WEBCAST SERIES

DONOR RELATIONS FOR PLANNED GIVING: IMPROVING EVENTS AND IMPACT REPORTING

June 19 and June 26, 2017 :: 1:00 - 1:45 p.m. EDT

Are you stewarding your planned giving donors effectively?

OVERVIEW

Learn new strategies and techniques to better engage and steward all segments of your planned giving donors. These two forty-five minute[a] sessions will cover both events and impact reporting. Join us for one or both sessions depending on your shop's needs.

Part 1: Stewardship Events and Donor Engagement
Events are critical to your planned giving donor relations strategy. During this session, you will walk through new ideas for the more traditional planned giving events as well as non-traditional touchpoints that target younger planned giving donors.

Part 2: Strategic Communications and Impact Reporting
Impact reports and strategic communications are important methods for stewarding your planned giving donors. During this session, you will learn the specific messaging for legacy societies, scholarship reporting, and realized bequests that your planned giving donors and their families need to see. We will also explore other creative communication methods that your shop can use to steward your donors.

VISIT EVENT PAGE

https://www.academicimpressions.com/webcast/predictive-analytics-improved-student-success-interventions

WHO SHOULD ATTEND

Planned giving, donor relations, and stewardship professionals will learn a comprehensive, cost-effective approach to stewarding donors of varying demographics.

CONTACT US FOR MORE INFORMATION

Contact David Boggs, Associate Program Manager David.Boggs@academicimpressions.com or 720-988-1215 if you'd like additional information about the program.

AGENDA

June 19, 2017 :: 1:00 - 1:45 p.m. EDT

Part 1: Stewardship Events and Donor Engagement

Learning Outcome
After participating in this online training, you will be able to revamp events for planned giving donors to engage them more effectively.

- **Stewardship Events for Planned Giving Donors**
  - Traditional donors and the annual luncheon
- **On- and Off-Campus Engagement for Non-Traditional Donors**
  - Non-retiree donors
  - Revocable bequests donors
  - 50th reunion alumni

June 26, 2017 :: 1:00 - 1:45 p.m. EDT

Part 2: Strategic Communications and Impact Reporting

Learning Outcome
After participating in this online training, you will be able to improve your impact reports and communications for planned giving donors to steward them more effectively.

- **Impact Reporting and Messaging**
  - What we need to tell our planned giving donors
  - Legacy society members
  - Scholarship reporting
  - Realized bequests
  - Donors' families
- **Developing Stewardship Communication Strategies**
  - Staff card signings
  - Newsletters
  - Honor rolls
  - New member packets

INSTRUCTOR

Dara Croci, Senior Associate Director, Analytics, Marketing, and Stewardship Programs, Northeastern University
Dara creates and implements comprehensive, university-wide marketing and stewardship plans for planned giving prospects and donors across colleges and central advancement through the use of strategic messaging and media.

With more than 10 years of experience in nonprofit marketing and communications, Dara focused on establishing strategic partnerships, campaign development, and fundraising in her previous roles at The Leukemia & Lymphoma Society.

She is a member of the Planned Giving Group of New England, the American Marketing Association, and the Council for Advancement and Support of Education.

PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING & REGISTRATION (CIRCLE ONE)

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