Court of Appeals. Diana can be reached at diana@legalaidfoundation.org.

VOICES FOR CIVIL JUSTICE – MEDIA RELATIONS FUNDAMENTALS

2:45 – 3:45 pm

Voices Room

How do you go from being a novice at media relations to skillfully positioning 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, Media Relations Manager, Voices for Civil Justice

Sam Scarrow As Media Relations Manager for Voices for Civil Justice, Sam Scarrow elevates 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 has worked in nonprofit communications, operations for campaigns and nonprofits, and campaign organizing for seven 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. He is a veteran of Iowa and Pennsylvania U.S. Senate, House and gubernatorial campaigns as well as the Illinois state Senate Democratic Caucus. Sam may be reached at scarrow@voicesforciviljustice.org.

Break, 3:45 – 4:00 pm

SESSION TALK BACK, PEER GROUPS, MENTORING MATCH-UP, SOCIAL

4:00 – 5:30 pm

Session Talk Back

St. Pierre Ruffin Room

Peer Groups

M. Wu Room

Mentoring Match-Up (pre-registration required) or Social

Voices Room

These sessions will offer the chance to meet new colleagues, reconnect with friends, engage and network in facilitated or impromptu discussions of your choice in breakout rooms. Talk Back about the day's presentations. Meet with Peers to explore fundraising topics. Hang out and be Social. Confer with your Mentoring Match-up if pre-registered.

THURSDAY, JULY 16, 2020

VOICES FOR CIVIL JUSTICE PLENARY – RESEARCH FINDINGS AND MESSAGING GUIDANCE FROM THE RACE CLASS NARRATIVE PROJECT

by Celinda Lake, Lake Research Partners

12:00 – 1:10 pm

Pressley Ballroom

Since 2013, preeminent pollster Celinda Lake and her team at Lake Research Partners have conducted the opinion research that informs Voices' messaging guidance about civil legal aid and civil justice reform. LRP's most recent round of research for Voices in 2017 found that when we inform likely voters about how the civil justice system affects their everyday lives, they strongly support reform of that system so that it works for everyone, not just the wealthy and the represented. Overwhelmingly, they believe that equal justice under law is a right, not a privilege. Recently, LRP's research for <https://raceclassnarrativeaction.com/about/> Race Class Narrative Action has produced empirical data that economic and racial justice policy objectives are best advanced by directly addressing the connections between racial divisions and economic hardship. In this plenary, Celinda Lake will present the research findings and share the messaging guidance her team developed for political activists seeking to build multi-racial progressive coalitions. We believe our audience of civil legal aid advocates and civil justice reformers will find the results eye-opening and highly relevant to the current moment.

Celinda Lake is one of the nation's top strategists, serving as tactician and senior advisor to some of the nation's leading issue-based campaigns. American Politics calls her a "super-strategist or, better yet, the Godmother," and Working Woman says she is "arguably the most influential woman in her field." Since 2013, Lake Research Partners (LRP)

has conducted opinion research for Voices for Civil Justice about public attitudes toward civil legal aid and civil justice reform. Celinda and her firm are known for cutting-edge research on issues including the economy, health care, the environment and education. The firm's work has moved the progressive agenda forward on a variety of issues. She is also one of the nation's foremost experts on electing women candidates and on framing issues to women voters. She and her firm have elected more women to office than any other firm in the country, including a number of firsts among women, women of color and LGBTQ candidates. Her interviews and statistics have been quoted in the Washington Post, New York Times, Wall Street Journal as well as a variety of magazines, including Newsweek, Glamour and Marie Claire. She has appeared on numerous television and radio news programs, including CNN, MSNBC, CNBC, Fox News and NPR, discussing her work and providing expert commentary. Celinda may be reached at clake@lakeresearch.com.

Break, 1:10 – 1:30

MAJOR GIFT BASICS FOR THE SMALL SHOP

1:30 - 2:30 pm

St. Pierre Ruffin Room

A small development office and a limited budget is no reason not to have a sophisticated major gift operation. This is especially true now in this time of both health and financial crisis. Major gifts are more important than ever to maintaining revenue. But how do you cultivate and close major gifts in a highly competitive market? In this session, learn how to run a powerful major gift program with limited resources. You'll learn the basic principles of major gifts, how to ask important strategic questions of your donors, and how to create strong relationships that result in major gifts. This session is designed for major gift beginners or people who are considering creating a major gift program.

