

ADVANCEMENT SERVICES

Track Session I

THE EVOLUTION OF ADVANCEMENT RESEARCH

Thursday, February 23, 10:45 a.m. – 12:00 p.m.

Like all things Darwinian, development research is in a continual state of evolution. What began as searching reference books and other print material for information about potential donors now encompasses identifying prospective donors, quantifying giving capacity, projecting gift income and much more. With a nod to the past, join us for a fast-paced overview of the contributions made by today's cutting-edge research and relationship management offices, predictions about the shape and focus of the research and relationship management teams of the future, and practical recommendations to position your organization for success both now and in the future.

Speaker: Lisa Thomas, Director of Development Research, University of Washington

Track Session II

KNOW YOUR CONSTITUENTS THROUGH EFFECTIVE DATA MINING

Thursday, February 23, 1:45 – 3:00 p.m.

Understanding your constituents is key to effective cultivation. Data mining can help you and your institution gain the knowledge and understanding you need of your target base to be successful. This session will talk about data mining in general as well as the different ways you can use it. Learn through a predictive modeling case study how to best predict major giving. Also, discover how you can use important information about predictive modeling, and constituent profiling, as well as database segmentation to your institution's advantage.

Speaker: Karen Matheson, Data Analyst, M+R Strategic Services

Track Session III

SUCCESSFUL ONLINE ENGAGEMENT

Thursday, February 23, 3:30 – 4:45 p.m.

Online engagement has been used to strengthen all areas of advancement throughout the country in fund-raising, communications, and alumni relations. Have you wanted to know how to better engage your constituents? Have you wanted to use segmentation techniques to draw in new donors, members and volunteers? Join an expert data analyst to learn how you can tap into your constituent's interests effectively — from online surveys to email tracking methods.

Speaker: Karen Matheson, Data Analyst, M+R Strategic Services

Track Session V

EVOLVING STEWARDSHIP IN THE 21ST CENTURY

Friday, February 24, 1:15 – 2:30 p.m.

The case for stewardship has been made, but the place of stewardship in nonprofit organizations is evolving. In this workshop, we will examine the Donor Bill of Rights to understand what donors want and need to continue their philanthropy. We will also look at why and how stewardship will change in the future, and what you can do through stewardship to bring your donors to their highest level of philanthropy.

Speaker: Julia S. Emlen, President, Emlen & Associates