



**2022 MIE National Fundraising Conference
& Voices For Civil Justice Media Training
Rebound and Thrive in a Hybrid World
July 20–22, 2022 | Noon–5:00 PM EDT**

PROGRAM

SEE CONFERENCE AT-A-GLANCE ON PAGES 2–4

SEE ONLINE CONFERENCE SCHEDULE AT:

[HTTPS://2022MIEFUNDRAISING.SCHED.COM/](https://2022miefundraising.sched.com/)

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

WEDNESDAY, JULY 20, 2022

12:00–12:15 pm	<p><u>Welcome to the 2022 MIE National Fundraising Conference</u> By Kesha James, Executive Director, MIE</p> <p>Abdul-Jabbar Ballroom</p>		
12:15–1:15 pm	<p><u>Opening Plenary – Current Trends in Fundraising</u> By Bill Stanczykiewicz, Director, The Fund Raising School; Assistant Dean for External Relations, Indiana University Lilly Family School of Philanthropy</p> <p>Abdul-Jabbar Ballroom</p>		
1:15–1:30 pm	Break		
1:30–2:30 pm	<p><u>Digital and Multi-Platform Fundraising</u></p> <p>McClain Room</p>	<p><u>Building a Roadmap to Identify, Cultivate, and Retain Major Donors</u></p> <p>Meyers-Drysdale Room</p>	<p><u>Practical Tools for a Communications Department of One</u></p> <p>Russell Room</p>
2:30–2:45 pm	Break		
2:45–3:45 pm	<p><u>Giving Trends by Race, Gender, and Generation</u></p> <p>McClain Room</p>	<p><u>Grant Writing FUNDamentals: Seeking Funding for Impactful Work Through Storytelling</u></p> <p>Meyers-Drysdale Room</p>	<p><u>Relationship Based Outreach: Extending Your Reach and Impact through Community Partnerships</u></p> <p>Russell Room</p>
3:45–4:00 pm	Break		
4:00–5:00 pm	<p><u>Fundraising Strategies to Manage Inflation and Prepare for Recession</u></p> <p>McClain Room</p>	<p><u>Starting a Major Gift Program at Your Legal Aid Organization</u></p> <p>Meyers-Drysdale Room</p>	<p><u>The Impact of Compassionate Story Telling on Nonprofit Fundraising</u></p> <p>Russell Room</p>

Note: All underlined text is hyperlinked within the program.

THURSDAY, JULY 21, 2022 (ALL TIMES IN EDT)

12:00–12:15 pm	<p><u>Welcome to Day 2 of the 2022 MIE National Fundraising Conference</u></p> <p>By Cynthia Cole, Director of Development and Communications, Legal Aid Society of Greater Cincinnati; and Jared Smith, Director of Programs, MIE</p> <p>Abdul-Jabbar Ballroom</p>		
12:15–1:15 pm	<p><u>Plenary — It's Not Either/Or — Raising Money with an Antiracist Approach</u></p> <p>By Robert C. Osborne, Jr., Principal, and Laurel McCombs, Senior Philanthropy Advisor, The Osborne Group</p> <p>Abdul-Jabbar Ballroom</p>		
1:15–1:30 pm	Break		
1:30–2:30 pm	<p><u>Inspiring Passion in 118 Seconds — Conducting Elevator Pitch Training with Staff and Board Members</u></p> <p>McClain Room</p>	<p><u>Roundtable Discussion: Fundraising Practices to Promote Race Equity</u></p> <p>Meyers-Drysdale Room</p>	<p><u>Language Justice and Legal Services</u></p> <p>Russell Room</p>
2:30–2:45 pm	Break		
2:45–3:45 pm	<p><u>Hybrid Events: How to Prepare for the Future of Events in an Ever-Changing World</u></p> <p>McClain Room</p>	<p><u>Starting From Scratch: How to Create a Vibrant Culture of Philanthropy</u></p> <p>Meyers-Drysdale Room</p>	<p><u>Voices for Civil Justice Effective Content Writing Workshop</u></p> <p>Russell Room</p>
3:45–4:00 pm	Break		
4:00–5:00 pm	<p><u>Roundtable Discussion: Moving Forward from the Pandemic</u></p> <p>McClain Room</p>	<p><u>Planned Giving with Few Resources and Little Time</u></p> <p>Meyers-Drysdale Room</p>	<p><u>Voices for Civil Justice Strategic Communications for Advocacy Outside the Courtroom</u></p> <p>Russell Room</p>
5:00–6:00 pm	<p><u>Optional: Mentor Matchup Conversations, if pre-registered</u></p> <p>McClain Room</p>		

Note: All underlined text is hyperlinked within the program.

FRIDAY, JULY 22, 2022 (ALL TIMES IN EDT)

11:00 am–12:00 pm	<u>Optional: Mentor Matchup Conversations, if pre-registered</u> McClain Room		
12:00–12:15 pm	<u>Welcome to Day 3 of the 2022 MIE National Fundraising Conference</u> By Sam Scarrow, Executive Director, Voices for Civil Justice Abdul-Jabbar Ballroom		
12:15–1:15 pm	<u>Plenary – The Justice Gap: How to Use Data and Storytelling to Communicate Effectively</u> Julia Campbell, Author and Speaker, J Campbell Social Marketing Abdul-Jabbar Ballroom		
1:15–1:30 pm	Break		
1:30–2:30 pm	<u>Direct Mail Strategies and Best Practices</u> McClain Room	<u>Mobilize Your Board to Raise More Money</u> Meyers-Drysdale Room	<u>Roundtable Discussion: Challenges and Successes in Client Storytelling</u> Russell Room
2:30–2:45 pm	Break		
2:45–3:45 pm	<u>Successful Development Officers are Professionals Too! – Recruiting, Supporting, and Retaining Fundraising Professionals for the New Normal</u> McClain Room	<u>Roundtable Discussion: Board Engagement in Fundraising Efforts</u> Meyers-Drysdale Room	<u>Digital Content for Social Impact: How to Improve Advocacy Objectives with Effective Communications</u> Russell Room
3:45–4:00 pm	Break		
4:00–5:00 pm	<u>Roundtable Discussion: Development Staff Hiring and Management</u> McClain Room	<u>How to Get Donor Advised Fund Philanthropy</u> Meyers-Drysdale Room	<u>Voices for Civil Justice Media Relations Skills</u> Russell Room

Note: All underlined text is hyperlinked within the program.

WEDNESDAY, JULY 20, 2022

All Times in EDT

WELCOME TO THE 2022 MIE NATIONAL FUNDRAISING CONFERENCE

PRESENTER: Kesha James, Executive Director, MIE

12:00 – 12:15 pm

Abdul-Jabbar Ballroom

OPENING PLENARY – CURRENT TRENDS IN FUNDRAISING



PRESENTER: Bill Stanczykiewicz, Director, The Fund Raising School; Assistant Dean for External Relations, Indiana University Lilly Family School of Philanthropy

12:15 – 1:15 pm

Abdul-Jabbar Ballroom

Fundraisers bring a wealth of expertise and experience to their work, but many rarely have time to explore what new developments in fundraising mean for their organization. Receive updates on the latest information and research about charitable giving, including newly released Giving

USA data, as well as data on donor advised funds, planned giving, digital fundraising, crowdfunding, and cryptocurrency. Learn practical ways to incorporate this new knowledge into your own fundraising strategies.

DIGITAL AND MULTI-PLATFORM FUNDRAISING

PRESENTER: Nathan Hand, Chief Advancement Officer, The Oaks Academy

1:30 – 2:30 pm

McClain Room

Digital fundraising is here to stay! This session will focus on practical strategies to increase your digital presence, connect with donors, and effectively tell your story online. Learn about digital fundraising tools, packaging your digital case for support, and using email and social media as part of your fundraising strategy. The donor journey, which is the collection of touchpoints someone has with your organization from 'stranger' to life-long loyal supporter, also will be discussed.

