20th Annual Bridge to Integrated Marketing & Fundraising Conference
Educational Program | Ignited by Purpose – Vision ● Innovation ● Unity
(As of 6-20-2025; Schedule subject to change)

Thursday, July 31, 2025														
	Track 1: Acquisition	**Track 2: Advanced Executive**	**Track 3: BridgeTECH**	**Track 4: DAF's, Matches, Monthly & More**	**Track: 5: Faith & Fundraising**	**Track 6: Igniting High-Value Giving**	**Track 7: Main Stage**	**Track 8: New Tools & Strategies**	**Track 9: Nuts & Bolts Tactics**	**Track: 10: Professional Development | TNPA**	**Track 11: Retention**	**Track 12: Securing the Future of Philanthropy**	**Track 13: Storytelling & Branding**	**Track 14: United in Purpose: Advancing Opportunity**
Breakout 1 8:45 AM – 9:45 AM	**Like Milk & Cookies: Advocacy & Fundraising are a Perfect Pairing** Ragini Kathail, *M & R*; Lauren Bobbitt, *Natural Resources Defense Council*; Claire Morgenstern, *Natural Resources Defense Council*	**Mastering the Balance: Aligning Teams for Sustainable Resource Generation and Impact** Charisse Brown Marcus, *Good Scout Group*; Janelle Hahn, *Why Not You Foundation*; Katherine O'Hare, *Points of Light*; Adrian Slagle, *USO*	**Recipe for Success: Using a Digital Cookbook to Serve Up Leads and Boost Donor Conversion** Faizan Faruq, *Engaging Networks;* Maan Sacdalan, The Order of Friars Minor of the Province of the Most Holy Name	**Omni Channel Approach to Grow Sustainers** Barbara A. Johnson, *MarkeTeam*, Cathy Jenkins, *League of Women Voters*; Kristina Faragher, *Sierra Club; Olga Dickard, MarkeTeam*	**Finding Funding: Effective Grant Research & Applications for Faith-Based Nonprofits** Katrina Crandall, *IJM*; James Michael Kopp, *Edmundite Missions;* Sarah Kerr, *Helping Up Mission*	**Sustaining Impact: Building and Nurturing a Robust Monthly Giving Program through Digital Channels** Heather Foye, *Faircom NY*; Madiha Ahmed, *Faircom NY*; Hank Walter, *International Rescue Committee*	**Un-Siloing DAFs: How to Maximize DAF Fundraising Across the Entire Fundraising Team** Mitch Stein, *Chariot*; Karyn DeMartini, *March of Dimes*	**AI for Impact: Expanding Nonprofit Bandwidth and Advancing Mission** Stacy Huston, *SixDegrees.org;* Rachel Young, *SixDegrees.org; Brigid Zuknick, Arts for Learning Maryland*	**Revving Up Your Revenue: Tactics for Small to Mid-Sized Teams** Renee Archawski, *Schultz & Williams*; Elizabeth Hefner, *Schultz & Williams*; Michael Major, Sr. Called to Serve CDC	**Facilitating Inclusive & Engaging Virtual Meetings** Akailah Jenkins McIntyre, *DevelopWell*; Tiffany Ferguston, *DevelopWell*	**Oceana's Voyage: A Case Study of a Journey Through New Channels to Improved Donor Retention and Value** Eliza Slone, *MKDM*; Henry Decker, *M+R*; Genevieve Questell, *Oceana*	**Appealing to Social Donors from All Backgrounds: Insights to Drive Engagement and Retention** Karrie Wozniak, *OneCause*; Mike Wilkinson, *Human Right Campaign*	**Harnessing Human-Centered Design for Fundraising Success** Amy Rose, *Three Little Birds Agency*; Nawshin Sultana, *National Multifamily Housing Council;* Elsa Roberts*, Benevolent Tech,* Bob Breck*, Giving Agency*	**More Than Words: Cultivating Cultural Dignity with Hispanic Donors** Todd Bemis, *The Lukens Company*; Sophia Machado Lemus, *Operation Smile*
