



MIE 2023 NATIONAL FUNDRAISING CONFERENCE AND DIRECTORS CONFERENCE

CONNECT TO COMMUNITY

JULY 19–JULY 21, 2023 | CHICAGO, IL

PROGRAM

SEE CONFERENCE AGENDA AT A GLANCE ON PAGES 2-4

SEE ONLINE CONFERENCE SCHEDULE AT:

[MIECONNECTTOCOMMUNITY.SCHED.COM](https://mieconnecttocommunity.sched.com)



 CONFERENCE TWITTER HASHTAG: [#MIECONNECT23](https://twitter.com/mieconnect23)



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CONFERENCE AGENDA AT A GLANCE

WEDNESDAY, JULY 19, 2023 | SHADING = DIRECTORS CONFERENCE ONLY PROGRAMMING

8:00 – 9:00 am	Directors Conference Check In and Continental Breakfast Sixth Floor Foyer			
9:00 – 9:10 am	Welcome to the Directors Conference By Kesha James, Executive Director, MIE Adams Room			
9:10 – 10:15 am	Leadership Trends in this Changing World By Allecia Harley, MPH, Founder and CEO, IntuWork Adams Room			
10:15 – 10:30 am	Break			
10:30 – 11:45 am	Situational Awareness: Personal Safety and Office Security Monroe Room	Roundtable Discussion: Union Issues Adams Room		
11:45 – 1:15 pm	Fundraising Conference Check In (Sixth Floor Foyer) & Lunch On Your Own			
1:15 – 1:25 pm	Welcome to the Fundraising Conference By Kesha James, Executive Director, MIE Adams Room			
1:25 – 2:30 pm	Building Buy-In through Authentic Relationship Building By Deborah Knupp, Managing Director, GrowthPlay Adams Room			
2:30 – 2:45 pm	Break			
2:45 – 4:00 pm	What We Look For: Candid Thoughts on Data, Outcomes, and Impact from Legal Aid Funders Crystal Room	The Art and Science of Major Gift Fundraising, Part 1 Wabash Room	Multi-Year Financial Planning Monroe Room	Building and Funding Strategic Advocacy Adams Room
4:00 – 4:15 pm	Break			
4:15 – 5:30 pm	Community-Centric Fundraising in Legal Aid Crystal Room	The Art and Science of Major Gift Fundraising, Part 2 Wabash Room	Harnessing the Power: Fundraising and Communications Tactics Used in a Landmark School Funding Trial Monroe Room	MIE Executive Directors Roundtable Adams Room

THURSDAY, JULY 20, 2023

8:00 – 9:00 am	Continental Breakfast Monroe Room		
9:00 – 10:15 am	Ethical Client Storytelling and the Legal Profession By Jhmira Alexander, MPA, President and Executive Director, Public Narrative Adams Room		
10:15 – 10:30 am	Break		
10:30 – 11:45 am	Introduction to Prospect Research Crystal Room	Communications as an Advocacy Strategy Wabash Room	Living the DEI Commitment Adams Room
11:45 – 1:15 pm	Lunch On Your Own: Area Restaurants		
1:15 – 2:30 pm	Best Practices in Donor Stewardship Crystal Room	Introduction to Plain Language: Clear, Effective Communication for an Equity-Driven Practice Wabash Room	Navigating Fundraising and ED Leadership Transitions: Maintaining and Enhancing Fundraising Adams Room
2:30 – 2:45 pm	Break		
2:45 – 4:00 pm	Connecting with Justice Loving People Outside the Legal Community Crystal Room	Creating Information People Can Find, Understand, and Use: Plain Language Strategies for Everyday Communications Wabash Room	Cultivating a Culture of Fun! AKA Engaging Employees to Increase Staff Morale and Promote Retention Adams Room
4:00 – 4:15 pm	Break		
4:15 – 5:30 pm	The ABArray as a Fundraising Tool Crystal Room	Development Work with Limited Staff Wabash Room	The Role of the Executive Director in Fundraising Adams Room

CONFERENCE SESSION ROOMS: Conference sessions will be held on the third and sixth floors of the Palmer House Hilton in Chicago, IL. The Adams Room, Monroe Room, and Grant Park Parlor are on the sixth floor. The Crystal Room and Wabash Room are on the third floor.

NOTE ABOUT CLE CREDIT: Conference sessions have not been approved for CLE credit in any jurisdiction. MIE is happy, however, to support any attendees who choose to apply individually to their state's organization for CLE credit by providing conference materials and/or attendance verification. Requests may be submitted by email to MIE Administrative Assistant Erica M. Szuplat at emszuplat@mielegalaid.org.

THANK YOU TO OUR VOLUNTEERS: Thank you to our Presenters and our outstanding Conference Planning Committee Members: Jacquelynne Bowman, Cynthia Cole, Colleen Cotter, Pamela Hoekwater, Debra House, Johnna Jackson, Sang Yup Lee, Deedee Peterson, Toussaint Romain, Alexis Smith, Shirley Smith, Charlotte Waters, Elizabeth Weinberg, and Mayon Yen.

FRIDAY, JULY 21, 2023

8:00 – 9:00 am	Continental Breakfast Monroe Room	Communities of Color Networking Breakfast Grant Park Parlor	
9:00 – 10:15 am	Fundraising for Innovative Work By Steve Gottlieb, Executive Director (ret.), Atlanta Legal Aid Adams Room		
10:15 – 10:30 am	Break		
10:30 – 11:45 am	Fundraising within the Legal Community Crystal Room	Working with the Media Wabash Room	How to be an Anti-Racist Organization Adams Room
11:45 – 1:15 pm	Lunch On Your Own: Area Restaurants		
1:15 – 2:30 pm	Building a Legacy: Adding a Successful Planned Giving Program to Your Nonprofit Crystal Room	Amplify and Engage: Best Practices for Nonprofit Organizations in Content Creation and Media Outreach for Mass Awareness and Impact Wabash Room	Welcome to the Brave New World: From Fundraising to Development Adams Room
2:30 – 2:45 pm	Break		
2:45 – 4:00 pm	Maximizing End-of-Year Fundraising: Strategies for Success Crystal Room	Managing Fundraising Relationships Across Multiple Offices Wabash Room	Pro Bono Relationships: From Volunteer to Donor Adams Room



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