BUILDING A ROADMAP TO IDENTIFY, CULTIVATE, AND RETAIN MAJOR DONORS

PRESENTERS: Maria Duvuvuei, Director of Communications and Development, Community Legal Aid Services; Melinda Mann, Chief Development Officer, Legal Foundation of Washington and the Endowment for Equal Justice; Ally Wilson, Director of Development, Pisgah Legal Services

PRESENTER BIOGRAPHIES

[Claire Axelrad](#)
[Clarissa Ayala](#)
[Eryn Baldrica-Guy](#)
[Christine Sturm](#)
[Broughton](#)
[Julia Campbell](#)
[Cynthia Cole](#)
[Ana Cruz](#)
[Sarah Driever](#)
[Maria Duvuvuei](#)
[Madison Eckardt](#)
[Derria Ford](#)
[LaKoya Gardner](#)
[Sarah Gnerre](#)

[Steve Gottlieb](#)
[Nathan Hand](#)
[Gary Henricksen](#)
[Millie Heur](#)
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[Melinda Mann](#)
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[Helen Meyer](#)

[Theresa Morrison](#)
[Laura Musachio](#)
[Robert C. Osborne, Jr.](#)
[Sarah Palermo](#)
[Diana Poole](#)
[Jodi Roberts](#)
[Ashley Robinson](#)
[Andy Robinson](#)
[Ericka Sanchez](#)
[Sam Scarrow](#)
[Alexis Smith](#)
[Jared Smith](#)
[Bill Stanczykiewicz](#)
[Alena Uliasz](#)

[Tim Wallace](#)
[Charlotte Waters](#)
[Elizabeth Weinberg](#)
[Sara Williams](#)
[Ally Wilson](#)
[Emily Wing](#)
[Adrienne Worthy](#)
[Stan Yogi](#)
[Jim Yunker](#)
[Marilyn Zupkoff](#)

1:30 – 2:30 pm

Meyers-Drysdale Room

Hear how three legal aid programs are building their individual major giving donor fundraising programs. This session will cover the elements of effective donor acquisition programs (what are the hooks?), how to find donors outside the legal community, which messages work with which donors and why, and how to use informed donor data to enhance the effectiveness of your pitch.

PRACTICAL TOOLS FOR A COMMUNICATIONS DEPARTMENT OF ONE

PRESENTERS: Sarah Palermo, Campaign Director, NH Campaign for Legal Services; Charlotte Waters, Communications Director, Legal Services of North Florida

1:30 – 2:30 pm

Russell Room

This session will provide a practical overview and tools for beginners in communications and marketing, specifically those who work part-time in communications or are the sole staff position in the department. Let's talk about managing all the different areas you support, getting support from your director, and the tools that make it easier.

GIVING TRENDS BY RACE, GENDER, AND GENERATION

PRESENTER: LaKoya Gardner, Director of Programs and Associate Director of Development, Mays Family Institute on Diverse Philanthropy, Indiana University Lilly Family School of Philanthropy

2:45 – 3:45 pm

McClain Room

How do we engage today's diverse donors? Do women give differently than other donors? What about millennials? How do we expand our donor database to be more diverse? Drawing on new research of giving trends by diverse populations and giving preferences among generations, this session will share historical context and current data with implications for fundraising. You will learn about strategies you can use to cultivate and solicit a new diverse donor population and better connect with existing donors.

GRANT WRITING FUNDAMENTALS: SEEKING FUNDING FOR IMPACTFUL WORK THROUGH STORYTELLING

PRESENTERS: Eryn Baldriga-Guy, Associate Director of Grants and Contracts, California Rural Legal Assistance; Ericka Sanchez, Executive Director, Foundation for Those with Special Needs

2:45 – 3:45 pm

Meyers-Drysdale Room

This session will focus on demystifying grant writing and highlighting the importance of telling a legal aid's story to non-attorney funders. While grant fundraising may seem like an intimidating process, it can be fun once the essential components of the work are understood. This session will discuss the components of an effective grant proposal, how to determine potential funders' priorities and create a compelling story for non-attorneys, and key things to keep in mind before applying and after landing a grant.

RELATIONSHIP BASED OUTREACH: EXTENDING YOUR REACH AND IMPACT THROUGH COMMUNITY PARTNERSHIPS

PRESENTER: Jodi Roberts, Communications and Development Manager, Community Legal Aid Services

2:45 – 3:45 pm

Russell Room

In this training, we will explore the value of a communication strategy that engages community partners, and how technology can empower them to share key messages with a common client base. Through this session, participants will: (1) understand the importance of a communications strategy that targets community partners; (2) have a step-by-step action plan to identify their key partners and begin targeted messaging; and (3) explore how technology tools such as email marketing, social media, and shared files (Google Drive, Dropbox, etc.) support communication efforts with partners.

FUNDRAISING STRATEGIES TO MANAGE INFLATION AND PREPARE FOR RECESSION

PRESENTER: Bill Stanczykiewicz, Director, The Fund Raising School; Assistant Dean for External Relations, Indiana University Lilly Family School of Philanthropy

4:00 – 5:00 pm

McClain Room

As inflation rages and a recession looms, learn practical fundraising strategies and steps to take now to manage these turbulent economic times. While people choose to make charitable donations based on their philanthropic values, how much they donate can be influenced by the economy. This session will examine how inflation and a possible recession could impact charitable giving, the implications for fundraisers, and what you can do to weather economic ups and downs.

STARTING A MAJOR GIFT PROGRAM AT YOUR LEGAL AID ORGANIZATION

PRESENTERS: Christine Sturm Broughton, Sr. Philanthropic Advisor, Gift and Estate Planning, ALSAC/St. Jude Children's Research Hospital; John Householter, Director of Development, Legal Aid of Northwest Texas

4:00 – 5:00 pm

Meyers-Drysdale Room

Learn the steps to start a major giving program for your organization. Attend this session and be able to identify your major gift prospects, develop strategies to cultivate and engage your donors, and make your ask and plan for next steps.

THE IMPACT OF COMPASSIONATE STORY TELLING ON NONPROFIT FUNDRAISING

PRESENTERS: Derria Ford, Deputy Director of Community Engagement and Development, Legal Aid Society Middle TN & the Cumberland; Theresa Morrison, Communications Coordinator, Legal Aid Society Middle TN & the Cumberland

4:00 – 5:00 pm

Russell Room

History has shown that stories are linked to what it means to be human. Before there was formal communication, there were stories. It should come as no surprise, then, that social movements and organizations like nonprofits should leverage stories as a strategic tool to advance important missions. Effective stories are powerful because they drive action: increasing donations, rallying supporters, increasing donor/volunteer engagement, but most importantly,

bringing each person closer to the mission by showing the impact of the organization on individuals. By building emotional connections, stories bring to life the work of the issues we care so much about in ways that other forms of communication cannot. The impact of including stories in fundraising efforts are limitless.

THURSDAY, JULY 21, 2022

All Times in EDT

WELCOME TO DAY 2 OF THE 2022 MIE NATIONAL FUNDRAISING CONFERENCE

PRESENTERS: Cynthia Cole, Director of Development and Communications, Legal Aid Society of Greater Cincinnati; Jared Smith, Director of Programs, MIE

12:00 – 12:15 pm

Abdul-Jabbar Ballroom

PLENARY – IT'S NOT EITHER/OR – RAISING MONEY WITH AN ANTIRACIST APPROACH



PRESENTERS: Robert C. Osborne, Jr., Principal, The Osborne Group; Laurel McCombs, Senior Philanthropy Advisor, The Osborne Group

12:15 – 1:15 pm

Abdul-Jabbar Ballroom

Increasing your focus on diversity and inclusion and raising money aren't mutually exclusive. In this plenary session, we'll discuss how you can assess and revitalize your development program to take an anti-racist approach that results in successful fundraising and a high return on investment. In addition to providing practical advice and anti-racist actions you can take in your fundraising, we'll also consider the roles that culture and systems play in our fundraising. Two of the most burdensome traps that many nonprofits fall into are doing things as they've always been done and making assumptions. Participants will learn strategies that help you overcome these tendencies.