PRESENTER: Robert C. Osborne, Jr., Principal, The Osborne Group

Robert Osborne was taught the power of philanthropy from an early age from both of his parents. With 25 years of experience in the not-for-profit sector, Robert brings his expertise to his clients, the organizations whose boards he serves on, and the pro bono projects he assists with. He believes that civil society has a critical role to play in making the world a better place.

Robert has served as the Director of Development for St.

Aloysius School, Interfaith Neighbors and the Center for Constitutional Rights. He specializes in organizational management, including strategic planning and scaling fundraising programs. A well-known international speaker and workshop leader, Robert has conducted well-received workshops and keynote addresses for organizations all over the world.

Robert serves on the Advisory Board of the Czech Fundraising Center in Prague, Czech Republic and as an International Ambassador to the accelerator and incubator Impact Hub Belgrade in Serbia. Robert serves an advisor to a number of US based start-ups. Robert may be reached at (917) 721-3809, [@bobosborne17](https://www.instagram.com/bobosborne17), theosbornegroup.com, bob@theosbornegroup.com.

STORYTELLING AND SOCIAL MEDIA

1:30 – 2:30 pm

M. Wu Room

Come to this session to learn to create a social media plan with a small team: tools, repurposing old content, content differentiation across channels (Facebook, Instagram, Twitter, LinkedIn). It will also discuss storytelling: telling sensitive/confidential stories, gathering stories remotely. As a bonus, learn tips on growing your audience. You'll also receive a planning template, start developing that plan, and come out of this session with practical next steps to integrate social media into your organization's strategy.

PRESENTERS: Shea Conlan, Associate Director of Development & Communications, Atlanta Legal Aid Society; Gene Koo, public engagement expert

Shea Conlan is the Associate Director of Development & Communications at Atlanta Legal Aid Society, where she manages social media, crafts fundraising appeals, and practices creative storytelling. Prior to this role, she worked on creating educational materials and connecting communities around seed saving at the national nonprofit Seed Savers Exchange. Shea is passionate about connecting people to important causes and empowering others to make positive change in the world. Shea may be reached at sconlan@atlantalegalaid.org.

Gene Koo oversees public engagement at a prominent federal agency, including social media, digital marketing, and website content development and optimization. He started his career managing Massachusetts' legal aid websites. You can connect with Gene on Twitter at [@genekoo](https://twitter.com/genekoo).

VOICES FOR CIVIL JUSTICE — LEARNING FROM PEERS AND REPORTERS — HOW TO DEVELOP POSITIVE WORKING RELATIONSHIPS WITH JOURNALISTS

1:30 – 2:30 pm

Voices Room

The media is a powerful tool for building support for civil legal aid, and good relationships with reporters matter. In this session you will hear from experienced legal aid communicators, together with journalists with whom they have developed effective working relationships. Each pair will share best practices and pitfalls to avoid when the goal is to build mutually beneficial relationships.

PRESENTERS: **Angela Tacker, Director of Annual Giving and Communications, Atlanta Legal Aid Society; Willoughby Mariano, Reporter, Investigative Team, The Atlanta Journal-Constitution; Clarissa Ayala, Communications Director, Lone Star Legal Aid; Heather Sullivan, Consumer Reporter, Fox 26, Houston**

Angela Tacker has worked at Atlanta Legal Aid Society since 2002. She is currently director of annual giving and communications; she oversees annual and major giving, all media, marketing and branding; and oversees five successful annual events. She holds BAs in history and English, an MA in history and an MPA with a nonprofit management concentration. Angie may be reached ajtacker@atlantalegalaid.org.

Willoughby Mariano is an award-winning investigative reporter at *The Atlanta Journal-Constitution*, where she has worked independently and collaboratively since 2013 on projects about housing, criminal justice and corruption. Her stories have resulted in changes to sexual assault evidence law; the indictment of a suspected serial rapist; the repeat prosecution of a real estate speculator for blighted housing conditions; a local, state and federal anti-blight effort; the overhaul of Atlanta's jobs agency; changes in state asset forfeiture law; the departure of the head of the organization in charge of the city's largest redevelopment effort in decades; and the federal conviction of a city contractor. Willoughby is also president of the Atlanta chapter of the Asian American Journalists Association, and a graduate of Yale University. She may be reached at Willoughby.Mariano@ajc.com.

