National Philanthropy Day
November 14, 2017

8:00 a.m. - 5:00 p.m.

PLENARIES

MORNING
Storytelling for Fundraisers: It Ain't All Bourbon and Whittlin' in Your Rocker
Tom Ahern
Experts scream: "Tell stories! You'll raise more money!" Yes, but... while stories ARE the vivid, evocative, empathy-arousing servants of fundraising, they are NOT all that matters.

LUNCH
The Cost of Growing Philanthropy & All the Gripes That Get in the Way
Tom Ahern, Simone Joyaux & Dr. Adrian Sargeant
Adrian, Simone, and Tom will explore what they mean by “growing philanthropy” and talk about the cost of change, the many gripes you’ll hear, and the dangers of not investing.

AFTERNOON
The amazing do-it-yourself audit. Your donor communications: Are they any good?
Tom Ahern
You'll learn what the world's top donor communicators know about the subtle science of persuading people to give and stay loyal -- AND you'll learn to judge your own materials against these very same standards.

WORKSHOP TRACKS

TRACK FOR FUNDRAISERS & COMMUNICATION PROFESSIONALS

MORNING WORKSHOP
How to Apply Dr. Adrian Sargeant's Essentials of Donor Loyalty
Tom Ahern
No one knows more about keeping your donors happy than pioneering researcher and author Adrian Sargeant. Tom Ahern will illustrate how to apply Dr. Sargeant's insights to your own appeals, thanks and reporting.

AFTERNOON WORKSHOP
Building Donor Loyalty
Dr. Adrian Sargeant
This session will explore why retention is such a huge issue for the nonprofit sector in the United States and review current patterns of performance. Dr. Sargeant will explore why donors terminate their support and outline the biggest drivers of donor loyalty, satisfaction, commitment and trust.

TRACK FOR CEO'S/EXECUTIVE DIRECTORS

MORNING WORKSHOP
Relationship Fundraising 2.0 - What can we learn from the psychology of human relationships
Dr. Adrian Sargeant
This session will explore the results of a major new research project on relationship fundraising.

AFTERNOON WORKSHOP
What CEOs Need to Know About Fundraising
Simone Joyaux
Some CEOs have trouble with their fundraisers. Why? Because they don’t know how to hire good fundraisers and because think they know all about fundraising- but actually don’t. Find out how to avoid this dilemma.

TRACK FOR BOARD MEMBERS/VOLUNTEERS

MORNING WORKSHOP
Your Board, its Members – and the Joy (Horror?) of Fundraising
Simone Joyaux
OK. Fundraising is not necessarily a joy... but it's not a horror either! The board is legally accountable for ensuring that money exists. And board members must help get money and keep donors. Learn how to do it with minimum pain and anxiety. You don't have to have fun, but you do need to do it.

AFTERNOON WORKSHOP
Massive Fundraising: What Does It Take To Double, Triple or Quadruple Your Income
Dr. Adrian Sargeant
Find out why some organizations truly excel in their fundraising and others merely get by.