INSPIRING PASSION IN 118 SECONDS – CONDUCTING ELEVATOR PITCH TRAINING WITH STAFF AND BOARD MEMBERS

PRESENTERS: Millie Heur, Communications Associate, Community Legal Aid SoCal; Emily Wing, Director of Fund Development, Community Legal Aid SoCal; Marilyn Zupkoff, Fund Development and Marketing Coordinator, Community Legal Aid SoCal

1:30 – 2:30 pm

McClain Room

Community Legal Aid SoCal successfully conducted ambassador training with all staff in 2021 and with its board members in 2022. The training was extremely well-received and yielded marketing materials that we used on social media, at our annual fundraising event, and advertising spread in Orange County Bar Association magazine. This session will provide the tools for legal aid fundraising and communications staff to support board members, legal advocates, and other colleagues in becoming better ambassadors for their legal aid organizations. The session content is beneficial and applicable to all conference attendees and content can be applied universally, regardless of geography, organization size, urban/rural community type, etc.

ROUNDTABLE DISCUSSION: FUNDRAISING PRACTICES TO PROMOTE RACE EQUITY

FACILITATORS: Sang Yup Lee, Director of Development, Chicago Bar Foundation; Alexis Smith, Executive Director, New Haven Legal Assistance Association; Tim Wallace, Director of Development, Legal Aid Justice Center

1:30 – 2:30 pm

Meyers-Drysdale Room

Join this interactive discussion to share with and learn from your colleagues across the country about how organizations have implemented, or are exploring, fundraising practices to promote race equity. As this session follows the plenary presentation “It’s Not Either/Or — Raising Money with an Antiracist Approach,” discuss what you are taking away from that session to implement in your program. Connect with your peers about what strategies and activities are seeing success in pursuing diversity, equity, and inclusion in fundraising efforts, and brainstorm ways as a group to overcome challenges that have arisen.

LANGUAGE JUSTICE AND LEGAL SERVICES

PRESENTERS: Joann Lee, Special Counsel on Language Justice, Legal Aid Foundation of Los Angeles; Alena Uliasz, Language Justice Initiative Manager, California Rural Legal Assistance; Sara Williams, Communications Manager, Legal Aid Foundation of Los Angeles

1:30 – 2:30 pm

Russell Room

Language justice is essential to the fight for equal justice. In legal services, we work to ensure each community member has access to justice, and to build a more equitable and inclusive society. Approximately one in five Americans speaks a language other than English at home, and immigrant communities disproportionately experience poverty and barriers to social and legal services, as crucial information (including documents and forms) is often not available in languages other than English and Spanish. This session will provide best practices for conveying information to diverse audiences about your organization’s services, as well as policies and laws that impact community members. We will show examples of how the Legal Aid Foundation of Los Angeles and California Rural Legal Assistance have built and sustained communications and marketing strategies that are inclusive and accessible for speakers of different languages. We will also reserve time to address participants’ specific needs as those relate to their organizations and communities.

HYBRID EVENTS: HOW TO PREPARE FOR THE FUTURE OF EVENTS IN AN EVER-CHANGING WORLD

PRESENTER: Sarah Driever, Director of Philanthropy, Southern Minnesota Regional Legal Services

2:45 – 3:45 pm

McClain Room

As COVID-19 took hold of the country, we all found ourselves having to decide whether to cancel events or move them to the virtual sphere. As we transition or look toward hosting events and seeing people in person again, we have to consider hybrid events during the transition and potentially as our “new normal.” Most of us added a virtual element to fundraising events. In fact, 70% of nonprofits polled by Bloomerang and 73% of Network for Good’s polled audience had their first-ever fully virtual event in 2020. This presentation will be discussing hybrid events to help nonprofits plan events to be hybrid and knowing how to pivot quickly!

STARTING FROM SCRATCH: HOW TO CREATE A VIBRANT CULTURE OF PHILANTHROPY

PRESENTERS: Madison Eckardt, Marketing Coordinator, Neighborhood Legal Services of Los Angeles County; Elizabeth Weinberg, Vice-President, Development & Marketing, Neighborhood Legal Services of Los Angeles County

2:45 – 3:45 pm

Meyers-Drysdale Room

In December of 2018, NLSLA began the hiring process for a Development Director for the first time in years. As a result, NLSLA's Board of Directors adopted an ambitious and unprecedented strategic plan. Three of the plan's major goals were related to fundraising. These goals were: (1) establish a fundraising-oriented Board, (2) broaden development and fundraising sources, and (3) optimize resource allocation for substantive areas of practice and services. This session will examine how the leadership at NLSLA rose to this challenge and built a fundraising and marketing infrastructure, created a culture of philanthropy at the board and staff levels, and increased the amount of unrestricted money raised between 2018 and 2021 by more than 440%. The session will also focus on the challenges that arose as a result of the pandemic, how we adapted our strategy, and the lessons learned.

VOICES FOR CIVIL JUSTICE EFFECTIVE CONTENT WRITING WORKSHOP

PRESENTER: Sam Scarrow, Executive Director, Voices for Civil Justice

2:45 – 3:45 pm

Russell Room

In the context of writing for publication in a media outlet and applying Voices' values-based messaging model to influence an identified audience, participants will be able to develop an outline and write a persuasive op-ed that adheres to the accepted op-ed structure and standards. Participants will be able to list the essential elements (e.g. timely news hook, personal story, action step) and the relevant considerations that may differ by publication (e.g. word limits, how to submit). Participants will develop an outline for a customized op-ed that could later be submitted for publication. Participants should come to this session with an idea of something you would like to write about. The idea does not need to be fully developed. While this session will be geared toward op-ed writing, it may be helpful for crafting other persuasive writing such as media pitches, donor appeals, etc.

ROUNDTABLE DISCUSSION: MOVING FORWARD FROM THE PANDEMIC

FACILITATORS: Diana Poole, Executive Director, Legal Aid Foundation of Colorado; Adrienne Worthy, Executive Director, Legal Aid of West Virginia

4:00 – 5:00 pm

McClain Room

Recent years have challenged fundraisers to consider new ways to build and maintain relationships with donors, often without strong traditions based on in-person experiences and events. Join this interactive discussion to share with and learn from your colleagues across the country about how organizations are carrying forward lessons learned from successful fundraising efforts during the pandemic. Also talk through ways organizations are evaluating their fundraising efforts in a time when metrics and benchmarks are evolving.

PLANNED GIVING WITH FEW RESOURCES AND LITTLE TIME

PRESENTER: Stan Yogi, Senior Consultant, Klein + Roth Consulting

4:00 – 5:00 pm

Meyers-Drysdale Room

Do you dream of a wealthy benefactor leaving your organization \$1 million? Chances of that happening will increase greatly if you actively ask supporters for estate gifts. This session will help you develop and implement a basic planned giving program. You'll learn about setting up the basic infrastructure for a planned giving effort, encouraging donors to make estate gifts, maintaining relationships with legacy donors, and administering planned gifts after a supporter passes away. This workshop is suited for organizations with an established base of at least 100 donors who contribute regularly, regardless of the size of their gifts.

