

National Philanthropy Day

Friday, November 8, 2019

www.afpfairfield.org/npd2019/

9:30-10:30am Session I

- **Disruptive Changes in the Fundraising Landscape with Ninette Enrique, Director of Development, St. Luke's School:** *Over the last several years, have you noticed that fundraising is getting "harder?" From changes in donor demographics and consumer behavior, to the impact of the change of tax laws, the rise of donor-advised funds, and the financial woes in the State of Connecticut – to name a few – executive directors, board members, and fundraising professionals face a brave new world. Tried and true fundraising practices are not solid paths to success anymore. As a group, let's shake things up and brainstorm innovative approaches that meet these changes head on, pave the way for success, and fulfill the needs of our donors and our institutions.*
- **Maximizing Your Social Media with John Grosso, Director of Digital Media, Diocese of Bridgeport:** *Navigating today's digital landscape is essential for every organization, and central to that is maximizing your social media use. In this session, we'll explore best practices, industry trends, and equip you with helpful tools to make social media accessible and useful for your company.*
- **Data Mining – Finding the Gems in our Midst with Kenn Devane, President and CEO, Mine Tech, Inc:** *Big data, small data, good data, bad data, collecting data, protecting data. While it's getting harder to find the gems, we'll examine techniques that are "tried and true" along with some that are new, to help find some sparkle in your data "fondue"!*

- **The Funders Perspective with Jay Williams, President, Hartford Foundation for Public Giving:** *In a rapidly changing philanthropic landscape, foundations, social entrepreneurs, change agents, and impact-minded donors are using a wider variety of tools to pursue the social good they seek. They are going beyond grant making to amplify their impact through donor co-funding, community partnerships, and other collaborations to create significant, measurable impact in the community. This conversation will highlight a variety of ways in which the Hartford Foundation for Public Giving has been working differently- through a lens of race, place and income- to achieve greater racial, geographic and economic inclusion to reach its full potential as a vibrant, thriving and contributing force for regional and state prosperity.*

10:45- 11:45am Session 2

- **Leveraging your board and key donors to be your best asset with Mary Franco, Principal, MGF Consulting:** *This topic would cover how to energize your board to help raise funds and how to utilize key donors as ambassadors in your mission and key initiatives. Sample Board member roles and responsibilities will be discussed as will motivational ideas and tools. How to build credibility to serve as a leader with your board and donors will be described.*
- **Creating a Culture of Philanthropy with Holly Doherty-Lemoine, CFRE, Executive Director, Foundations in Education:** *What is your organization's culture? Fundraising is a shared mission and best executed when EVERYONE is knowledgeable and engaged. Join with fellow professionals to learn why a Culture of Philanthropy is crucial in today's fundraising landscape and how you can help your organization achieve an environment that reflects a rich "Culture of Philanthropy."*
- **The Keys to Marketing and Branding with Carol Cheney, President, Cheney & Co:** *This session will get back to the basics of marketing and branding in nonprofit organizations. True marketing is the intentional management of mutually beneficial relationships in which something of value is exchanged by the parties. What they will remember is how you make them feel. Longterm relationships are a choice. Understanding your audience and delivering on your promise means remaining relevant and true to your mission through focused messaging that differentiates you in a noisy world.*

- **Measuring Staff Performance: It's Not Just About the Money with Lisa Ferraro, CFRE, Director of Development and Marketing, Eagle Hill School:** *Whether your managing a staff or it's just you in a small shop, performance evaluation is important. Join this discussion on how to create goals and performance evaluations that go beyond just the monetary goal. Consider metrics and measurements that support strategic initiatives and helps educate boards and senior leaders about the fundraising process.*

12:00- 1:00pm Session 3

- **Conversation on Best Practices for Board Leadership with Paul J. Sutera, CFRE, Senior Vice President for Advancement & External Affairs, Iona College, and Monica Judge, Member and Past President of Iona College Alumni Association Board of Directors, and Co-founder of Coaches Cure CF:** *This session will be conducted in an interactive format where topics will range from characteristics of strong Boards to real-world challenges of non-profits. Recruiting and engaging diverse board members. Clarifying expectations and equipping members to fulfill responsibilities. Developing a vibrant committee and task force structure to make the most of volunteer time, talent, and treasure. Be ready with your own questions that have not been answered in the hopes that Paul and your colleagues in the session have some thoughts and insight to share.*
- **Building Financial Rapport with Donors with Steve Jakab, CFRE, President, Bridgeport Hospital Foundation and Larry Raff, President, Copley Raff, Inc.:** *This session explores the financial issues High Net Worth Individuals and households consider when making philanthropy decisions. Non-Profit Leaders and fundraisers will learn to improve their interpersonal and financial rapport with donors, and to help guide gift conversations more effectively, while learning about the implications of the new tax law.*

- **Philanthropic Driven Goals, Data Driven Marketing (How to Avoid the Mission Trap) with David A. Snyder, President, Snyder Group Inc.:** *This session highlights the importance of data driven performance indicators and differentiating an organization's mission and an organization's marketing communications objectives. Using the new digital media landscape as a foundation, and focusing on donor and advocacy programs, this track provides management and marketing and communication professionals insights and methodologies for establishing and tracking to success metrics.*
- **Culture, Caring, Communication: how to create the conditions to attract and retain talented staff with Don Hasseltine, Senior Consultant, Aspen Leadership Group:** *In a competitive landscape for talent, organizations need to create an attractive and vibrant workplace that supports and nurtures their employees. This session will explore the ways you can create those conditions and action steps to move your organization in that direction.*

3:00pm Round Table Learning

- **Benefits of using an Executive Coach** with Ninette Enrique, Director of Development, St. Luke's School
- **Managing Your Fundraising Career** with Holly Doherty-Lemoine, CFRE, Executive Director, Foundations in Education
- **Grant Writing Tips** with Trenton Wright, CFRE, CEcD, Coordinator of Institutional Advancement, Magic Food Bus Coordinator, Middlesex Community College
- **Board Issues** with Mary Franco, Principal, MGF Consulting
- **Campaign Management** with CSS Fundraising