Clarissa Ayala is communications director for Lone Star Legal Aid in Houston. As LSLA's media contact, she is responsible for news/press releases regarding various litigation & advocacy topics. When Harvey hit four months into her new role, Clarissa hit the ground running, work-

ing with Voices for Civil Justice to garner national media coverage for the role of legal aid in the response effort. She also creates content for the company website and social media platforms. Clarissa has worked at LSLA since March 2010, starting her legal aid career assisting LSLA's Director of Litigation. She earned her B.A. in English Literature & Mexican American Studies from the University of Houston. Clarissa may be reached at cayala@lonestarlegal.org.

Heather Sullivan is thrilled to be the FOX 26 Consumer Reporter. Sullivan's Smart Sense reports are all about helping Houston families save money and protect themselves from scams and rip-offs. She won two Emmy Awards and a National Murrow Award as an anchor and consumer investigator at WWBT in Richmond, Virginia. Her consumer stories aired on the nationally syndicated show "America Now" for four years. Before that she served as an anchor and reporter for stations in Los Angeles, South Carolina, Florida, and Oregon. Her investigative reports exposing illegal car sales, home improvement fraud, and other scams led the South Carolina Broadcasters Association to name her Reporter of the Year. She also won a Murrow Award for her consumer product testing series, "Does It Work?" and was voted Best Anchor Team twice in Richmond Magazine. Heather holds an M.B.A. from the University of Massachusetts Amherst and graduated with honors in Broadcast Journalism and Political Communication from Emerson College in Boston. She may be reached at Heather.Sullivan@foxtv.com.

Break, 2:30 – 2:45 pm

CREATING POWERFUL MAJOR GIFT STRATEGIES THAT RESULT IN "YES"

2:45 – 3:45 pm

St. Pierre Ruffin Room

The world has changed and the market for giving has become much more competitive. To compete, you will need to employ well thought-out strategy. The best major gift strategies are based on engaging donors with our vision and building trust in our organization. In this session we will focus on how to apply these principles so that you are able to craft major gift strategies that are consistently successful. This session is for experienced major gift officers who are looking take their program to the next level.

PRESENTER: **Robert C. Osborne, Jr., Principal, The Osborne Group. See Robert's bio above.**

A FAILURE TO COMMUNICATE? FOUNDATIONS AND SUPPORT FOR CIVIL LEGAL AID: LESSONS FROM RESEARCH

2:45 – 3:45 pm

M. Wu Room

What has and hasn't worked for civil legal programs seeking foundation support? Assuming civil legal aid is consistent with a foundation's mission, why have or haven't they chosen to support it? What would persuade them to do so? Research directed at legal aid organizations and at foundations provides some answers to these questions and some provocative additional questions. Attend this interactive session, to learn from and to respond to the research findings and to share your own experiences. Participants will be encouraged to actively engage in the conversation.

PRESENTERS: Lonnie Powers and Steve Johnson, who conducted the research under the auspices of the Massachusetts Access to Justice Commission, will present the findings and lead the discussion.

Steve Johnson's career has spanned both the law and philanthropy. As a lawyer he worked as a law clerk in the federal courts, in commercial litigation, as counsel to the U.S. Senate, and in governmental relations with the Boston Bar Association. He spent a decade leading and working with state court reform commissions around the country. For the last 20 years Steve has worked with foundations and philanthropists, seeking to maximize their impact, much of it with The Philanthropic Initiative, Inc. (TPI). The intersection of philanthropy and justice remains an abiding interest. Steve may be reached at steve@mcneilcove.com.

Lonnie Powers served as Executive Director of the Massachusetts Legal Assistance Corporation from its founding in 1983 through August 2018. He has 50 years of policy, legal, and organizational development experience at the state and national levels, having devoted the majority of his career to establishing, building, sustaining, and revitalizing legal aid organizations. Lonnie may be reached at lpowers@lonniepowersconsulting.com.

VOICES FOR CIVIL JUSTICE — MESSAGING TO GOVERNMENT GRANT DECISION MAKERS

2:45 – 3:45 pm

Voices Room

This session will focus on effective strategies to educate state and federal government officials who make grant

funding decisions. Casey Chiappetta, formerly with the National Legal Aid & Defender Association, and now the Civil Legal System Modernization project at The Pew Charitable Trusts, will discuss federal funding available to legal aid and courts and how that funding is appropriated. Jim Bamberger, Director of the Washington State Office of Civil Legal Aid, will share how Washington State's legal aid community has made remarkable progress in this area, including successfully securing \$5.3 million in state and federal COVID-19 emergency funding to provide legal help to people affected by the pandemic.