VOICES FOR CIVIL JUSTICE STRATEGIC COMMUNICATIONS FOR ADVOCACY OUTSIDE THE COURTROOM

PRESENTER: Sam Scarrow, Executive Director, Voices for Civil Justice

4:00 – 5:00 pm

Russell Room

This session will focus on a core value of our profession: strategic communications advances the work of justice at civil legal aid organizations. It's not always easy to make the case for investment in communications campaigns. In some cases, it might be difficult to get staff attorney time for media availability. In others, it's about room in the budget for a new hire on the communications team. Whatever the case, enforcing that core value is key. Attendees will learn and discuss how we can better communicate, for internal audiences as well as funders, the importance of strategic communications to advancing the work of justice with civil legal aid.

OPTIONAL: MENTOR MATCHUP CONVERSATIONS, IF PRE-REGISTERED

5:00 – 6:00 pm

McClain Room

Join this session if you would like a dedicated space to connect as a mentor-mentee pair through the conference mentoring program, which required pre-registration by email. Your mentorship pair is also welcome to choose another time to meet and make your own arrangements for that conversation.

FRIDAY, JULY 22, 2022

All Times in EDT

OPTIONAL: MENTOR MATCHUP CONVERSATIONS, IF PRE-REGISTERED

11:00 am – 12:00 pm

McClain Room

Join this session if you would like a dedicated space to connect as a mentor-mentee pair through the conference mentoring program, which required pre-registration by email. Your mentorship pair is also welcome to choose another time to meet and make your own arrangements for that conversation.

WELCOME TO DAY 3 OF THE 2022 MIE NATIONAL FUNDRAISING CONFERENCE

PRESENTER: Sam Scarrow, Executive Director, Voices for Civil Justice

12:00 – 12:15 pm

Abdul-Jabbar Ballroom

PLENARY – THE JUSTICE GAP: HOW TO USE DATA AND STORYTELLING TO COMMUNICATE EFFECTIVELY



PRESENTER: Julia Campbell, Author and Speaker, J Campbell Social Marketing

12:15 – 1:15 pm

Abdul-Jabbar Ballroom

With the recent release of the latest version of LSC's Justice Gap report, legal aid organizations have the opportunity to leverage current data about unmet civil legal needs to lend context and credibility to the impact of their work. Alongside this opportunity, engaging storytelling and visual communications are critical skills for foundation and nonprofit communicators. This is true of all communications, but even more critical in data-driven storytelling. Storytelling using digital channels such as websites, email, and social media platforms is one of the best ways to change hearts and minds around a cause. Digital storytelling is also an effective way to reach new donors while deepening relationships with current supporters. In this session, digital storytelling expert Julia Campbell will walk you through the best ways to tie big picture data around the need for services to effective storytelling about those services.

DIRECT MAIL STRATEGIES AND BEST PRACTICES

PRESENTERS: Sarah Gnerre, Vice President of Philanthropy, Five Maples Development Communications; Gary Henrickson, President, Owner, Consultant, Five Maples Development Communications; Helen Meyer, Development Director, Pine Tree Legal Assistance

1:30 – 2:30 pm

McClain Room

Learn from peers and experts about direct mail fundraising, including statistics on rates of return, best practices in identifying a prospect list, how to retain your new donors, and more! At the end of the session, we hope you will have the tools and information to determine if a direct mail fundraising campaign is right for your organization, set goals and measure the impact of your campaign, and identify a prospect list for your direct mail fundraising campaign.

MOBILIZE YOUR BOARD TO RAISE MORE MONEY

PRESENTER: Andy Robinson, Consultant, Andy Robinson Consulting

1:30 – 2:30 pm

Meyers-Drysdale Room

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. In this interactive webinar, we'll discuss the reasons why, and outline strategies to turn things around. You'll leave with several practical, specific ideas for increasing board involvement and effectiveness.

ROUNDTABLE DISCUSSION: CHALLENGES AND SUCCESSES IN CLIENT STORYTELLING

FACILITATORS: Christine Kirby, Director of Development, Neighborhood Legal Services; Laura Musachio, Access To Justice Campaign Coordinator, Michigan State Bar Foundation

1:30 – 2:30 pm

Russell Room

Successful fundraising and advocacy relies on the real-world impact of legal aid services. Strong client stories are a way to communicate that impact, but doing so ethically and effectively can be challenging. Join this interactive discussion to share with and learn from your colleagues across the country about how organizations are identifying clients whose experiences would be helpful to share, empowering those clients to share their stories, and crafting those stories in ways that can best connect with our various audiences.

SUCCESSFUL DEVELOPMENT OFFICERS ARE PROFESSIONALS TOO! — RECRUITING, SUPPORTING, AND RETAINING FUNDRAISING PROFESSIONALS FOR THE NEW NORMAL

PRESENTER: Jim Yunker, President and CEO, The Yunker Group, Inc.

2:45 – 3:45 pm

McClain Room

Are practices of nonprofit law firms to recruit, support, and retain great development professionals as rigorous as those for great attorneys? This interactive session will attempt to

affirm best practices in identifying, recruiting, onboarding, supporting, and, most importantly, retaining successful and happy development professionals.

ROUNDTABLE DISCUSSION: BOARD ENGAGEMENT IN FUNDRAISING EFFORTS

FACILITATORS: Steve Gottlieb, Executive Director, Atlanta Legal Aid; Andy Robinson, Consultant, Andy Robinson Consulting

2:45 – 3:45 pm

Meyers-Drysdale Room

An organization's board members can be strong sources of support as donors themselves, but also as advocates for your program to other potential donors. Join this interactive discussion to share with and learn from your colleagues across the country about how organizations are engaging boards in fundraising activities, from prospecting to stewardship. Consider challenges in engaging board members, especially remotely, and discuss with your peers what strategies are working in overcoming those challenges.

DIGITAL CONTENT FOR SOCIAL IMPACT: HOW TO IMPROVE ADVOCACY OBJECTIVES WITH EFFECTIVE COMMUNICATIONS

PRESENTERS: Clarissa Ayala, Communications Director, Lone Star Legal Aid; Ashley Robinson, Digital Media Specialist, Lone Star Legal Aid

2:45 – 3:45 pm

Russell Room

A communication department is a critical tool. This session will highlight creative techniques using technology to promote advocacy, community outreach, and development. Learn how the Lone Star Legal Aid communications department grew its staff in support of strategic, consistent content creation that ties to a shared communications calendar with buy-in from staff advocates. We will provide examples of tools from long-term communication efforts for tenants facing fair housing and eviction issues, domestic violence and sexual assault survivors, public benefits recipients, and LGBTQIA+ individuals. These tools support rapid mobilization efforts, strengthen strategic advocacy, and improve the ability to reach communities. These strategies have changed the landscape of advocacy and modern outreach in a way that will continue to evolve.

ROUNDTABLE DISCUSSION: DEVELOPMENT STAFF HIRING AND MANAGEMENT

FACILITATORS: Ana Cruz, Chief Development Officer, Greater Boston Legal Services; Jennifer Luczkowiak, Attorney, Director of Development, Prairie State Legal Services

4:00 – 5:00 pm

McClain Room

The pandemic has brought about large amounts of change in development staffing — for example, new sources of funding provide greater flexibility in short term hiring, and remote and hybrid operations are now commonplace. Join this interactive discussion to share with and learn from your colleagues across the country about how organizations are navigating these challenges in staffing development operations. Discuss best practices with your peers in recruiting development professionals, onboarding them successfully, and planning for the future during uncertain times.

HOW TO GET DONOR ADVISED FUND PHILANTHROPY

PRESENTER: Claire Axelrad, Principal, Clairification

4:00 – 5:00 pm

Meyers-Drysdale Room

The use of Donor Advised Funds (DAFs) as a means for individuals to make philanthropic gifts continues to rise. Total grants from DAFs in 2011 were just \$8.13 billion. A decade later they were \$34.67 billion. Over the past five years, the number of individual DAF accounts has increased over 200%. And there's been a 400% increase in total annual grantmaking from DAFs in past decade. Because there's no denying the growing significance of DAFs in the total philanthropy picture, Claire Axelrad, J.D., CFRE feels it is imperative you understand how they work and how they may be of benefit to your charity. Learn how to get your fair share of this growing pot of philanthropic largesse!

