



18<sup>th</sup> Annual Bridge to Integrated Fundraising & Conference EDUCATIONAL PROGRAM |

AMPLIFIED! Fundraising & Marketing

(As of 3-29-2023; Schedule subject to change)

THURSDAY August 3, 2023

	Track 1: Analytics, Data & Strategy	Track 2: Cost Management Strategies	Track 3: Major Gifts & DAF	Track 4: Digital	Track 5: Renewal/Retention Donor Engagement	Track 6: Creative	Track 7: Acquisition	Track 8: Planned Giving	Track 9: Inclusion Diversity Equity and Access	Track 10: Advanced Track	Track 11: Faith & Fundraising	Track 12: Bridge TECH	Track 13: Professional Development   TNPA
Breakout 1 8:45 AM – 9:45 AM	Demystifying Data Warehouses, Data Lakes, & Data Lakehouses - What you Need to Know and How they can Help you Become Better Data-Driven Marketers Karen Engstrom, ROI Solutions	Are You Sure About That? Testing in an Age of Inflation David Allen, Mal Warwick Donordigital Mike Lair, Phoenix Children’s Foundation	Moving Your Fundraising Efforts from Transactional to Transformational Karen Kendrick, Veritus Group Joyce MacDonald, Greater Public	YOU Can Have Success Fundraising with YouTube Daniel Williams, Further Jasmin Stuckey, Green Peace	JAMS Collective ("Just About Monthlies & Sustainers"): Early Results Preview Philip King, ST (Stephen Thomas Ltd) Gail Black- Elliott, Alzheimer Society of Canada Joanne Wilson, Humane Society of the United States	Riding the Clutch: Shifting to Performance Creative John Thompson. TrueSense Marketing Stephen Ferrando, TrueSense Marketing Laura karenTolstoi, Maryland Food Bank	Data Hygiene & Data Processing: The Basics Karin Haag, MMI Direct Marvin R. Dawson, MMI Direct John Perell, Smithsonian Institute	Legacy Giving – A Slow-Moving Field Speeds Up: New Research on Donor Decision- Making Tracy Malloy- Curtis, Mal Warwick Donordigital Amanda Krauss, CFRE, Sempervirens Fund	Awakening the Sleeping Giant of Latinx Philanthropy Armando A. Zumaya, Jr. Somos El Poder	CEO dish on Managing the Bridge Between Marketing & Development Departments Katrina VanHuss, Turnkey For Good John Lehr, Parkinson’s Foundation Calaneet Balas, The ALS Association	Great Sessions being selected now!	Influencers: The New Grasstops Paula Dhier Vice, Urban Legend Merrill Hersam, Urban Legend Kaila Novak,TikTok Creator	It’s All About You! How to Embrace Your Skills, and Advance Your Career Scott Schultz, Schultz & Williams
Breakout 2 11:30 AM – 12:30 PM	The Fundraiser’s Achilles Heel -- The Lack of Effective Revenue Attribution Reporting is Stunting Your Growth Trajectory! Roger Hiyama, Wiland Patrick Frame, Further Shiloh Stark, The Nature Conservancy	10 Building Blocks for Double-Digit Growth of Your Digital Program Amanda Espitia, Concord Direct Michelle Barlak, The Seeing Eye	Digging for Gems: Using Portfolio Reviews and Donor Research to Get to the “YES!” Julie Upham, Conservation International	Emerging Digital Channels: Connecting to Millennials and Gen Z Ellena Fortner Newson, Edge Direct, Jessica Hulsebosch, Shriners Children’s	Boosting lifetime value and retention: Using advanced listening techniques to build even deeper relationships with donors Alia McKee, Sea Change Strategies Lori Hutson, Planned Parenthood Federation of America Barbara Camick, MBA, CFRE, Best Friends Animal Society	Donor as hero” is broken: How to build authentic stories Dan Thain, Blue State Helene Vallone Raffaele, UNICEF USA	Direct Mail is not dying, it’s evolving. What to do about it right now Alison Teres, THD Rose Cashner, Feeding America Fran Wollman, Audience First Media	Blended Gifts Pedro J. Rivera, UnidosUS	Building Five- and Six-Figure Strategic Corporate Partnerships that Center Diversity, Equity, & Inclusion Gail S. Bower, Bower & Co. Consulting LLC Kia Croom, Fundraising in Black	LinkedIn, How to Use it for Fundraising Speaker: TBD	Great Sessions being selected now!	Great Sessions being selected now!	Speakers and topic being confirmed now!