PRESENTERS: Jim Bamberger, director of the Washington State Office of Civil Legal Aid; Casey Chiappetta, senior associate with the Civil Legal System Modernization project at The Pew Charitable Trusts

Jim Bamberger is the founding director of the Washington State Office of Civil Legal Aid (OCLA), an independent judicial branch agency that administers and oversees legislatively appropriated funding for legal aid services throughout Washington State. He serves by appointment of the Washington State Supreme Court. Prior to joining OCLA in 2005, Bamberger served in many positions within Alliance for Equal Justice, Washington State's integrated statewide legal aid system. Over the past two decades Jim has participated in many of the major initiatives of the Washington State Supreme Courts Access to Justice Board and the Alliance for Equal Justice. In addition to his work in Washington State, Jim has consulted with the Legal Services Corporation and with state civil justice communities across the country. Jim writes and speaks frequently on matters relating to civil legal aid and related equity and justice issues. Jim may be reached at jim.bamberger@ocla.wa.gov.

Casey Chiappetta is a senior associate with the Civil Legal System Modernization project at The Pew Charitable Trusts. At Pew, she conducts research at the intersection of the civil legal system, access to justice, and key policy areas. Prior to this role, she worked at the National Legal Aid & Defender Association, providing technical assistance around federal funding to civil legal aid organizations and conducting research on online dispute resolution (ODR). Her original research has been published in several journals, including Family Court Review, MIE Journal, Disability & Society and others. Casey may be reached at cchiappetta@pewtrusts.org.

Break, 3:45 – 4:00 pm

SESSION TALK BACK, PEER GROUPS, MENTORING MATCH-UP, SOCIAL

4:00 – 5:30 pm

Session Talk Back

St. Pierre Ruffin Room

Peer Groups

M. Wu Room

Mentoring Match-Up (pre-registration required) or Social

Voices Room

These sessions will offer the chance to meet new colleagues, reconnect with friends, engage and network in facilitated or impromptu discussions of your choice in breakout rooms. Talk Back about the day's presentations. Meet with Peers to explore fundraising topics. Hang out and be Social. Confer with your Mentoring Match-up if pre-registered.

FRIDAY, JULY 17, 2020

PLENARY – MOBILIZE YOUR BOARD TO RAISE MORE MONEY

12:00 – 1:25 pm

Pressley Ballroom

If your board isn't raising all the money it could — indeed, if your board isn't raising any money at all — you're not alone. Learn how to raise more money now while better engaging your board.

- *Why people give:* The psychology of fundraising — and why this matters in the COVID-19 era
- *Redefining fundraising:* It's not just asking for money. How to get closer to your donors (without being in the same room)
- *Creating a board fundraising menu.* Yes, you can train your board: Tools, tips, and tricks

This is an interactive session, so come prepared to participate!

PRESENTER: Andy Robinson (www.andyrobinsononline.com) provides training and consulting for nonprofits in fundraising, board development, marketing, earned income, planning, leadership development, facilitation, and train-the-trainer programs. He specializes in the needs of organizations working for human rights, social justice,

artistic expression, environmental conservation, and community development.

Over the past 25 years, Andy has worked with nonprofits in 47 US states and Canada. He has facilitated workshops for bar foundations and IOLTA groups across the country, including Chicago, South Carolina, San Diego, New York State, Oklahoma, and Montana.

Andy is the author of six books, including *Train Your Board (and Everyone Else) to Raise Money*, www.trainyourboard.com. His latest is *What Every Board Member Needs to Know, Do, and Avoid*. When he's not on the road, he lives in Plainfield, Vermont. Andy may be reached at andy@andy-robinsononline.com.

Break, 1:25 – 1:45 pm

PIVOTING TO VIRTUAL FUNDRAISING EVENTS

1:45 – 2:45 pm

St. Pierre Ruffin Room

We did and you can too! This session will give you confidence to make the leap from in-person to virtual, managing any resistance from internal and external stakeholders along the way. We will share with you what we have learned about making a virtual program engaging; considerations of technology; engaging sponsors and giving them exposure; and success in planning, executing, marketing, networking, and actual fundraising. Together we hope to brainstorm types of virtual events and hybrid events, and their pros and cons.