VOICES FOR CIVIL JUSTICE MEDIA RELATIONS SKILLS

PRESENTER: Sam Scarrow, Executive Director, Voices for Civil Justice

4:00 – 5:00 pm

Russell Room

Earned media is a powerful tool for building support for civil legal aid, but it is not the only, or always the right, tool. Participants will be able to recognize/identify when media is an appropriate tactic for achieving their goals and objectives, what kind of coverage might be best for them, and what reporters and editors look for, and list what assets they can offer reporters/editors. Participants will also be able to name the essential elements of a news pitch or an op-ed and draft a short draft pitch for a news story or an outline for an op-ed that highlights their work. Participants should come to this session with one or two story ideas from their work (e.g. recent press coverage featuring or not featuring your organization, a client story that is a powerful illustration of a problem, or something else entirely).

PRESENTERS

CLAIRE AXELRAD J.D., CFRE, will inspire you through her philosophy of philanthropy, not fundraising. After a 30-year development career which earned her the AFP “Outstanding Fundraising Professional of the Year” award, Claire left the trenches to begin her coaching/teaching practice. Her Clairification School has been called “the best bargain in fundraising!” Additionally, she curates a biweekly complimentary nonprofit e-newsletter, the “Clairity Click-it,” offering free resources found across the web. Claire is also featured expert and Chief Fundraising Coach for Bloomerang. She’ll be your guide, so you can be your donor’s guide on their philanthropic journey. A member of the California State Bar and graduate of Princeton University, Claire currently resides in San Francisco, California. If you like craft fairs, baseball games, art openings, musicals, folk music, and political conversation, you’ll like to hang out with Claire. Claire may be reached at claire@clairification.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. Her work with Voices for Civil Justice and a long list of reporters has garnered national media coverage for the role of legal aid in disaster recovery response efforts, including the ongoing COVID-19 pandemic. She plans, creates, and manages content for the company website and social media platforms, with a team of 3. 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.

ERYN BALDRICA-GUY is the Associate Director of Grants and Contracts for California Rural Legal Assistance, Inc. Her work includes proposal development, budgeting, grant and project management, reporting, and stewardship. She came to CRLA in 2019 after fundraising for other California nonprofits focused on mental health and community action. In her career, she has secured contracts totaling over \$10 million from a variety of foundations, nonprofits, corporations, and government funders. Eryn has her master’s and bachelor’s degrees in English and over five years of fundraising experience. She can be reached at ebaldricaguy@crla.org.

CHRISTINE STURM BROUGHTON, JD, CFRE is an attorney with more than 26 years of experience in planned giving. She currently serves as Senior Philanthropic Advisor,

Gift and Estate Planning, for ALSAC/St. Jude Children’s Research Hospital. Christine’s primary focus involves helping donors and their professional advisors understand and consider charitable gifts that require tax, legal, or financial planning. Prior to joining St. Jude, Christine held several development positions in higher education and social services organizations. She was also a practicing attorney and on the staff of The Sharpe Group. Christine resides in Memphis, TN with her husband Jason and their two adorable rescue dogs. Christine may be reached at Christine.Broughton@alsac.stjude.org.

JULIA CAMPBELL is a nonprofit digital consultant, speaker, and author on a mission to make the digital world a better place. Named as a top thought leader and one to follow by Forbes and LinkedIn for Nonprofits, Julia is the host of the acclaimed Nonprofit Nation podcast, she’s written two books for nonprofits on social media and storytelling, and her online courses, webinars, and talks have helped hundreds of nonprofits make the shift to digital thinking. Julia may be reached at julia@jcsocialmarketing.com.

CYNTHIA COLE is Director of Development and Communications for the Legal Aid Society of Greater Cincinnati. In her role, she is responsible for generating funds from individuals, corporations, and foundations as well as 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 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 BA from Kenyon College and her MBA from the Columbia University Graduate School of Business. She holds a Six Sigma green belt certification. Currently, she serves on several non-profit boards in the Greater Cincinnati area. Cynthia may be reached at cynthiacole@lascinti.org.

ANA CRUZ joined Greater Boston Legal Services in late 2016 and is responsible for the oversight and direction of the organization’s fundraising and communications efforts. In her role as Chief Development Officer and Director of Communications, she supervises a talented and knowl-

edgeable staff of six, and works closely with the Development Committee of GBLS' Board of Directors and related sub-committees. Ana began her career in legal services in 2005 with Bay Area Legal Aid in the San Francisco Bay Area, and has experience with all aspects of resource development, donor relations, grants management, and nonprofit communications. Ana earned a B.A. in English 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.

SARAH DRIEVER is Southern Minnesota Regional Legal Services' Director of Philanthropy. Sarah works to communicate the amazing work of SMRLS with prospective donors, volunteers, and community partners. She also oversees grant writing and management as well as fundraising. Before joining SMRLS, Sarah served as Director of Development and Legal Advocate at the Domestic Abuse Project. She attended Drake University where she has been recognized with the Drake University Achievement Award (2002), the Beth W. Peterson Award for Outstanding Journalism (2003), the Outstanding Senior Award (2005), and the Drake Service Award (2003 and 2004). Sarah received her Juris Doctor from St. Thomas University School of Law (2006). She has been published in St. Thomas School of Law's Journal of Law and Public Policy, Volume 3, Issue 1 (2009). She has been involved in development and fundraising for over 12 years. Sarah may be reached at sarah.driever@smrls.org.

MARIA DUVUVUEI came to Community Legal Aid Services in 2016 as Director of Communications and Development. With over a decade of communications experience, her career has focused on organizational storytelling and shaping community narratives. As Director of Development and Communications, she leads the organization's communications, fundraising, strategy, and DEI efforts. Prior to her role at Legal Aid, Maria worked in healthcare and higher education, primarily in internal communications, as well as in newspaper journalism. She is a regular presenter on advocacy communications and development. Outside of her role at Legal Aid, Maria is a devoted mom and volunteer in her home community of Akron. She has volunteered with the Right to Housing Coalition, ACCESS homeless shelter, Project Rise, and Blessings in a Backpack. Maria earned her bachelor's degree in communication studies from Kent State University, where she studied journalism, editorial planning, team communication, and cultural communication. Maria may be reached at mduvuvuei@communitylegalaid.org.

MADISON ECKARDT 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.

DERRIA L. FORD holds a Doctorate in Leadership and Professional Practice with a dissertation emphasis in transformational leadership, leader efficacy, and emotional intelligence. She is also a graduate of Middle Tennessee State University, where she earned a Master of Business Administration and a Bachelor of Science with a concentration in Industrial-Organizational Psychology and Business Communications. Over the past thirteen years, she has developed a career as a fundraising professional by writing grants, running a direct mail campaign, and administrating various federal, state, local, foundation, and private grants. She has had tremendous success with increasing the number of individual donors, growing the annual campaign, implementing an events strategy, and doubling event revenue consecutively for the past four years. Currently, she is the Deputy Director of Community Engagement and Development for Legal Aid Society of Middle Tennessee and the Cumberland. Derria may be reached at dford@las.org.

LAKOYA GARDNER is the Director of Programs and Associate Director of Development for the Mays Family Institute on Diverse Philanthropy located at the Indiana University Lilly Family School of Philanthropy. LaKoya's focus area is to utilize her expertise in fundraising to expand the understanding of donors of color and other underrepresented donors to shift the narrative within philanthropy. LaKoya may be reached at lsvaughn@iu.edu.

SARAH GNERRE has served on and led outstanding teams focused on changing lives for the better through philanthropy throughout her career. She has managed development programs in the arts, higher education and healthcare, including major gifts and annual funds. She is a board member of USA Yoga Federation and a longtime leadership volunteer with Arts in Reach and Pontine Movement Theatre, among others. Sarah may be reached at sarahg@fivemaples.com.

