

ANNUAL GIVING



Track Session I
Sunday, February 27
9:30-10:45 a.m.

The Phonathon Tack Room: Essential Investments for Your Phonathon Horse

Experienced phonathon jockeys will address the essential elements in training your phonathon horse: the right “grooming products” for a training session; effective ways to “dangle the carrot” in a reward program; appropriate “jump saddles” that allow callers to move up in the rankings; and specific “whip” selection to maximize the effectiveness of the team.

Meg Hickox, Assistant Director of Annual Giving, Washington State University

Sofia Janmohamed, Development Officer, Annual Campaign, Simon Fraser University

Heather Dewey, Acting Director of Annual Giving and Q Club, Pacific Lutheran University

Track Session II
Sunday, February 27
1:45-3:00 p.m.

Annual Fund vs. Annual Giving: What’s the Difference?

The battle between annual fund and annual giving has been going on for years. But limited budgets and staff reductions have forced most development shops simply to focusing on the bottom-line of increasing the need for unrestricted support. A strong giving program provides alumni an opportunity to reconnect to each other while strengthening pride in the institution. This session will help define annual fund verses annual giving while exploring the importance of giving options. “To give or not to give?” is no longer the question. But rather, “Where to give?”

Robert Henry, Director of Individual Giving, School of Management, Yale University

Track Session III
Sunday, February 27
3:30-4:45 p.m.

Harvard’s Kennedy School of Government: A Case Study

Learn how Harvard University’s Kennedy School of Government has quadrupled its alumni fund over the past three years. Elizabeth Ginsberg will explain how the school achieved this remarkable fourfold growth and outline the new challenges on the horizon. Expect a highly interactive discussion of complex unintended consequences, cultural change, and squeaky wheels.

Elizabeth Z. Ginsberg, Director of Advancement, Kennedy School of Government, Harvard University

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Track Session IV
Monday, February 28
10:15-11:30 a.m.

Building Your Stable: How to Train a Winning Team of Parents

Panelists will share how their institutions communicate and build lasting relationships with parents. Through committees, newsletters, direct mail, and events, their schools have programs that promote and nurture ongoing relationships. Hear what works for them and how your parent program can grow to become a winning stable.

Tad Wisenor, Director of Annual Giving, Alumni, Parent, and Church Relations, Whitworth University

Kelly Elliott, Assistant Director of the Annual Fund, Reed College

Track Session V
Monday, February 28
1:15-2:30 p.m.

www.totheraces.org: Raising Annual Fund Money Online

Online fund-raising means more than simply having a website or asking for gifts by e-mail. Come explore the interesting and fast-moving world of philanthropy in cyberspace. We'll look at the remarkable growth of online support in the nonprofit sector and explore approaches used by the most successful organizations. Don't worry if you're html-illiterate or just now getting comfortable with the concept of e-everything! This session will focus on the philosophy and approach of online communications rather than the technical side. Learn more about integrating these concepts into your fund-raising program.

David S. Jones, Director of Annual and Special Giving, University of Georgia