PRESENTERS: Sandra Trimble, National Events Manager, Tahirih Justice Center; Jennifer Luczkowiak, Attorney, Director of Development, Prairie State Legal Services, Inc.

Sandra Trimble, National Events Manager at Tahirih Justice Center, oversees the coordination and successful execution of Tahirih's major fundraising signature events nationwide. Sandra works with national and local fundraising staff to ensure that Tahirih events meet budgetary and fundraising goals, are executed smoothly and efficiently, and successfully engage target audiences. An accomplished special events professional with diverse experience and achievements in meeting and event management, show production, project management, marketing and communications, Sandra has directed high priority events and programs, led teams and delivered impactful results. The Tahirih Justice Center, a national nonprofit organiza-

tion that supports immigrant survivors of gender-based violence by providing free legal and social services. By amplifying the voices of survivors seeking justice in communities, courts, and Congress, Tahiri's mission is to create a world where all may enjoy equality and live in safety and with dignity. Sandra may be reached at sandrat@tahirih.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, she 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, Jennifer 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 may be reached at jluczkowiak@pslegal.org.

THE SECRET LIFE OF PARTNERSHIPS: INCREASED OPPORTUNITIES TO RAISE FUNDS AND HELP CLIENTS AS WE WORK WITH OTHERS TO TAKE ON THE CHALLENGES OF COVID-19 AND RACIAL JUSTICE REFORM

1:45 – 2:45 pm

M. Wu Room

Partnerships come in many different forms. Our work with community foundations, other service providers, federal and state funders and individual donors can boost the visibility of legal aid as an essential community service and also be sources of funding. Our work with other legal aid programs allows us to collectively keep legal aid in the forefront with these funders. Our partnerships also help identify us as experts, demonstrating our relevance and potentially increasing funding. In this session, we will discuss how to:

- Work effectively with current partners now to increase funding and services to clients,
- Make your program known as an essential service so that you are included in critical partnerships,
- Take ideas from your caseworkers and develop them into projects that partners see as essential and want to

include in funding proposals, and

- Start developing new partnerships that you will need for funding down the road.

PRESENTERS: Silvia Argueta, Executive Director, Legal Aid Foundation of Los Angeles; Stephanie Harris, Director of Development, Ohio State Legal Services Association; Lynne Parker, Executive Director, Massachusetts Legal Assistance Corporation

Silvia Argueta is the Executive Director of Legal Aid Foundation of Los Angeles. Prior to her appointment, Silvia was a senior attorney with LAFLA's Government Benefits Unit, where she handled legal issues involving access to health care, Medi-Cal, Medicare, Social Security Retirement, Supplemental Security Income (SSI) and California Work Opportunities and Responsibility to Kids (CalWORKs). Prior to joining LAFLA in 1999, she was a staff attorney at the Mexican American Legal Defense and Education Fund (MALDEF). Before joining MALDEF, she was employed at the American Civil Liberties Union Foundation of Southern California and was involved in civil rights litigation and policy matters. Silvia received her undergraduate degree from UCLA and her JD from UC Hastings College of the Law. She is a member of the Los Angeles County Bar, National Hispanic Bar Association, an Advisory Board member with The Impact Fund, and a Board member of the ACLU of Southern California. Silvia may be reached at sargueta@lafla.org.

Stephanie Harris has over 20 years' experience in marketing, fundraising and business development. She is currently Director of Development for the Ohio State Legal Services Association and its affiliates — The Legal Aid Society of Columbus, the Ohio Poverty Law Center and Southeastern Ohio Legal Services. A native of Columbus, Ohio, Stephanie received her Bachelor's and JD from The Ohio State University. Her career has included work in New Orleans, Louisiana, where she directed the Program Development office of the local community action agency, Total Community Action, Inc., and moved on to direct the Public Relations office for the City of New Orleans and served as Managing Editor for Gambit Newspapers. In 1986, Stephanie was recruited by Gannett Newspapers to direct the marketing department for the Ft. Myers News-Press in Ft. Myers, FL. She returned to Columbus in 1992, went to law school, and began her work with nonprofit organizations in Ohio with a focus on helping social service providers develop marketing and resource development plans and programs that create brand awareness and provide sustained support. Stephanie may be reached at sharris@oslsa.org.