STEVE GOTTLIEB is the Executive Director of Atlanta Legal Aid, where he was part of the organization's first summer student class in 1968. After graduating from the Universi-

ty of Pennsylvania in 1969, he received a Reginald Heber Smith fellowship to work at Legal Aid as a new lawyer. In the next five years, he handled a wide range of cases, developing expertise in consumer protection issues, and managed three of Atlanta Legal Aid's offices. He then managed the Savannah Office of the Georgia Legal Services Program. In 1977, he returned to Atlanta as the Deputy Director of Atlanta Legal Aid. He became its Executive Director three years later in 1980 and is among the longest serving legal aid directors in the country. Steve has weathered at least three major funding storms during his tenure and has overseen a diversification of revenue sources that has permitted Atlanta Legal Aid to continue its core functions in good times and bad. For his leadership, Steve has received numerous state and local awards and has been recognized by the American Bar Association and the National Legal Aid and Defender Program for his work. Steve may be reached at sgottlieb@atlantalegalaid.org.

NATHAN HAND is Chief Advancement Officer at The Oaks Academy in Indianapolis, where he supervises a team of eleven and is responsible for all fundraising and marketing functions. In addition to his work at The Oaks Academy, Nathan is Faculty at The Fund Raising School and is Past President of the Association of Fundraising Professionals — Indiana chapter. Nathan may be reached at nhand@theoaksacademy.org.

GARY HENRICKSON has been teaching nonprofits how to raise money through direct mail and email for the last 10 years. As board chair for the Keene, NH YMCA, he led a \$10 million campaign to build a new Y. He has served as Vice Chair of the Grace Cottage Hospital Foundation and is on the Land for Good Board of Advisors. He started his career as an engineer in Silicon Valley and then spent 25 years marketing technology companies. Visiting clients and speaking at fundraising conferences are his favorite Five Maples experiences. His most challenging task: hiring the best people to make this all possible! Gary may be reached at garyh@fivemaples.com.

MILLIE HEUR is the Communications Associate at Community Legal Aid SoCal. Millie has worked in development and communications for legal services programs for over two decades, currently with CLA SoCal and prior with the Legal Aid Foundation of Los Angeles. She also volunteers with the Surfrider Foundation's Long Beach Chapter, assisting with outreach and various local ocean and beach-related environmental initiatives. Millie may be reached at mheur@clsocal.org.

JOHN HOUSEHOLTER joined Legal Aid of Northwest Texas in December of 2020, but has been in a variety of

fundraising roles for other organizations, large and small, during a 36 year career. Most recently, he spent 14½ 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. He is a graduate of Fort Hays State University with a BA in Communications and the University of Dallas with an MBA in Nonprofit Management. His role with LANWT is to initiate a Major & Planned Giving program. John resides in Garland, TX with his wife Christy and their golden retriever Cooper. John may be reached at householterj@lanwt.org.

KESHA JAMES is MIE's Executive Director. Before joining MIE, she spent 16 years at Legal Aid of Southeastern Pennsylvania. There, as Deputy Director for Advocacy, she oversaw the provision of legal services and impact advocacy while supporting all aspects of senior management. As supervisor for LASP's managing attorneys, she implemented substantive practice affinity groups and guided advocacy systems, while also implementing a robust, accredited CLE training program. Previously, she served as Pro Bono Director and staff attorney for LASP's mortgage foreclosure and predatory lending prevention unit. Kesha is originally from Columbia, South Carolina. She received her bachelor's in Political Science from Florida A&M University and received her J.D. from the University of Pennsylvania Law School. Before beginning her career in legal services, Kesha spent four years in the civil litigation department of a midsize Philadelphia law firm. Kesha may be reached at kjames@mielegalaid.org.

CHRISTINE KIRBY is the Director of Development at Neighborhood Legal Services where she has been successful in requesting and receiving private gifts for a number of civil legal aid initiatives, as well as increased the number of grant proposals submitted and funded, expanded annual giving and implemented special events and stewardship activities. Christine previously served as Director of Advancement and Statewide Support for the Pennsylvania Legal Aid Network, Inc., where she led statewide resource development and communications efforts designed to further the goal of equal justice under the law. She is past president and current member of the Executive Women's Council of Greater Pittsburgh and is a member of the Association of Fundraising Professionals. Christine earned her Master's Degree in Public Policy Management from Carnegie Mellon University's H.J. Heinz School of Public Policy. Christine received her undergraduate degree from the Pennsylvania State University. Christine may be reached at kirbyc@nlsa.us.

JOANN LEE has provided direct legal services to the growing indigent Asian/Pacific Islander immigrant population

in the Los Angeles area at Legal Aid Foundation of Los Angeles since 2000. Joann specializes in family and immigration law, with a focus on representing survivors of domestic violence, sexual assault, and human trafficking. Bilingual in Korean, she has extensive experience navigating government entities to obtain meaningful language services for individuals who do not use English as their dominant language, including filing administrative complaints and litigation based on civil rights language access requirements. In 2015, Joann was appointed to the California Judicial Council Language Access Plan Implementation Task Force. Active in the local community, Joann has served on the boards of the Korean American Bar Association, Korean Resource Center, and the Center for the Pacific Asian Family. She is a graduate of Northwestern University and George Washington University Law School. Joann may be reached at JLee@lafla.org.

SANG YUP LEE is the Director of Development of the Chicago Bar Foundation. In this role, Sang leads the CBF's fundraising efforts and oversees all aspects of the CBF's individual and corporate giving programs. He also leads the annual Investing in Justice Campaign, which fully funds the CBF's grantmaking efforts. Sang earned both his B.A. and J.D. from the University of Notre Dame. He currently serves as the 1st Vice President of the Asian American Bar Association of Greater Chicago, and he has spoken and been published on issues concerning the Asian American legal community. He also serves on the Program Committee of the National Conference of Bar Foundations. A resident of Evanston, Illinois, Sang enjoys spending time with his wife and son taking walks, building Lego projects, playing Mario games, and participating in local racial justice initiatives together. Sang may be reached at slee@chicagobarfoundation.org.

JENNIFER LUCZKOWIAK is an attorney and Director of Development at Prairie State Legal Services. 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 jluczkwiaak@pslegal.org.

MELINDA MANN has been actively raising funds for social justice issues such as equal justice, reproductive rights, and equity in public schools for the past 25 years. For the last seven years, she has focused on raising and deploying resources to civil legal aid organizations throughout Washington State that are working to transform our legal system into a justice system. Her favorite part of the work is building relationships and connecting donors to ways they can make a meaningful difference in the world. Melinda received her B.A. from the University of Washington. Melinda may be reached at melinda@legalfoundation.org.

LAUREL MCCOMBS is Senior Philanthropy Advisor of The Osborne Group. She 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 lmccombs@theosbornegroup.com.

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.

THERESA MORRISON graduated from Austin Peay State University with a B.S. in Communications and an M.A. in Media Management. She loves working with people and serving her community. Theresa's expertise falls in line with public relations, social media management, and marketing. She has a drive for content creation, event planning, and any aspect of communications. Theresa is a huge comic book fan, and her favorite comic book character is Rogue.

Her other hobbies include bees, and she is teaching herself how to beeline, which is searching for wild bees in nature. Theresa may be reached at tmorrison@las.org.

Laura Musachio is the Access to Justice Campaign Coordinator for the Michigan State Bar Foundation. After years in private practice, Laura moved into the nonprofit world working first in planned giving for higher education, and then for a corporate foundation. She then found her ideal way to serve others through raising funds for civil legal aid. As the Access to Justice Campaign Coordinator, Laura encourages the Michigan legal community to give to a centralized Campaign that supports 15 civil legal aid programs throughout the state. Laura may be reached at laura@msbf.org.

