



18th Annual Bridge to Integrated Marketing & Fundraising Conference EDUCATIONAL PROGRAM |

AMPLIFIED! Fundraising & Marketing

(As of 6-6-2023; 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: BridgeTECH	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 Amanda Clayton, <i>ROI Solutions</i>	Are You Sure About That? Testing in an Age of Inflation David Allen, <i>Mal Warwick Donordigital</i> Mike Lair, <i>Phoenix Children's Foundation</i>	Moving Your Fundraising Efforts from Transactional to Transformational Karen Kendrick, <i>Veritus Group</i> Joyce MacDonald, <i>Greater Public</i>	YOU Can Have Success Fundraising with YouTube Daniel Williams, <i>Further</i> Jasmin Stuckey, <i>Green Peace</i>	JAMS Collective ("Just About Monthlies & Sustainers"): Early Results Preview Philip King, <i>ST (Stephen Thomas Ltd)</i> Daniella Sretenovic, <i>Alzheimer Society of Canada</i> Michelle Ehrhardt, <i>National Audubon Society</i>	Riding the Clutch: Shifting to Performance Creative John Thompson. <i>TrueSense Marketing</i> Stephen Ferrando, <i>TrueSense Marketing</i> Laura Karen Tolstoi, <i>Maryland Food Bank</i>	Data Hygiene & Data Processing: The Basics Karin Haag, <i>MMI Direct</i> Marvin R. Dawson, <i>MMI Direct</i> John Perell, <i>Smithsonian Institute</i>	Legacy Giving – A Slow-Moving Field Speeds Up: New Research on Donor Decision-Making Tracy Malloy-Curtis, <i>Mal Warwick Donordigital</i> Amanda Krauss, <i>CFRE, Sempervirens Fund</i>	Awakening the Sleeping Giant of Latinx Philanthropy Armando A. Zumaya, Jr. <i>Somos El Poder</i>	CEO dish on Managing the Bridge Between Marketing & Development Departments Katrina VanHuss, <i>Turnkey For Good</i> John Lehr, <i>Parkinson's Foundation</i> Kendra Davenport, <i>Easterseals,</i>	Mid-Major Gifts: Fundraising as a Ministry Kristin Priest, <i>MA, CFRE,</i> Pursuant Jeff Taylor, <i>Washington National Cathedral</i>	Influencers: The New Grasstops Paula Dhier Vice, <i>Urban Legend</i> Merrill Hersam, <i>Urban Legend</i> Kaila Novak, <i>TikTok Creator</i>	It's All About You! How to Embrace Your Skills, and Advance Your Career Scott Schultz, <i>Schultz & Williams</i>
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, <i>Wiland Patrick Frame, Further</i> Shiloh Stark, <i>The Nature Conservancy</i>	10 Building Blocks for Double-Digit Growth of Your Digital Program Amanda Espitia, <i>Concord Direct</i> Michelle Barlak, <i>The Seeing Eye</i>	Digging for Gems: Using Portfolio Reviews and Donor Research to Get to the "YES!" Julie Upham, <i>Conservation International</i>	Emerging Digital Channels: Connecting to Millennials and Gen Z Ellena Fortner Newson, <i>Edge Direct,</i> Jessica Hulsebosch, <i>Shriners Children's</i>	Boosting lifetime value and retention: Using advanced listening techniques to build even deeper relationships with donors Alia McKee, <i>Sea Change Strategies</i> Lori Hutson, <i>Planned Parenthood Federation of America</i> Barbara Camick, <i>MBA, CFRE, Best Friends Animal Society</i>	Donor as hero" is broken: How to build authentic stories Dan Thain, <i>Blue State</i> Helene Vallone Raffaele, <i>UNICEF USA</i>	Direct Mail is not dying, it's evolving. What to do about it right now Alison Teres, <i>THD Rose Cashner, Feeding America</i> Fran Wollman, <i>Audience First Media</i>	Blended Gifts Pedro J. Rivera, <i>George Mason University</i> Aquanetta Betts, <i>George Mason University</i>	Building Five- and Six-Figure Strategic Corporate Partnerships that Center Diversity, Equity, & Inclusion Gail S. Bower, <i>Bower & Co. Consulting LLC</i> Kia Croom, <i>Fundraising in Black</i>	Dissecting the Psyche of the American Political Donor Heather Philpot, <i>Moore Bill McInturff, Public Opinion Strategies</i> Gayatri Bhalla, <i>GMMB</i> Mike Alm, <i>National Republican Senatorial Committee</i>	Succession Planning for Success: Taking the Steps Now to Be Prepared for the Future Angela White, <i>Johnson, Grossnickle & Associates, Inc</i> Sarah Harris, <i>The Sisters of the Holy Names of Jesus and Mary in Marylhurst, OR</i>	Direct Mail Innovations Craig Depole. <i>Newport ONE,</i> Sheridan Marfil, <i>CARE</i>	Somehow I Manage: Lessons for New Managers by Michael Scott* Jade Nguyen Swanson, <i>MESG Marketing</i> Angela Stoutenburgh, <i>Rainforest Action Network</i>

