



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

AMPLIFIED! Fundraising & Marketing

(As of 7-25-2023; 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 Executive 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, ROI Solutions Jim Emlet, Integral, Kelley Hecht, Amazon Web Services	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) Daniella Sretenovic, Alzheimer Society of Canada Michelle Ehrhardt, National Audubon Society	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 Pedro J. Rivera, George Mason University	CEOs Dish on Managing the Bridge Between Marketing & Development Departments Katrina VanHuss, Turnkey For Good John Lehr, Parkinson's Foundation Kendra Davenport, Easterseals,	Mid-Major Gifts: Fundraising as a Ministry Kristin Priest, MA, CFRE, Pursuant Jeff Taylor, Washington National Cathedral	Influencers: The New Grasstops Merrill Hersam, Urban Legend Natalie Held, Blessed Be The Brains, Qasim Rashid, Digital 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 Maranda Snyder Dykstra Conservation International	Emerging Digital Channels: Connecting to Millennials and Gen Z Ellena Fortner Newson, Edge Direct, Jessica Hulsebosch, Shriners Children's Esteban Vidal, 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 Fran Wollman, Audience First Media Alyson Morris, Feeding America National Organization	Blended Gifts (Major Gifts and Planned Gifts) Pedro J. Rivera, George Mason University Aquanetta Betts, George Mason University	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	Dissecting the Psyche of the American Political Donor Heather Philpot, Moore Bill McInturff, Public Opinion Strategies Gayatri Bhalla, GMMB Mike Alm, National Republican Senatorial Committee	Succession Planning for Success: Taking the Steps Now to Be Prepared for the Future Angela White, Johnson, Grossnickle & Associates, Inc Sarah Harris, The Sisters of the Holy Names of Jesus and Mary in Marylhurst, OR	Direct Mail Innovations Craig Depole. Newport ONE, Sheridan Marfil, CARE Dennis Kelly, Postalytics Margaret Pepe USPS	Somehow I Manage: Lessons for New Managers by Michael Scott* Jade Nguyen Swanson, MESG Marketing Angela Stoutenburgh, Rainforest Action Network

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 Executive 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> Melody Conley, <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 Customized 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 And Lessons Learned Paul B. Seifert, <i>CFRE, Conservancy of Southwest Florida</i>	<i>No session</i>	Make Better Decisions: How to Use Decision Science to Create a Measurable, Actionable Strategic Plan Steve Beshuk, Benefactor Group	Beyond Transactions : Measuring Relationship s with People Dr. Susan Raymond, Edmundite Missions	The Proliferation of Nonprofit Technology Applications and the Impact of Mergers and Acquisitions Grady McConnell, Raymond James	Be the Leader Your Team Needs <i>Abby Graf, The Nonprofit Alliance</i> <i>Meredith Weiss, International Rescue Committee</i>
Breakout 4 4:00 PM – 5:00 PM	Surprising Revelations from a Year of Audience Research Laurin Gonzalez , <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> Jeremy Kraut- Ordove, <i>Previously w/ Muscular Dystrophy Association</i>	Data-Driven Content Audits (More than Just Pageviews) 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, CFRE <i>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 E v e n 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: Breakthroughs Don’t Happen Overnight Barbara O’Reilly, Windhill Consulting 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? Chris Lyons, <i>NonProfit PRO and NonProfit POWER</i> 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 Madalyn Bach, The Rosewood Initiative Gabby Weiss, <i>Instil</i>	The Power of Transformational Leadership <i>Lolly Colombo, 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 Executive 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>Feeding America</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</i> Ally 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>Capital Youth Empowerment Program</i> Terrell White, <i>Center for Nonprofit Excellence</i> Darnell Burtin, <i>The Burtin Group</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 Cookieless 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</i> , AFP DC, and <i>Leapfrog Group</i>	Cooperative Fundraising for Black-led organizations Starsha Valentine, <i>Purpose Possible</i> Chelsea Brown, <i>The Black Mill</i>	Marketing and Direct Response – The Perfect Pairing 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? Jim Murphy, <i>Episcopal Church Foundation</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)

	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 Campaigns	Track 9: Inclusion Diversity Equity and Access	Track 10: Advanced Executive Track	Track 11: Faith & Fundraising	Track 12: BridgeTECH	Track 13: Professional Development TNPA
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. How Are You Turning Those Fundraisers into Recurring Donors? Megan Rouse, GivePanel	Wyd? How to make P2P texting your new BFF Jackie Libby, Avalon Consulting Jamie Doughty, <i>The John F. Kennedy Center for the Performing Arts</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, <i>MPH</i> , Eva Dillon, <i>MPH</i>	<i>No session</i>	How to Set Up Your CEO and Your Board Chair to Perform Well in Their Fundraising 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, National Trust for Historic Preservation 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> Melissa Madzel, Axis Talent Partner