Robert C. Osborne, Jr. was taught the power of philanthropy from an early age from both of his parents. With more than 25 years of experience in the nonprofit sector, Bob 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. A well-known international speaker and workshop leader, Robert works with all types of organizations and all sizes. He has conducted well-received workshops and/or keynote addresses for the International Fundraising Congress, the Association of Fundraising Professionals, the Association of Healthcare Philanthropy, the International Fundraising Festival, AFP Congress, the Fundraising Institute of New Zealand, and many others. Bob serves on the boards of the United Hospital Fund and US Squash. He also serves on the International Advisory Board of the Czech Fundraising Center, the International Advisory Board of the Impact Hub Belgrade in Serbia, and the Advisory Board of the Impact Hub Metropolitan in New York. He is a studio partner and co-founder of Studio X Ventures, a venture studio for social impact startups in the Western Balkans, with a focus on women founders. Bob serves as a mentor and advisor to a number of startups in the US and the Western Balkans. Bob may be reached at bob@theosbornegroup.com.

Sarah Palermo has been with the NH Campaign for Legal Services since 2015, first as Communications Manager, and since 2016 as Campaign Director. The NH Campaign for Legal Services promotes awareness of the impact of legal aid in New Hampshire and raises funds for NH Legal Assistance and 603 Legal Aid. Prior to working with the Campaign, Sarah spent more than a decade as a reporter, photographer, and editor at news organizations in New Hampshire, New York, and New Jersey. She earned her bachelor's degree from Vassar College and received further training at the Poynter Institute for Media Studies. She lives

in Hopkinton, NH, with her husband, daughter and cat. Sarah may be reached at spalermo@nhla.org.

Diana Poole has been the executive director of the Legal Aid Foundation of Colorado since 2005, which currently raises about \$2 million per year in a private bar campaign to support Colorado's statewide civil legal aid program. Diana is also the executive director of the Colorado Lawyer Trust Account Foundation, which administers Colorado's IOLTA program. Diana may be reached at diana@legalaidfoundation.org.

Jodi Roberts serves as the communication and development manager at Community Legal Aid Services in Ohio. She has been with Legal Aid since 2016 serving in various capacities. Jodi earned her Associates Degree in Health and Human Services with an emphasis on Social Work through Stark State College and is a certified Life Coach, Health & Wellness Coach, and DISC Facilitator. She is co-chair for her local PRSA chapter and actively supports her church by assisting with their communications, social media, and training programs. Jodi may be reached at jroberts@communitylegalaid.org.

Ashley Robinson is a graduate of the English and New Media Communications programs at Concordia College - NY. She is the Digital Media Specialist for Lone Star Legal Aid, and her work in the Communications Department includes campaign strategy, graphic design, video editing, media production, and community engagement. Outside of work, Ashley is best known for her debut biographical feature film, NB13: The Nolan Berthelette Story, which was developed to raise awareness of undetected brain aneurysms, to commend the New England community that rallied in the wake of tragedy, and to build a record of a teen victim's life for posterity. Ashley can be reached at arobinson@lonestarlegal.org.

Andy Robinson provides training and consulting for nonprofits, businesses, and government agencies. Over the past 26 years, Andy has worked with clients in 47 US states and Canada. Since the pandemic began in March 2020, he has designed and facilitated 135 online meetings, webinars, and remote workshops covering a variety of topics, including fundraising, board development, marketing, leadership development, facilitation, planning, change management, and train-the-trainer programs. Andy (www.andyrobinsononline.com) 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. He lives in Plainfield, Vermont. Andy may be reached at andy@andyrobinsononline.com.

ERICKA SANCHEZ is currently the Executive Director of the Foundation for Those with Special Needs, a nonprofit managing special needs trusts. Prior to that, Ericka was the CEO and Co-Founder of Collaborative Justice Partners, working with nonprofits striving to reduce the justice gap by building collaborative relationships and breaking down barriers to promote social, racial, and economic justice to uplift communities. Ericka began her career at the Legal Aid Society of the Orange County Bar Association as an Equal Justice Works Fellow in 2009. Ericka provided holistic representation to approximately 300 children with developmental disabilities at any time, while recruiting and training pro bono GAL attorneys, lay volunteers, and community partners on a local and statewide level. She is a Class IV Fellow of The Florida Bar's Wm. Reece Smith, Jr. Leadership Academy. Ericka may be reached at esanchez@ptstrusts.com.

SAM SCARROW oversees media strategy, message development, and strategic partnerships with a growing network of more than 1,700 civil justice advocates in all 50 states as Executive Director of Voices for Civil Justice. He works to give a platform in national and local media to people facing crises with civil legal aspects as they navigate an inaccessible civil justice system. Through trainings and workshops, he builds the capacity of civil justice advocates to use the media as a tool of client and social advocacy. Sam has worked in nonprofit communications, operations for campaigns and nonprofits, and campaign organizing for nearly a decade. As a communications consultant at BerlinRosen, he delivered high-impact opinion and news placements for nonprofit and social justice clients, including Voices for Civil Justice. Sam may be reached at scarrow@voicesforciviljustice.org.

ALEXIS SMITH is the Executive Director of New Haven Legal Assistance Association. NHLAA provides free legal services to the poor, advancing justice and equal rights under the law. She previously served as Deputy Director (2012-2017), and before that was a staff attorney at Greater Hartford Legal Aid where she represented children facing denial of their educational rights. In addition to leading NHLAA, Smith has served in numerous leadership roles for the Connecticut Bar Association, including as Secretary of the CBA, a member of the CBA's House of Delegates, and co-chair of the CBA Task Force on Policing. She has also served as president of the George W. Crawford Black Bar Association and has earned awards from The West Haven Black Coalition, Junior Achievement, New Haven Probate Court, and Gateway Community College Foundation. Committed to community service, she currently serves on the board of directors for LEAP, ConnCAT, Neighborhood Music School, Horizons at Foote, Common Ground High

School, and New Alliance Foundation. Born and raised in Connecticut, she earned her Bachelor's Degree from Duke University and law degree from University of Wisconsin-Madison. Alexis may be reached at ASmith@nhlegal.org.

JARED SMITH is MIE's Director of Programs, working to develop innovative remote and in-person trainings, engaging resources, and effective spaces for collaboration. In this role, he supports private and legislative fundraising efforts, including by enhancing access to the ABA Standing Committee on Legal Aid and Indigent Defense's online ABArray Legal Aid Funding Data Report. In the past, Jared has served as the Foundation and Development Manager for the North Carolina Equal Access to Justice Commission and Pro Bono Resource Center, Communications Coordinator for the National Association of Pro Bono Professionals, and adjunct professor at the University of North Carolina School of Law. He is a graduate of Carolina Law and of Davidson College and is a licensed attorney in North Carolina. Jared can be reached at jared@mielegalaid.org.

BILL STANCZYKIEWICZ is the Director of The Fund Raising School and Assistant Dean for External Relations of the Lilly Family School of Philanthropy where he oversees communications and fundraising. Bill also serves as a core faculty member, teaching graduate and bachelor's level courses on philanthropy, fundraising, and leadership. Bill may be reached at billstan@iu.edu.

ALENA ULIASZ is the statewide Language Justice Initiative Manager at California Rural Legal Assistance, Inc. She has 20 years of experience as a facilitator and community organizer focused on dismantling oppression and promoting equity and inclusion. She holds a master's degree in Community Development from the University of California, Davis, where she conducted community-based participatory research about Indigenous language justice in collaboration with the Mixteco/Indígena Community Organizing Project and CRLA. Alena completed a certificate in Spanish-English court and healthcare interpreting at San Francisco State University. Before moving to Northern California, Alena was based on the California Central Coast, where she co-founded Just Communities' Language Justice Initiative and co-led educational justice, youth leadership, and sexual violence prevention efforts. Alena may be reached at auiasz@crla.org.