THURSDAY, August 3, 2023 (continued)

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Breakout 3 2:30 PM – 3:30 PM	<b>First Party Data Experiences: Advance Your Digital Now</b> Lianne Raices, <i>RKD Group</i> Michelle Strong, Susan G. Komen	<b>How the Alzheimer’s Association Accelerates Their Impact with Community- Driven Video</b> on Hoffman, <i>Gathering Voice</i> Christopher Masak, <i>Alzheimer’s Association</i>	<b>Stewardship that Stands Out in the Current Competitive Market: Is your organization providing the best bespoke stewardship experience to your high- level individual and corporate donors?</b> Mary Ellen Fraser, <i>Schultz &amp; Williams</i> A. Courtney Dunakin, <i>Brookings Institution</i>	<b>Hey Google - what should I be doing with my paid search?</b> <i>Matt Derby, M + R Joe Coakley, DonorsChoose</i>	<b>Reimaging Donor Engagement in the Post-Pandemic World</b> Kimberley Blease, <i>Blakely Inc.</i> Rachel Hunnybun, <i>Blakely Inc.</i> Alex Tom, <i>March of Dimes Canada</i>	<b>Using Video Storytelling to Bridge Marketing and Fundraising Initiatives</b> Kristin Sukraw, <i>Reliant Studios</i> Renee Gugliotta, <i>Homes for Our Troops</i>	<b>How to greatly reduce F2F attrition in the first three months</b> Kevin Schulman, <i>DonorVoice</i> Monica Muten, <i>Special Olympics International</i>	<b>Major and Planned Gifts - True Case Stories - Lessons Learned</b> Paul B. Seifert, CFRE, <i>Conservancy of Southwest Florida</i>	<b>Expanding Your Circle of Giving to Include the Hispanic Market</b> Zully Avila, <i>Edge Direct</i> Sofia Machado, <i>Operation Smile</i>	<b>Make Better Decisions: how to use decision science to create a measurable, actionable strategic plan</b> Steve Beshuk, Benefactor Group	<i>Great Sessions being selected now!</i>	<b>The Proliferation of Nonprofit Technology Applications and the Impact of Mergers and Acquisitions</b> Grady McConnell, Raymond James	<i>Speakers and topic being confirmed now!</i>
Breakout 4 4:00 PM – 5:00 PM	<b>Surprising Revelations From a Year of Audience Research</b> Gwen McGarry, <i>M+R</i> Stephanie Lauf, <i>Planned Parenthood Federation of America</i> Amirio Freeman, <i>Feeding America</i>	<b>Making the Best of Doing More with Less</b> Courtney Lewis, <i>Fuse Fundraising</i> Dan Ball, <i>Disabled American Veterans</i> Sheridan Marfil, <i>CARE</i>	<b>How to reach donor- advised fund donors</b> Nelle Schantz, <i>Fidelity Charitable</i>	<b>Data-driven content audits (more than just pageviews)</b> Jen Boland, <i>Allegiance Group TJ</i> Peeler, <i>Allegiance Group</i> Maeline Halperin- Robinson, <i>Pathfinder International</i>	<b>When Donors “Flock” to Subscription-Style Annual Giving</b> Shari Grimes, <i>O'Brien Garrett</i> Porter Mason, <i>Stagecoach Digital</i> Daniel Pazos, <i>The National Audubon Society</i>	<b>30 Ideas that WOWed us!</b> Tiffany A. Neill, CFRE <i>Lautman Maska Neill &amp; Co.</i> Allison Porter, <i>Avalon Consulting</i> Mwosi Swenson, <i>Mal Warwick Donordigital</i>	<b>Diving Into Data-Rich Acquisition Strategies</b> Maureen McNally, <i>MissionWired</i> Amanda Peña, <i>MissionWired</i> Trista Murphy, <i>Make-A-Wish America</i>	<b>A Plentiful Partnership: How to create a digital pipeline of legacy donor prospects that will impress even the most stubborn skeptics</b> Lee Grant, <i>Lutheran World Relief</i> Nikki Massie, <i>Corus International</i>	<b>A practical plan for executive management of DEI</b> Patti DeBow, <i>ParsonTKO</i> Ron Goines, <i>Movement of Black Lives</i>	<b>Leading Change: Breakthrough’s Don’t Happen Overnight</b> Barbara O’Reilly, Windhill Consulting T Clay Buck, <i>TCB Fundraising</i> Patricia Sulton, <i>DC Justice Lab</i>	<i>Great Sessions being selected now!</i>	<b>The Nonprofit Technology Reckoning: How We Sacrificed Relationships In Favor of Efficiency</b> Adam Miller – Chief Executive Officer & Co- Founder, <i>Instil</i>	<b>The Power of Transformational Leadership</b> Lolly Colombo, <i>BDI</i> Bram Begonia, <i>Bay Area Rescue Mission</i> Brian Tucker, <i>BDI</i>