THURSDAY, August 3, 2023 (continued)

	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: BridgeTECH	Track 13: Professional Development TNPA
Breakout 3 2:30 PM – 3:30 PM	First Party Data Experiences: Advance Your Digital Now Lianne Raices, <i>RKD Group</i> Michelle Strong, <i>Susan G. Komen</i>	How the Alzheimer’s Association Accelerates Their Impact with Community-Driven Video Michael Hoffman, <i>Gathering Voice</i> Christopher Masak, <i>Alzheimer’s Association</i>	Stewardship that Stands Out in the Current Competitive Market: Is your organization providing the best bespoke stewardship experience to your high-level individual & corporate donors? Mary Ellen Fraser, <i>Schultz & Williams</i> A. Courtney Dunakin, <i>Brookings Institution</i>	Hey Google - what should I be doing with my paid search? <i>Matt Derby, M + R Joe Coakley, DonorsChoose</i>	Reimaging Donor Engagement in the Post-Pandemic World Kimberley Blease, <i>Blakely Inc.</i> Rachel Hunnybun, <i>Blakely Inc.</i> Alex Tom, <i>March of Dimes Canada</i>	Using Video Storytelling to Bridge Marketing and Fundraising Initiatives Kristin Sukraw, <i>Reliant Studios</i> Renee Gugliotta, <i>Homes for Our Troops</i>	How to greatly reduce F2F attrition in the first three months Kevin Schulman, <i>DonorVoice</i> Monica Muten, <i>Special Olympics International</i>	Major and Planned Gifts - True Case Stories - Lessons Learned Paul B. Seifert, <i>CFRE, Conservancy of Southwest Florida</i>	Expanding Your Circle of Giving to Include the Hispanic Market Zully Avila, <i>Edge Direct</i> Sofia Machado, <i>Operation Smile</i>	Make Better Decisions: how to use decision science to create a measurable, actionable strategic plan Steve Beshuk, <i>Benefactor Group</i>	Beyond Transactions: Measuring Relationships with People Dr. Susan Raymond, <i>Edmundite Missions</i>	The Proliferation of Nonprofit Technology Applications and the Impact of Mergers and Acquisitions Grady McConnell, <i>Raymond James</i>	Be the Leader Your Team Needs <i>Abby Graf, The Nonprofit Alliance</i>
Breakout 4 4:00 PM – 5:00 PM	Surprising Revelations From a Year of Audience Research Gwen McGarry, <i>M+R</i> Stephanie Lauf, <i>Planned Parenthood Federation of America</i> Amirio Freeman, <i>Feeding America</i>	Making the Best of Doing More with Less Courtney Lewis, <i>Fuse Fundraising</i> Dan Ball, <i>Disabled American Veterans</i> Sheridan Marfil, <i>CARE</i>	How to reach donor-advised fund donors Nelle Schantz, <i>Fidelity Charitable</i>	Data-driven content audits (more than just pageviews) Jen Boland, <i>Allegiance Group</i> TJ Peeler, <i>Allegiance Group</i> Maeline Halperin-Robinson, <i>Pathfinder International</i>	When Donors “Flock” to Subscription-Style Annual Giving Shari Grimes, <i>O'Brien Garrett</i> Porter Mason, <i>Stagecoach Digital</i> Daniel Pazos, <i>The National Audubon Society</i>	30 Ideas that WOWed us! Tiffany A. Neill, <i>CFRE Lautman Maska Neill & Co.</i> Allison Porter, <i>Avalon Consulting</i> Mwosi Swenson, <i>Mal Warwick Donordigital</i>	Diving Into Data-Rich Acquisition Strategies Maureen McNally, <i>MissionWired</i> Ashwin Narayan, <i>MissionWired</i> Trista Murphy, <i>Make-A-Wish America</i>	A Plentiful Partnership: How to create a digital pipeline of legacy donor prospects that will impress even the most stubborn skeptics Lee Grant, <i>Lutheran World Relief</i> Nikki Massie, <i>Corus International</i>	A practical plan for executive management of DEI Patti DeBow, <i>ParsonTKO</i> Ron Goines, <i>Movement of Black Lives</i>	Leading Change: Breakthrough’s Don’t Happen Overnight Barbara O’Reilly, <i>Windhill Consulting</i> T Clay Buck, <i>TCB Fundraising</i> Patrice Sulton, <i>DC Justice Lab</i>	Following Shifts in Donor Thinking: How do faith-based fundraisers stay relevant? Paul D’Alessandro, <i>High Impact Nonprofit Advisors</i> Scott Koskoski, <i>Caldwell University</i>	The Nonprofit Technology Reckoning: How We Sacrificed Relationships In Favor of Efficiency Adam Miller – Chief Executive Officer & Co-Founder, <i>Instil</i>	The Power of Transformational Leadership Lolly Colombo, <i>BDI</i> Nathan Freeland, <i>Fresno Mission</i> Brian Tucker, <i>BDI</i>