TIM WALLACE (he/him) is a legal aid lifer having started his career with Cabrini Green Legal Aid in Chicago in 2004 and working there until moving to Charlottesville, Virginia and the Legal Aid Justice Center in 2013. In his current role

as Director of Development, Tim manages a team of six and is explicitly charged with applying the organization's anti-racist values to its fundraising efforts. Tim also serves as a volunteer organizer for the Central Virginia Chapter of the National Lawyers Guild. Tim may be reached at twallace@justice4all.org.

CHARLOTTE WATERS is the Communications Director at Legal Services of North Florida. She has served the community in this role for nearly 5 years. Through administrative support, Charlotte helped build LSNF's first Communications Department. Prior to working at LSNF, Charlotte spent over 10 years working in the arts and culture nonprofit community. She received her Masters Degree in Arts Administration (& Nonprofit Business) degree at Florida State University, with a focus in Program Evaluation, Event Management, and Museum studies. Charlotte may be reached Charlotte@LSNF.org.

ELIZABETH WEINBERG has more than 25 years of experience in nonprofits in New York City and Los Angeles. She is an expert in board development, fundraising, and management. She has worked at nonprofits with budgets ranging from \$2 million to \$300 million; with staffs of 50 to 15,000. She joined NLSLA in January 2019 as the Director of Development. Managing a team of two people, Elizabeth oversees all private fundraising and development marketing. Elizabeth lives in the Los Feliz area of Los Angeles with her husband, their two girls, and their pets. Elizabeth may be reached at elizabethweinberg@nlsla.org.

SARA WILLIAMS oversees all external and internal communications and marketing activities at the Legal Aid Foundation of Los Angeles. In her role, Sara develops LAFLA's outreach and advocacy strategies; facilitates media relations; manages and creates content across all digital properties (social media, website, email); produces marketing materials; and leads special projects such as the annual report. She received her Master of Public Administration degree from New York University, and Bachelor of Arts degrees in broadcast journalism and international relations from the University of Southern California. Sara may be reached at sjwilliams@lafla.org.

ALLY DONLAN WILSON serves as the Director of Development for Pisgah Legal Services in Asheville, NC, where she is responsible for the oversight and strategy of the organization's fundraising and communications efforts. She has more than 20 years of 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 worked in development at Habitat for Humanity Charlotte, focusing on corporate partner-

ships and grant writing. Ally received her bachelor's degree from the Johns Hopkins University and holds a Master's of Social Work from UNC-Chapel Hill. She is a 2010 graduate of Leadership Asheville. Ally has served on the board of several local nonprofit organizations and is a Certified Fund Raising Executive (CFRE). Ally may be reached at Ally@Pisgahlegal.org.

EMILY WING is the Director of Fund Development at Community Legal Aid SoCal. She started her career in resource development in 2001 and has a depth of experience in resource development, volunteer management, staff development and management, marketing, and communications. Prior to joining CLA SoCal, Emily served as the Director of Major Gifts in Boys & Girls Clubs of America's Pacific Region and as the Senior Director of Major Gifts at Orange County United Way, among other positions. Emily joined CLA SoCal in 2019 and is responsible for managing a successful fundraising program with an aim to diversify funding streams and increase revenue from major/corporate gifts, individual gifts, grants and contracts, planned giving, and special events. She also works closely with the Fund Development Committee of the Board of Directors and helps build the capacity and effectiveness of the Board to raise awareness and funds. Emily may be reached at ewing@clsocal.org.

ADRIENNE WORTHY is Executive Director of Legal Aid of West Virginia, a position she has held since 2001. Prior to that she headed two regional legal services programs. She has more than 40 years of experience leading nonprofit organizations, government agencies and special initiatives in West Virginia on health, environmental, consumer, literacy, and justice issues, particularly focusing on the needs of low-income women and girls. As executive director of Legal Aid, Adrienne has helped LAWV's many services grow in size and scope. She currently leads 160 staff working out of 15 advocacy sites as they "seek justice and change lives" for some of the most vulnerable West Virginians, especially the elderly, individuals with behavioral health concerns, domestic violence victims, and those struggling in poverty. Adrienne has had a varied career as a state agency director, door-to-door citizen activist, writer, researcher, and public relations official. She is currently active in a variety of social justice and community organizations. After growing up in Ohio, Adrienne has been a proud West Virginian for more than 40 years. She lives with her husband and pets in a wonderful old farmhouse, a place where her three sons and four grandchildren love to visit. Adrienne may be reached at AWorthy@lawv.net.

STAN YOGI abandoned his childhood dream of becoming a roller derby star for more realistic career goals—movie

director, lawyer, English professor—before finding in the nonprofit community the tribe from which he was separated at birth. He initially worked for grantmaking organizations, including California Humanities, where he was a program officer. He then moved to the fundraising side of the nonprofit equation, first as a grantwriting consultant and then as Director of Planned Giving and Foundation Support for the ACLU of Northern California. Stan was involved in the movement for Japanese American redress and other Asian American issues, but it wasn't until the early 1990s when he joined the board of the Horizons Foundation (the San Francisco Bay Area's LGBTQ community foundation) that he learned about the importance of fundraising from individuals. AIDS was ravaging the gay community and very few foundation or government funders, even in progressive San Francisco, supported LGBTQ organizations. LGBTQ individuals had to support nonprofits serving our community. He has combined his love of writing, history, and activism by co-authoring two books, *Wherever There's a Fight* (a history of civil rights in California), and *Fred Korematsu Speaks Up* (a biography for young readers about a man who defied the government's World War II orders forcing Japanese Americans into prison camps). He is currently researching a book about progressive Christianity. Stan may be reached at stan@kleinandroth.com.

JIM YUNKER brings perspectives from the trenches as a newbie collegiate fundraiser to a major gifts officer, to head of a resource development department, to foundation president. Along the way, Jim enjoyed volunteer experiences on many development committees and serving in board leadership roles. Since 1995 when he founded Cincinnati-based The Yunker Group, Inc., Jim has guided and counseled staffs and boards of hundreds of nonprofits on fundraising, leadership development, coaching, recruiting, and executive

level search. Most relevant to today's session, Jim understands legal aid organizations, having helped numerous Midwest nonprofit law firms (Illinois, Michigan, Kentucky, and Ohio) guiding searches, fundraising campaigns, and assessing operations. Jim is especially proud of his volunteer board service with Southwest Ohio's Pro Seniors. Jim's practical experience is balanced with a baccalaureate degree in journalism and a master's in public relations from Ball State University. At Indiana University-Bloomington, Jim earned his doctorate in higher education administration; his dissertation examined donor motivation. (Bottom line: all about relationships!) A member of the Cincinnati chapter of the Association of Fundraising Professionals, Jim is past chair of its Ethics Committee. Nationally, Jim serves on the Board of Directors of the Giving Institute and is past Chair of the Giving USA Foundation, publisher of Giving USA. A founding member of Cincinnati's Social Venture Partners, Jim is a founding director of the Association of Philanthropic Counsel, and from his fundraising days in the United Kingdom, a former member of the London-based Chartered Institute of Fundraising. Jim may be reached at jim@theyunkergroup.com.

MARILYN ZUPKOFF is the Fund Development & Marketing Coordinator at Community Legal Aid SoCal. Marilyn graduated from the University of Wisconsin, Madison in 2016 with majors in Sociology and Legal Studies. Prior to joining CLA SoCal, she served as a Legal Advocate at Women & Children's Horizons, providing legal services to survivors of domestic violence and sexual assault. Marilyn joined CLA SoCal in February 2020 where she creates content for social media, marketing materials, and grant proposals and supports the planning and execution of the annual fundraising event. Marilyn may be reached at mzupkoff@clsocal.org.

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