FRIDAY, August 4, 2023

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Breakout 5 8:00 AM – 9:00 AM	<b>How to Leverage Neuroscience to build more impactful fundraising programs</b> Steve Agauas, Ph.D., <i>Moore Neuro-Fundraising Lab</i> Lori Gunnell, <i>Moore</i> Diane Clifford, <i>Share Our Strength   No Kid Hungry</i>	<b>Creative Ways to Control Rising Costs Without Sacrificing Results</b> Amy Ricigliano, <i>Eidolon Communications</i> Amanda Cline, <i>National Trust for Historic Preservation</i>	<b>Troublesome Gifts: Not all Matches are Made in Heaven</b> Lori Woehrle, <i>Leapfrog Group</i> Rodney Trapp, <i>University of the District of Columbia</i> Natalie Skinner, <i>CCS</i> Marthea Wilson, <i>American College of Cardiology</i>	<b>Working with Influencers: How to work with social media influencers to create strong activism and top of the funnel campaigns</b> Catherine Algeri, <i>Do Big Things</i> Amy Shope Manzi, <i>American Heart Association</i> Brooke Betts, <i>Rare</i>	<b>Best Practices in TM and What’s Next!</b> Caroline Mendez, <i>SD &amp; A Teleservices</i> Jennifer Minogue, <i>The American Society for the Prevention of Cruelty to Animals®</i>	<b>Change Will Do You Good – With Skill, Grit and Resilience, How IFAW Created Change to Grow the US Direct Mail Program</b> Lisa Smith, <i>Newport ONE</i> , Diana Estremera, <i>Data Axle</i> Robyn Rineer, <i>International Fund for Animal Welfare</i>	<b>Driving Revenue Growth by Transforming the Mid-Level Donor Experience</b> Tyler Hall, <i>MD Anderson Cancer Center</i> Eve Smith, <i>Merkle</i>	<b>Communicating with Donors Through the Life of a Capital Campaign</b> Megan Simmons, <i>Benefactor Group</i> Emily Alonso-Taub, <i>Center of Science and Industry</i> Susan Brekelmans, <i>Benefactor Group</i>	<b>Writing for Progress: How to Write Grants and Tell Stories with an Anti-Racist Lens</b> Calvin Koon-Stack, <i>Spark Point Fundraising</i> ,	<b>Black Male Development Professionals Panel Discussion</b> Tommy Amal, <i>The Burtin Group</i> Terrell White, <i>Center for Nonprofit Excellence</i>	<i>Great Sessions being selected now!</i>	<b>Build, Buy, or Bandid - Making Sure Your Tech Stack is Working for You and Not Against You</b> David Schwab, <i>Funraise</i>	<i>Speaker &amp; Topic being confirmed now!</i>
Breakout 6 9:05 AM – 10:05 AM	<b>Leaders, this is how we get started with human-centric AI</b> Meena Das, <i>NamasteData</i>	Nonprofit CFO Direct Mail Program Perspective  Speaker: TBD	<b>No, You Don't Need An Elevator Pitch, You Need An Elevator Interview</b> James M. Langley, <i>Langley Innovations</i>	<b>Digital Measurement in a Cookie-less World</b> Jen Boland, <i>BolandSolutions</i>	<b>Texting for Equality with HRC</b> Rachel Kottler, <i>Sage Communications</i> Jean Qiao, <i>Lautman Maska Neill &amp; Co.</i> James Perez Servino, <i>Human Rights Campaign</i>	<b>Building—and Maintaining—a Donor Base</b> Barbra Schulman, <i>Faircom New York</i> Diana Lee, <i>Faircom New York</i> Elena Sturman, <i>The Glaucoma Foundation</i>	<b>One (Mid-Level) Size Does Not Fit All - A Tiered Experience</b> Whitney Norman, <i>Pursuant + GivingDNA</i> Libby Pedigo, <i>Community Health Network Foundation</i>	<b>The Anatomy of a Case for Support</b> Lori Woehrle, <i>Immediate Past President, AFP DC, and Leapfrog Group</i>	<b>Cooperative Fundraising for Black-led organizations</b> Starsha Valentine, <i>Purpose Possible</i>	<b>CFO Guidance to Fundraising, Working Hand and Hand with your CEO</b>  Speaker: TBD	<i>Great Sessions being selected now!</i>	<b>AI vs. Intuition: When to Go With Data, and When to Go With Your Gut in Fundraising</b> Alan Wei, <i>Humanitru</i> Ann Flippin, <i>Austism Society of Central Virginia</i>	<i>Speaker &amp; Topic being confirmed now!</i>