Breakout 2 11:35 AM – 12:35 PM	**How Habitat for Humanity Used Connected TV Marketing to Amplify Omnichannel Performance** Rick Gentry, *Merkle*; Habitat for Humanity Intl	**Advocating for Your Nonprofit: Strategies for Building Partnerships Centered on Growth** Trista Murphy, *MissionWired;* Tyler Hall MD *Anderson Cancer Center*	**Innovate Fundraising with AI and Whatever Tech Comes Next: Shift From Project Management to a Product Mindset** John Abdulla; *Oxfam America*; Jake Martin White, *Purple Otter*	**Major Grants for National and Multi-State Nonprofits** Susan Schaefer, *Resource Partners*; Pam McGonigle, *American Foundation for the Blind*	**Donor Stewardship: The Fuel for Change** Victoria Mannoia, *DickersonBakker*; Arielle Randle, *Jews for Jesus*	**Growing Sustainable Giving in the Subscription Economy** Dave Raley, *Imago Consulting*; Jade Swanson, *MESG Marketing*; Joanne Wilson, *Humane World for Animals*	**Designing a Future-proof Fundraising Team: A Lighthearted Exploration of a Serious Topic** Mark Rovner, *Sea Change Strategies*; Suk Wortman, *National Audubon Society*; Laura Lane, *Planned Parenthood Federation of America*	**Creator Fundraising: Success, Failure, and What's Next** Michael Wasserman, *Tiltify*; Zachary Whitten, *American Cancer Society*; Susan Clark, *American Cancer Society*	**AI in Action: Creating More Accessible Digital Experiences** Ira Horowitz, Cornershop Creative; Audrey Fox, *Friends of the Earth U.S.*	**Are You Making the Most of Your Peers: How Peer Consultations Keep You – and Your Team - on Track** Abby Graf, The Nonprofit Alliance; Farra Trompeter, *Big Duck*	**Package Assignment Modeling: A Secret to Fundraising Efficiency** Jamie Natelson, *Moore*; Alex Campbell, *Moore*; Haley Schulman, *Alzheimer's Association*	**From Zoomers to Boomers: Data-Backed Strategies to Engage & Inspire Donors of All Ages** Kate Kramer, *Harrionsburg Police Foundation*	**Everyday to Elevated: Crafting Content that Connects with Donors** Rachel Hunnybun, *Blakely*; Barbara Fischer, *University of Toledo Foundation*	**All Are Welcome: Accessible and Inclusive Copy and Design** Ashley Pogue, *O'Brien Garrett*; Heather Henry, *The National Domestic Violence Hotline*

Education in the *Solutions Showcase*!

Ignited by Purpose – Vision Innovation Unity Lab

11:35 AM – 12:35 PM **How Central Park Revolutionized Offline Gift Processing to be an Engagement Superpower –** Mitch Stein, *Chariot*; Arthur Weinkofsky, *Central Park Conservancy*
11:35 AM – 12:35 PM **Let's Get Visual: What Makes a Good Fundraising Video? –** Sarah Wallin, *BDI*; Jennifer Bedon, *Helping Up Mission*; Nate Ingalls, *BDI*
2:30 PM – 3:30 PM **Revolutionizing Donor Engagement: ChildFund's "Draw for Hope" Campaign –** Michael T. Scully, ZenterPrize Inc; Cindy Morgan, ChildFund International
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4:10 PM – 5:10 PM **How Central Park Revolutionized Offline Gift Processing to be an Engagement Superpower –** Mitch Stein, *Chariot;* Arthur Weinkofsky, *Central Park Conservancy*
4:10 PM – 5:10 PM **Strengthen Your Sustainer Program Lifecycle: Strategies to Increase Loyalty and Reduce Churn –** John McCarthy, *ROI Solutions*; Emily Courville, *The Humane World for Animals*; Paul Finley, *FlexPay*

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Breakout 3 2:30 PM – 3:30 PM	**Lead, Follow, Get Out Of the Way: Data-Driven Lead Generation Strategies to Scale Digital Growth** Porter Mason, Stagecoach Digital; Sarah Friedman, National Audubon Society; Josh Nelson, Civic Shout; Mary Wellen, CFRE, Wildlife Conservation Society	**Being Well to Do Well: Prioritizing Wellbeing for Organizational Sustainability** Lauren A. Hansen-Flaschen, *Schultz & Williams*; Leslie Slingsby, MSW, LSW, *Mission Kids Child Advocacy Center*	**Email Deliverability -- How to Avoid Landing in the Junk Folder and Rebuild If You Do!