FRIDAY, August 4, 2023

	Track 1: Analytics, Data & Strategy	Track 2: Cost Management Strategies	Track 3: Major Gifts & DAF	Track 4: Digital	Track 5: Telefundraising	Track 6: Direct Mail Works	Track 7: Mid-Level	Track 8: Capital Campaign	Track 9: Inclusion Diversity Equity and Access	Track 10: Advanced Track	Track 11: Faith & Fundraising	Track 12: BridgeTECH	Track 13: Professional Development TNPA
Breakout 5 8:00 AM – 9:00 AM	How to Leverage Neuroscience to build more impactful fundraising programs 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>	Creative Ways to Control Rising Costs Without Sacrificing Results Amy Ricigliano, <i>Eidolon Communications</i> Amanda Cline, <i>National Trust for Historic Preservation</i>	Troublesome Gifts: Not all Matches are Made in Heaven Lori Woehrle, <i>Leapfrog Group</i> Rodney Trapp, <i>University of the District of Columbia Ally</i> Mennuti, <i>CCS</i> Brynee MacCann, <i>American College of Cardiology</i>	Working with Influencers: How to work with social media influencers to create strong activism and top of the funnel campaigns Catherine Algeri, <i>Do Big Things</i> Amy Shope Manzi, <i>American Heart Association</i> Brooke Betts, <i>Rare</i>	Best Practices in TM and What's Next! Caroline Mendez, <i>SD & A Teleservices</i> Jennifer Minogue, <i>The American Society for the Prevention of Cruelty to Animals®</i>	Change Will Do You Good – With Skill, Grit and Resilience, How IFAW Created Change to Grow the US Direct Mail Program Lisa Smith, <i>Newport ONE</i> , Diana Estremera, <i>Data Axle</i> Robyn Rineer, <i>International Fund for Animal Welfare</i>	Driving Revenue Growth by Transforming the Mid-Level Donor Experience Tyler Hall, <i>MD Anderson Cancer Center</i> Eve Smith, <i>Merkle</i>	Communicating with Donors Through the Life of a Capital Campaign Megan Simmons, <i>Benefactor Group</i> Emily Alonso-Taub, <i>Center of Science and Industry</i> Susan Brekelmans, <i>Benefactor Group</i>	Writing for Progress: How to Write Grants and Tell Stories with an Anti-Racist Lens Calvin Koon-Stack, <i>Spark Point Fundraising</i> ,	Black Male Development Professionals Panel Discussion Tommy Amal, <i>The Burtin Group</i> Terrell White, <i>Center for