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Breakout 7 11:20 AM – 12:20 PM	<b>Managing Trust - Ethical Generosity Development</b> Ryan D. Woronecki, <i>DonorSearch</i> T. Clay Buck, <i>TBC Fundraising</i>	<b>Out-Smart: 10 Cost- Saving Ideas to Deploy in the Face of Rising Costs</b> Lisa Smith, Newport ONE Cindy Barham, RWT Robyn Rineer, IFAW	<b>Predictably Irrational: how to use decision science to transform your fundraising</b> Alan R. Hutson, <i>The Monument Group, Inc.</i> Thomas Kurmann, <i>Oxfam America</i>	<b>Acquisition may be easier than we ever dreamed on Facebook. How are you turning those fundraisers into recurring donors?</b> Megan Rouse, GivePanel Alisha Wilmoth, St. Jude Children's Research Hospital - ALSAC	<b>Wyd? How to make P2P texting your new BFF</b> Jackie Libby, Avalon Consulting Jamie Doughty, <i>The John F. Kennedy Center for the Performing Arts</i> Lauren Sracic, <i>Humane Rescue Alliance</i>	<b>Words That Work: Fundraising Edition</b> Yvonne Garrett, <i>O'Brien Garrett</i> Michelle Ehrhardt, <i>National Audubon Society</i>	<b>Major Donor Match Game</b> Brandon S. Hemel, <i>WETA</i> Karin Kirchoff, <i>K2D Strategies</i> Chris Pabon, <i>Project on Government Oversight</i>	<b>Demystifying the Capital Campaign</b> Martha H. Schumacher CFRE, ACFRE, MInstF, <i>Hazen and Hazen Institute for Leadership Training</i> Jeanne Segal, <i>MPH</i> , Eva Dillon, <i>MPH</i>	<i>Speaker &amp; Topic being confirmed now!</i>	<b>How to Set Up Your CEO and Your Board Chair to Perform Great in their Fund-Raising Roles</b> Alexander Counts, <i>AMC Consulting LLC</i>	<i>Great Sessions being selected now!</i>	<b>Automate This! 10 Ways Multi- Channel, Automated Donor Journeys Will Change Your Life</b> Maan Sacdalan, Eric Rubin, <i>Engaging Networks</i> , Gabby Green, <i>The Humane Society of the United States</i>	<i>Speaker &amp; Topic being confirmed now!</i>