



18th Annual Bridge to Integrated Marketing & Fundraising Conference

August 2-4, 2023 | Gaylord National Hotel & Convention Center, National Harbor, MD

This year, the Bridge to Integrated Marketing & Fundraising Conference is proud to partner with NonProfit PRO to bring you on **Wednesday, August 2, from 8:30 AM – 4:00 PM** BridgeTECH! BridgeTECH is bringing together technology professionals from the nonprofit sector who are engaged in, and interested in, learning about the latest trends and technological innovations in fundraising and marketing. Just check out the amazing program!

BridgeTECH Program Schedule

Schedule subject to change without notice.

7:30 AM – 4:30 PM

Registration

9:00 AM – 10:30 AM

Opening General Session with Keynote Speaker
Greater than the Sum: A Case for Collective Action
Lance Pierce, CEO, NetHope

10:30 AM – 10:45 AM

Refreshment Break

10:45 AM – 11:20 AM

BridgeTECH Breakouts

- How Nonprofits Use Marketing Automation to Personalize Donor Experiences – ***Erik Tomalis, Virtuous***
- Nonprofit Email: Data-Backed Insights for Better Engagement – ***Tim Sarrantonio, Neon One; Cherian Koshy, CFRE, Merit America***
- Selecting Your Nonprofit Technology: A Checklist for Success – ***Mark Becker, Cathexis Partners***

10:45 AM – 12:00 Noon

- Data Visualization for fun and (non)profit – ***Brandon S. Hemel, WETA; Joseph Miscavige, PBS; Emily Courville, The Humane Society of the United States***
- How to Convert Volunteers into (the Strongest) Donors – ***San Fankuchen, Golden; Brittany Mattfeld Craig, Global Impact***
- Your Digital Infrastructure IS Your Strategic Plan – ***Katrina A. VanHuss, Turnkey for Good; Jamie Bearse – ZERO: The End of Prostate Cancer; John Thompson, Children’s Hospital of Philadelphia; Tami Caesar, National MS Society***

11:25 AM – 12:00 Noon

- Digital Fundraising Strategies: Leveraging Technology for Greater Impact – ***Aleya Jennings, Fred Rogers Productions***
- Keeping the Love Alive: Optimizing the donor Journey – ***John Coogan, Charity Engine***
- The Secret to Tech Success is Not Technology (It’s People!) – ***Sally Heaven, Raise HECK; Morgan Bakerman, Vera Institute of Justice***



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12:45 – 1:30 PM

BridgeTECH Lunch & Keynote

The Human Stack – Tired of Bad Data? Focus on Feelings, Not Features

Tim Lockie, CEO & Founder, The Human Stack

1:30 – 2:05 PM

- AI in Nonprofit Fundraising: Key Factors in Selecting and Implementing AI Capabilities – **Michael Gorrairán, Arjuna Solutions; Teena Wright, Idaho Public Television, PBS**
- Leveraging Technology to Improve Donor Rates – **Joshua Meyer, Bloomerang**
- Machine Learning for Nonprofit Marketers – Find the Right Constituents & Fuel Your Fundraising – **John McCarthy, ROI Solutions; Emily Courville, The Humane Society of the United States; Steve Kehrl, PETA Foundation**
- Nonprofit Technology Panel: Platform Selection and Implementation – **Mark Becker, Cathexis Partners; Ahsan Masood, The Princess Margaret Cancer Foundation; Thea Zunick, The Jed Foundation; Glen Peck, Lustgarten Foundation: Pancreatic Cancer Research**
- Winning the Competition for Connection: The Case for Using Advanced Technologies to Personalize Your Fundraising Practices – **Nathan Chappell, DonorSearch AI; Jon Thompson, Children’s Hospital of Philadelphia**

2:10 – 2:45 PM

- Automation vs. Artificial Intelligence: What’s What? – **Debbie Snyder, StratusLIVE**
- Breaking Through Resistance: Strategies for Successfully Implementing Technology Innovation in Nonprofits – **Mallory Erickson, Mallory Erickson Coaching LLC; Heather Hooper, Dementia Alliance of North Carolina**
- Case Study: How a Nonprofit Drove omnichannel Storytelling Through Strategic Partnerships – **Susan McMullen, Data Axle Nonprofit; Dana Mills, Marine Corps Scholarship Foundation; Claire Quinn, Marine Corps Scholarship Foundation**

2:30 – 2:45 PM

Refreshment Break

2:45 – 4:30 PM

Closing General Session

The Farmlink Project – Aidan Reilly, Co-Founder, Farmlink

6:00 PM – 8:00 PM

Bridge, BridgeTECH, Faith & Fundraising Welcome Reception!