Lynne Parker has been the Executive Director of the Massachusetts Legal Assistance Corporation (MLAC) since September 2018. Lynne has more than three decades of experience advocating on behalf of low-income residents, most recently as executive director of New Hampshire Legal Assistance. A Massachusetts native, Parker holds a BA in political science from Mount Holyoke College, and a JD from the University of New Hampshire School of Law. As a law student, she interned at the Massachusetts Law Reform Institute, and later worked at Southeastern Massachusetts Legal Assistance Corporation (now South Coastal Counties Legal Services)—both of which are MLAC-funded organizations. She began her legal aid career representing migrant farmworkers as an attorney at Pine Tree Legal Assistance in Bangor, Maine, and has also worked as a housing advocate. During her tenure at New Hampshire Legal Assistance, Parker served as a staff attorney and later deputy director before becoming executive director in 2014. Throughout her career, Parker has promoted staff diversity and linguistic competence, advocated for the rights of people with limited English proficiency, and conducted outreach to underserved communities. Lynne may be reached at lparker@mlac.org.

VOICES FOR CIVIL JUSTICE — MESSAGING TO POLICY MAKERS WITHIN LSC RESTRICTIONS

1:45 to 2:45 pm

Voices Room

This session is designed to build on the workshops we have done for the past few years on how to explain legal aid as constituent services to legislators and their staff. Now that many LSC grantees and other legal aid programs have begun to develop relationships with their federal and state legislators and staff, we want to identify ways to build on and expand those connections by messaging to different audiences. One way to do that is to coordinate legislative and media outreach efforts, and focus on issues of local concern. The workshop will also address compliance with LSC lobbying restrictions applicable to LSC grantees in communicating with legislators.

PRESENTERS: **Carol Bergman, Vice President for Government Relations and Public Affairs, Legal Services Corporation; Carl Rauscher, Director of Communications and Media Relations, Legal Services Corporation**

Carol Bergman As vice president for government relations and public affairs at the Legal Services Corporation, Carol

Bergman is responsible for managing LSC's communications and relationship with Congress, the executive branch, the media, and the general public. She has been engaged in federal legislative and policy work for more than 35 years. Carol served as director of legislative affairs for drug policy in the Clinton White House, and counsel to the Committee on Government Operations in the U.S. House of Representatives, under Chairman John Conyers. She also worked for non-governmental organizations on a wide range of domestic and international issues that disproportionately impact poor people, including HIV/AIDS, domestic violence, and criminal justice reform. Carol has a B.A. from Hampshire College in Amherst, Mass. and a J.D. from Golden Gate University School of Law in San Francisco, CA. Carol may be reached at bergmanc@lsc.gov.

Carl Rauscher had a long career in print and broadcast journalism before becoming the Legal Services Corporation's Director of Communications and Media Relations eight years ago. He was political editor and Washington bureau managing editor for Cox Newspapers; Washington editor for the Atlanta Journal/Constitution; executive editor of American Lawyer Media's Atlanta newspaper, The Daily Report; editor and producer at CNN; and senior editor at Time Warner magazines. Rauscher has also done communications work on Capitol Hill and for the American Bar Association. He is a summa cum laude graduate of Bethany College and holds a Ph.D. in the history of ideas from Emory University. Carl may be reached at rauscherc@lsc.gov.

Break – 2:45 – 3:00 pm

LEGAL AID MESSAGING IN THE TIME OF MORAL AND VIRAL PANDEMICS

3:00 – 4:00 pm

St. Pierre Ruffin Room

“They should TOTALLY be supporting our work!” How many times have you caught yourself saying that phrase? Some funders and donors have not been able to connect the dots around the importance of legal aid, in addressing economic and racial injustices.

What if you could show your relevance through more than anecdotal stories and attract non-traditional funders and donors? Using different lenses and available data to talk about your mission and services can help you appeal to different groups of people and help them understand how you impact the causes they care about.

