BUILDING THE INFRASTRUCTURE FOR A CULTURE OF PHILANTHROPY IN THE DIGITAL WORLD

Tuesday, September 26, 2017 :: 1:00 - 2:15 p.m. EDT

Strategies to unify your disparate digital philanthropy efforts.

OVERVIEW

Crowdfunding, day of giving, and other digital engagement programs are rarely aligned in a cohesive way. It is important to develop a comprehensive digital philanthropy strategy. However, this requires discerning vision and buy-in from leadership and across campus. During this webcast, our expert speakers will cover:

→ How a digital strategy is the core, not a tangential effort
→ Partnering across campus to promote a culture of digital philanthropy
→ Understanding how this type of strategy can lead to fundraising success

Join us online as we explore how to build the groundwork for such an effort, and learn how to stitch disparate digital fundraising and engagement efforts together to achieve your advancement goals.

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WHO SHOULD ATTEND

Anyone working with cultivating a culture of philanthropy, particularly those in alumni relations and annual giving who are working to increase their digital presence, should attend this webcast.

LEARNING OUTCOME

After participating in this online training, you will be able to take key next steps to build the groundwork for a cohesive digital philanthropy strategy.

CONTACT US FOR MORE INFORMATION

Contact Gwen Doyle, Program Manager at gwen@academicimpressions.com or 720-988-1258 if you'd like additional information about the program.

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AGENDA

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➡ **Laying the Groundwork**
→ Perform needs assessment
→ Explore available tools: crowdfunding, giving days, digital communications
→ Cultivating leadership buy-in
→ Making the case to the institution
→ 5 essential elements: inclusion, transparency, collaboration, empowerment, celebration

➡ **Partnerships Across Campus**
→ Within advancement, including alumni relations
→ Marketing and communications
→ Athletics

➡ **Digital Engagement and Fundraising**
→ Across students, faculty and staff, and alumni
→ Education
→ Using digital to tell the story of philanthropy

INSTRUCTORS

McCabe Callahan, CEO and Co-Founder, Community Funded
In 2011, McCabe founded Community Funded Enterprises. His team has pioneered the community building, day of giving, and crowdfunding industry, beginning with launching the first ever fully integrated higher education crowdfunding platform with Colorado State University in early 2013. Since then, he has been a thought leader, speaking at conferences and working with organizations to help them innovate their community building and fundraising strategies. Community Funded is focused on holistic online fundraising solutions connecting, supporting, and empowering organizations to better tell their story.

Geoff Hallett, Assistant Director, Annual Giving, Penn State University
Geoff manages University-wide student philanthropy efforts for Penn State. Since joining the Annual Giving staff, he has built the University's crowdfunding program, Let's Grow State, from the ground up and led a transition to incorporate outright giving into the student philanthropy program at Penn State. Working with colleagues from across Penn State's Office of University Development, Geoff directed the benchmarking, selection, and implementation of a third-party crowdfunding platform that hosts all sanctioned Penn State crowdfunding campaigns. Now, Geoff is working on establishing a comprehensive student philanthropy program which engages all students across Penn State's 24 campuses through events, multichannel marketing, and affinity-based solicitation.

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WEBCAST

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September 26, 2017 :: 1:00 - 2:15 p.m. EDT

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