** Lindsey Twombly, *Lautman Maska Neill & Company*; Laura Rahman, *Reading Is Fundamental*	**Are You Engaging Your DAF Donors? Strategies for Leveraging DAFs for Mid-Level Growth** Tara Kowsaluk, *MissionWired*; Lori Hutson, *Planned Parenthood Federation of America*	**Embracing Omnichannel Fundraising** Benjamin Carr, *Christian Appalachian* Project; Jacob Roberts, Christian *Appalachian Project*	**The Harvest is Plentiful, but the Laborers are Few - How to Build Relationships with Major Donors at Scale With Limited Staff** Jeff Giannotto, *MarketSmart*; Jen Bangoy, *MarketSmart*; Stephanie Pedersen, *Seraphic Mass Association*	**Boosting Donor Value: Year Two Insights from the JAM Collective on Retention, Stewardship, and Upgrades** Jessica Tiberio, STella!; Jenn Chong, *Trillium Health Partners Foundation*	**Storytelling That Moves: Implement Content Marketing for Nonprofit Impact** Ira Horowitz, *Cornershop Creative*; Jessica McLean, *Oceana*	**So Your Control No Longer Works: Now What?** Bert Salter, *Concord Direct*; Charity Haines, *No Kid Hungry/Share Our Strength*	**Culture in Action: Norms, Feedback & Team Dynamics** Akailah Jenkins McIntyre, *DevelopWell*; Tiffany Ferguston, *DevelopWell*	**Boosting Lifetime Value and Retention: Using Advanced Listening Techniques to Build Even Deeper Relationships With Donors** Alia McKee, *Sea Change Strategies*; Cathy Finney, *ABD Direct*; Megan Den Herder, *Fundraise & Marketing Consultant*	**All Star Panel: 20 Year Retrospective-- How the Last 20 Will Impact Fundraising in the Next 20 Years** Roger Hiyama, Wiland; Gretchen Littlefield, Moore; Allison Porter, Avalon Consulting Group; Dave Strauss, The Nature Conservancy	**The Authentic Creative Experience: Amplifying Voices and True Stories** Lisa Brown, *NNE Marketing*; Kylie Augustine, *ASPCA*; Steve Groeninger, *USA for UNHCR*	**Writing for Progress: How to Write Grants and Tell Stories for Justice** Whitney Brimfield, *Spark Point* Fundraising; Kristen Kozlowski, *Bread for the City*
Breakout 4 4:10 PM – 5:10 PM	**Scaling Success: Leveraging Mid-level and Major Donor Tactics to Drive Mass Market Donor Acquisition and Engagement Success** Jason Wood, CFRE, *Synergy DMS*; Allan Stern, *Synergy DMS*; NancyJo Houk, *American Indian College Fund*	**Stop Doing Everything: Using Data to Focus Your Work and Increase Your Impact** Kaitlyn Kendall-Sperry, *Benefactor Group*; Steve Beshuk, *Benefactor Group*; Laura Weidner, *Epilepsy Foundation of America*	**Why You Should Diversify Your Digital Revenue Portfolio Immediately** Philip King, *STella!*; Jennifer Chong, *Trillium Health Partners Foundation*; Jessica Tiberio, *STella!;* Jasonea Shockey, *Boys Town*	**Winning—and Keeping—Donor Hearts: Learn How Tech Can Optimize Monthly Giving** Jennifer Baird, *CharityEngine*; Paul Zimmerman, *Wounded Warrior Project*	**Approaching the Leaky Bucket: Keeping Up with Donor Counts and Donor Dollars** Jeff Taylor, *Washington National Cathedral*; Lynn Cansler, *Sacred Heart Southern Missions*; Renee Brueckner, *Association of the Miraculous Medal*; Richard Geiger, *Data Axle Nonprofit*	**The Future of Philanthropy: Key Trends and Takeaways from Giving USA 2025 and the Generosity Commission** Wendy McGrady, *The Curtis Group*; Tooshar Swain, Director of Public Policy, *Americans for the Arts*	**30 Wow! Ideas** Allison Porter, *Avalon Consulting Group*; Tiffany Neill, *Lautman Maska Neill & Company*; Mwosi Swenson, *Mal Warwick Donordigital*	**AI Tools To Help Fundraisers Gain Efficiencies and Increase Productivity** Leah Farmer, *Fuse Fundraising*; Nicole Valle Gross, *World Food Program USA*	**Text and You Shall Receive** Wendy Husman, *Mal Warwick Donordigital*; Evan Tighe, Trust for Public Land	**One-on-One Management: Weekly Check-ins, Giving Effective Feedback, and Promoting Belonging** Sarah Bennett, *Rooted Edge Consulting*	**Grow Your Gains: Keys to Retaining a Typical 1-and-Done Donor** Sean Wagman, *Lautman Maska Neill & Company*; Mo Gallo, *National Park Foundation*; James Severino, *Human Rights Campaign*	**Giving Through the Ages: Unlocking Generational Insights to Maximize Value** Kimberley Blease, *Blakely*; Rachel Hunnybun, *Blakely*; Brady Carballo-Hambleton, *Heart & Stroke Foundation*	**Can We Be Real for a Minute? Creating Fundraising Power in Your Brand.** Todd Bemis, *The Lukens Company*; Bill Simmons, *American Leprosy Mission*	**Inclusive Empowerment: Elevating Neurodiversity in the Workplace** Mary Getz, *MESG Marketing*; Kelly Boehms, People's Action