Nonprofit Excellence</i>	Tried and True Tips For Engaging Hispanic Audiences Mary Anderson, <i>Further</i> Andres Gomez, <i>Catholic Relief Services</i>	Build, Buy, or Bandaid - Making Sure Your Tech Stack is Working for You and Not Against You David Schwab, <i>Funraise</i> Tony Johnson, <i>The Heritage Foundation</i>	Navigating Change Maggie Villegas, <i>Baltimore Creatives Acceleration Networks (BCAN)</i> Katy Jordan, <i>TrueSense Marketing</i>
Breakout 6 9:05 AM – 10:05 AM	Leaders, this is how we get started with human-centric AI Meena Das, <i>NamasteData</i>	Philanthropy as a Strategic Investment: A CFO's Perspective Clare Sherlog, <i>CCS Fundraising</i> Joseph Budzynski, <i>Volunteers of America</i>	No, You Don't Need An Elevator Pitch, You Need An Elevator Interview James M. Langley, <i>Langley Innovations</i>	Digital Measurement in a Cookie-less World Jen Boland, <i>BolandSolutions</i>	Texting for Equality with HRC Jean Qiao, <i>Lautman Maska Neill & Co.</i> James Servino, <i>Human Rights Campaign</i>	Building—and Maintaining—a Donor Base Barbra Schulman, <i>Faircom New York</i> Sylvie Durand Morris, <i>Faircom New York</i> Elena Sturman, <i>The Glaucoma Foundation</i>	One (Mid-Level) Size Does Not Fit All - A Tiered Experience Whitney Norman, <i>Pursuant + GivingDNA</i> Libby Pedigo, <i>Community Health Network Foundation</i>	The Anatomy of a Case for Support Lori Woehrle, <i>Immediate Past President, AFP DC</i> , and <i>Leapfrog Group</i>	Cooperative Fundraising for Black-led organizations Starsha Valentine, <i>Purpose Possible</i>	USO Session Tabitha Glenn, <i>USO</i> Adrian Slagle, <i>USO</i>	Interfaith Lessons for Planned Giving Leaders – Are your congregation's planned giving efforts struggling? Has it been difficult getting started or maintaining enthusiasm? Alan Wei, <i>Humanitru</i> Ann Flippin, <i>Austism Society of Central Virginia</i>	AI vs. Intuition: When to Go With Data, and When to Go With Your Gut in Fundraising Alan Wei, <i>Humanitru</i> Ann Flippin, <i>Austism Society of Central Virginia</i>	Power of Perspective Bessie Thibodeaux, <i>CDR Fundraising</i> Kyla Shawyer, <i>Philanthropy & Fundraising North America</i>

FRIDAY, August 4, 2023 (continued)