In this interactive session we will:

- Explore the datasets we have available to us to tell a story about our work
- Discuss the traditional messaging used in legal aid
- Change traditional messaging to reflect the role legal aid plays in broader societal issues using data available to you
- Practice reshaping the story in the time of COVID-19, Recession and Racial Injustice
- Identify next steps for developing a new message for your legal aid organization including what data you could gather to assist in broadening your message

PRESENTERS: Gretchen Slusser and Beth Johnson, thredpartners

Gretchen Slusser is the President of thredpartners, a Chicago-based management consulting firm she co-founded in 2004. With over 20 years of experience as a subject matter expert in the areas of project and program management, data analytics and continuous improvement, coupled with a passion for developing creative solutions, she has been a leader in driving change inside organizations of all sizes and focus areas. Gretchen also served as Executive Director at Cabrini Green Legal Aid from 2011 to 2016. Gretchen may be reached at gslusser@thredpartners.com.

Beth Johnson was born and raised in the nonprofit world and joined thredpartners with a deep understanding of the joys and challenges that come along with service to others. Having developed programs, designed strategies, engaged communities and advanced systemic change during her 13 years in legal aid, she is ready to bring those skills sets to strengthen other nonprofit organizations in reaching their vision and potential. Beth may be reached at bjohnson@thredpartners.com.

STARTING A PLANNED GIVING PROGRAM

3:00 – 4:00 pm

M. Wu Room

This session will explore the key elements of starting a planned giving program and will provide fundraisers with manageable steps to incorporate basic planned giving into their fundraising program. Topics to be covered include:

- What is planned giving (overview)
- Develop your plan (cover the elements plus samples plans)
- Building your toolkit (sample forms, marketing materials, etc.)

- Identifying your first prospects
- Making the ask

PRESENTERS: Helen Meyer, Development Director, Pine Tree Legal Assistance; Ally Donlan Wilson, Director of Development, Pisgah Legal Services, Asheville, NC

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.

Ally Donlan Wilson serves as the Director of Development for Pisgah Legal Services (PLS) in Asheville, NC. She has more than 15 years' experience working in the nonprofit sector, including with the Appalachia Service Project, Asheville Area Habitat for Humanity and Warren Wilson College. Prior to PLS, she oversaw corporate partnerships and grant writing for Habitat for Humanity Charlotte. Ally received her bachelor's degree from the Johns Hopkins University and holds a Master of Social Work from UNC Chapel Hill. She is a Certified Fund Raising Executive (CFRE) and is a 2010 graduate of Leadership Asheville. Ally may be reached at ally@pisgahlegal.org.

VOICES FOR CIVIL JUSTICE — ONLINE STORYTELLING IN 2020 SCREENCASTS, LIVESTREAMS, SOCIAL AND MORE! BUILDING AN ENGINE OF CONTENT CREATION AT YOUR ORGANIZATION

3:00 – 4:00 pm

Voices Room

Do you think of multimedia content as an *investment* — perhaps even a driver of fundraising for your organization? It can be. Legal aid organizations are brimming with potential for great content — both from advocates' base of useful knowledge to the stories of clients. Over the last 10 years, the stuff people watch and listen to has become democratized and transformed content creation. This session is a nuts and bolts guide to the new landscape of multimedia content. We will focus primarily on planning and production — how to *make* animation, screencasts, live streams,

archival video and audio material, podcasts, and more! — then spend a bit of time talking about audience research and distribution.

PRESENTER: Adam Stofsky, CEO, Briefly Studios

Adam Stofsky is a lawyer, serial entrepreneur, founder of the New Media Advocacy Project, and CEO of Briefly Studios. After law school he worked as a litigator for five years, including serving as a law clerk for the United States Court of Appeals for the Ninth Circuit as a Skadden Fellow at the Lawyers' Committee for Civil Rights Under Law. The team at Briefly Studios is committed to making legal issues and financial concepts accessible to everyone. Their super-power is simplifying and explaining complex and arcane ideas. This short explainer video (<https://vimeo.com/356696092>) highlights BrieflyStudios' work with legal aid organizations and courts. Adam may be reached at adam@brieflynow.com.

Break, 4:00 – 4:15 pm

**SESSION TALK BACK, PEER GROUPS,
MENTORING MATCH-UP, SOCIAL**

4:15 – 5:30 pm

Session Talk Back

St. Pierre Ruffin Room

Peer Groups

M. Wu Room

**Mentoring Match-Up (pre-registration required)
or Social**

Voices Room

These sessions will offer the chance to meet new colleagues, reconnect with friends, engage and network in facilitated or impromptu discussions of your choice in breakout rooms. Talk Back about the day's presentations. Meet with Peers to explore fundraising topics. Hang out and be Social. Confer with your Mentoring Match-up if pre-registered.