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Breakout 5 8:00 AM – 9:00 AM	**Digital Strategy Decisiveness Made Easy** Robert Connelly, *Integral LLC*; Kim Perrow, *Heifer International*	**Elevate Your Board Fundraising Through Accountability and Empowerment** Matt Gayer, *Spur Local*; Chiara Frechette, *Spur Local*	**Revolutionizing Your Fundraising through Donation Page Optimizations** Ellie Gaughan, *Streetlight Digital*; Lizzie Russell, *Streetlight Digital*; Rupert Schutz, *Boys & Girls Clubs of America*	**DAFs & Peer-to-Peer: How the Largest P2P Fundraisers are Finding their Biggest Source of Growth with Donor Advised Funds** Mitch Stein, *Chariot*; Wendy Vizek, *Alzheimer's Association*	**What happens When You Pray... AND Ask?!** Kristin Priest, *Allegiance Group + Pursuant;* Scot Coppock*, ADRA International;* Amanda Dempster, *International Justice Mission;* Stephan Asare*, Moody Bible Institute*	**How Direct Response Can Support Major Donors** Margaret Carter, *O'Brien Garrett,* Ryan Treacy*; The Seeing Eye*	**15 Years Later: Lessons from a NYC Landmark's Membership Program** Moira Kavanagh, *MKDM*; Nicole Zee, *Friends of the High Line*	**5 Learnings You Need to Know Before Launching Your SMS Program** Michelle Marquez, *Streetlight Digital*; Shannon Greene, *Shatterproof;* Mike Snusz, *Tatango*	**Making Video Advertising Work For You** Janet Tonner, *Moore*; Becca Blader, *Make-A-Wish*	**Your Name, Your Voice, Your Career: Building a Personal Brand That Works for You and Your Mission** Olga M Woltman, *Lemon Skies Consulting*	**Get to Know Your Donors: Develop Profiles That Build Engagement and Inspire Support** Menaka Chandurkar, *Big Duck*; Mica Bevington, *BRAC USA*	**The Power of Legacy Videos Mission Fundraising** Michelle Bower, *Mission Fundraising;* Tracy Clegg, *Ontario Shores Centre for Mental Health Science*	**The Fundraising Brand: How Your Organization's Brand Can Nurture Great Fundraising** Kyla Shawyer, *Philanthropy & Fundraising North America*; Rachel Earl*, St. Labre Indian School*	**PR for a Better World: Leveraging the Power of Earned Media** Jessica Siegel, *Sing Creative Group*; Luisette Kraal, *Nuevos Vecinos Community & Free Store*
Breakout 6 9:10 AM – 10:10 AM	**Channeling Success: Revamping Your Advertising Playbook** Jennifer Riley, *Streetlight Digital*; Jeanine Bade, *Boys & Girls Clubs of America*; Angela Starkey, *Boys & Girls Clubs of America*	**Donor Privacy + Fundraising: A Discussion Between a Privacy Expert and Fundraisers** Eliza Slone, *MKDM*; Meghan Lee, *ACLU*; Nick Doty, *Center for Democracy and Technology*; Allison Morris, *Electronic Frontier Foundation*	**How Connecting Champions Increased Donations to Help Kids With Cancer Pursue Their Passions** Sidney Kushner, *Connecting Champions*; Sara Guappone, *Donorbox*	**Game, Set, Match: The Encore – Advanced Strategies to Ace Your Matched Giving Game!