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Breakout 7 11:20 AM – 12:20 PM	Managing Trust - Ethical Generosity Development Ryan D. Woroniecki, <i>DonorSearch</i> T. Clay Buck, <i>TBC Fundraising</i>	Out-Smart: 10 Cost-Saving Ideas to Deploy in the Face of Rising Costs Lisa Smith, Newport ONE Cindy Barham, RWT Robyn Rineer, IFAW	Predictably Irrational: how to use decision science to transform your fundraising Alan R. Hutson, <i>The Monument Group, Inc.</i> Thomas Kurmann, <i>Oxfam America</i>	Acquisition may be easier than we ever dreamed on Facebook. How are you turning those fundraisers into recurring donors? Megan Rouse, GivePanel Alisha Wilmoth, St. Jude Children's Research Hospital - ALSAC	Wyd? How to make P2P texting your new BFF Jackie Libby, Avalon Consulting Jamie Doughty, <i>The John F. Kennedy Performing Arts Center for the</i> Lauren Sracic, <i>Humane Rescue Alliance</i>	Words That Work: Fundraising Edition Yvonne Garrett, <i>O'Brien Garrett</i> Michelle Ehrhardt, <i>National Audubon Society</i>	Major Donor Match Game Brandon S. Hemel, <i>WETA</i> Karin Kirchoff, <i>K2D Strategies</i> Chris Pabon, <i>Project on Government Oversight</i>	Demystifying the Capital Campaign Martha H. Schumacher CFRE, ACFRE, MInstF, <i>Hazen and Hazen Institute for Leadership Training</i> Jeanne Segal, MPH, Eva Dillon, MPH	<i>No session</i>	How to Set Up Your CEO and Your Board Chair to Perform Great in their Fund-Raising Roles Alexander Counts, <i>AMC Consulting LLC</i>	Best Things I Learned This Week <i>Hosted by the Catholic Development Council of TNPA</i>	Automate This! 10 Ways Multi-Channel, Automated Donor Journeys Will Change Your Life Maan Sacdalan, Eric Rubin, <i>Engaging Networks</i> , Gabby Green, <i>The Humane Society of the United States</i>	From Baby Boomers to Generation Alpha: Generational Differences in the Workplace Deb Taft, <i>Lindauer</i> Abby Graf, <i>The Nonprofit Alliance</i>



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!



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National Harbor, MD

This year, the Bridge to Integrated Marketing & Fundraising Conference is proud to partner with The Nonprofit Alliance Catholic Development Council to bring you on **Wednesday, August 2, from 8:30 AM – 4:00 PM Faith & Fundraising Forum!** As a faith-based fundraising forum, this diverse group of professionals from across the country represent nonprofit organizations focused on fundraising for charitable or religious causes that are founded in and uphold the values and principles of their Christian faith. This includes churches, seminaries, archdioceses, schools, foundations, religious communities, social service agencies and more. Just check out the line-up of speakers and topics!

Faith & Fundraising Program Schedule

Schedule subject to change without notice.

7:30 AM – 4:30 PM	Registration
7:30 AM – 8:30 AM	Religious Services/Mass
8:30 AM – 9:30 AM	Continental Breakfast
9:40 AM – 10:30 AM	Opening General Session with Keynote Speaker David King, Director, Lake Institute for Faith & Giving, Lilly School of Philanthropy: Religion and Giving: Why is it Important, What’s Changing, and What Does that Mean for Fundraisers and Nonprofits?
10:30 AM – 10:45 AM	Refreshment Break
10:45 AM – 11:55 AM	Faith & Fundraising Breakouts by Affinity Groups – a facilitator in each room will guide discussion on challenges, opportunities, reactions and take-aways – Choose one! So What? Now What? Digging Deeper <ul style="list-style-type: none">- Large Organization Fundraisers- Medium Organizations- Small Shop Fundraising- One-Person Development Shop Discussion- Leadership Discussion
12:00 – 1:30 PM	Faith & Fundraising Awards Lunch



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1:30 PM – 2:30 PM

General Session Panel

Religious Fundraising The Future of Religious Fundraising

- **Moderated by: Kim Richardson, AVP Client Strategy, Pursuant**
- **Don Fulford**, President/ Chief Executive Officer, Association of the Miraculous Medal
- **Willis Turner**, Creative Director, Huntsinger & Jeffer
- **Ivan Leon**, Chief Strategist, Kerux Group
- **Amy Braiterman**, Vice President, Strategy, Data Axle Nonprofit
- **Iván León**, Chief Strategist, Kerux Group

2:30 – 2:45 PM

Refreshment Break

2:45 – 3:55 PM

Faith & Fundraising Breakouts by Challenge/Opportunity – facilitated conversation and peer consulting exercises

- Your Board's Role in Fundraising
- Crisis PR & Management
- Emerging Technologies
- Hiring, Retaining, and Training Your Fundraising Team
- Multicultural Donors and Staff
- Understanding Generational Differences

4:00 PM – 4:30 PM

Closing General Session

6:00 PM – 8:00 PM

Bridge, BridgeTECH, Faith & Fundraising Welcome Reception!

During the regular Bridge Conference tracks, there will be a Faith & Fundraising Track to continue the focus for Faith-based fundraisers!