** Maeve Strathy, *Blakely;* Cindy Lee King, *Heart & Stroke Foundation*	**Transformational Planned Giving in Uncertain Times** Aquanetta Betts, *George Mason University*	**Donor Journeys Reimagined: Building Trust from First Contact to Major Giving** Marcy Heim, CFRE, *The Artful Asker*; Ameer Washington, *Boys & Girls Club of Newark*	**Branding Like MADD: How Creative Testing Can Transform Your Organizations Reach** Chris Maddocks, Blue State; Katie Alvino, *MADD; Stacey Stewart, MADD*	***Influencers x Precision Data: How Evergreen Collaborative Thrived Online in 2024*** *Josh Cook, Good Influence; Faizan Faruq, Engaging Networks; Eva Piatek, Evergreen Collaborative*	**The Strategic Fundamentals of Launching Your First Direct Mail Program (or Another New-To-You Channel** Matt Hepler, *MKDM*; Elisabeth Horrell, *UI Health*; Catherine Janney, *National Coast Guard Museum Association*	**Make that Meeting Worthwhile! How to Run Effective Group Meetings** Sarah Bennett, *Rooted Edge Consulting*	**Breaking Up is Hard to Do: Re-imagining Re-engagement** Zoe Clarke, *Mal Warwick Donordigital;* Beth Hallowell, *American Friends Service Committee*	**The Legacy Challenge Match: A Perfect Planned Giving/Major Gift Collaboration to Secure the Future and Generate Cash NOW!** Maya Weil, CAP, *Arena Stage*	**Winning Donor Hearts with Smart Segmentation & Storytelling** Lauran McHaffie, *WG Content*; Paula Moore, *Easterseals*; Danielle Gentry-Barth, *Easterseals Redwood*; Jeffrey Taylor, *Washington National Cathedral.*	**Navigating Two Paths: The Risks and Rewards of Donor-Centric vs. Community-Centric Fundraising** Whitney Springston, CFRE, *St. Luke's Health Foundation*

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Breakout 7 11:30 AM – 12:30 PM	**Transforming Leads into Supporters: Effective Strategies for File Growth & Revenue Generation** Patrick Frame, *Further*; Kelsi Sciamanna, *Women for Women Int'l*; Jasmin Stuckey, *Greenpeace USA*	**Service Leadership: The Gateway to Digital Leadership** Amy Rose, *Three Little Birds Agency*; *Brian Greenwald, Benevolent Tech;* Michelle Starkman, *American Jewish University*	**Harnessing Celebrity Influencers For Fundraising Success** Rachel Allison, *Fresh Eyes Digital*; Jess Ray, *Adler Planetarium*	**Intentional Communication to Raise More Employer Matching Gifts** Colleen Carroll, *Double the Donation*; Jennifer Grantham, *San Diego Humane Society*; Sara Murphy, *The Michael J. Fox Foundation for Parkinson's Research*	**"Patient Capital" – Funding Sustainability through Vision, Planning, Legacy** Chad McEachern, *Edmundite Missions;* Leslie Biggins Mollsen, *American City Bureau*; Louise Moore, *Huntsinger & Jeffer*	**When Big Gifts Go Bad: How to Handle Phony Philanthropists, Misguided Do-Gooders, and Unsavory Donors** Tamara O'Neil, CFRE, *Trout Unlimited*	**Human Intelligence Vs Artificial Intelligence** Mathew Harkins, *The Engage Group*; Michelle Jiles, *WETA*	**DRTV Has Been Replaced by DITV** Michelle Bower, *Mission Fundraising*; Tracy Clegg, *Ontario Shores Centre for Mental Health Services*	**Building a Culture of Philanthropy at a Young Organization: How Movement for Black Lives Uses Modern Wealth Data to Drive its Major Gift Program** Marissa Maybee, *Windfal*l; Jacob-Anthony Gabrielle, *Movement 4 Black Lives, Inc.*	**Career Challenges & Choices** Katy Jordan, *Katy Jordan Consulting;* Kerry Lenahan*, Cultural Vistas*	**Empowered Donors, Stronger Communities: Transforming Your Fundraising Approach** Woodrow Rosenbaum, *GivingTuesday*; Soraya Alexander, *GoFundMe Pro*	**Synergy Not Silos: A multi-Department/Multi-partner Approach for Effective Planned Giving Marketing** Tracy Malloy-Curtis, *Mal Warwick Donordigital*; Amanda Krauss, CFRE, *Sempervirens Fund*; Cailey Doran, *Special Olympics*	**Flipping the Script: A New Approach to Narrative Strategy & Storytelling for Nonprofits** Josh Gryniewicz, *Odd Duck*; Russ Phaneuf, *IPM Advancement;* Sade Dozan, *Borealis Philanthropy;* Kristyn Roth, Autism Society of America	**Inclusive Fundraising: Moving Beyond the Traditional Gala to Accessible Communitywide Celebrations** Jessica Siegel, *Sing Creative Group;* Alexandria Medina, *Oakland Public Education Fund*; Molly Lorenz, *Oakland Public Education Fund*