



CONFERENCE

WRITING WORKSHOP FOR ADVANCEMENT

December 4 - 5, 2017

Boston, MA



ACADEMIC
IMPRESSIONS



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Strengthen the voice and consistency of your communications to donors and alumni.

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OVERVIEW

Academic writing classes don't typically cover how to write for a donor or alumni audience. This interactive conference will help you enhance your advancement writing skills and teach you how to create communications that put the focus on the donor. These workshops, accompanied by real-life examples, will help you improve the consistency of written communications from your shop. We will examine:

- Daily correspondence with donors, including emails and thank you letters
- Streamlining communications for clarity, including proper sentence structure
- Event and program communications
- Larger scale proposals, case statements, and newsletters

Throughout this training, our expert faculty will offer consulting on your writing samples. You will be asked to bring writing samples from your shop.

WHO SHOULD ATTEND

This conference is designed for anyone who uses written communications to engage with donors. We particularly encourage teams of communications and donor relations professionals, as well as frontline fundraisers, alumni relations, and annual giving staff to attend together. This conference is not designed for full-time copywriters.

There will be time to breakout by job function to focus on communications pieces specific to: donor relations, annual giving, alumni relations, and frontline fundraising.

LEARNING OUTCOME

After participating in this conference, you will be able to write more effective, consistent communications to your alumni and donors.

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.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/conference/writing-workshop-advancement



AGENDA

DAY 1: MONDAY, DECEMBER 4, 2017

8:30 - 9:00 a.m.

Conference Registration and Breakfast (included in the registration fee)

9:00 - 9:15 a.m.

Conference Opening

9:15 - 10:00 a.m.

Four Pillars of Donor Communications

The conference will begin with a brief overview of the four pillars of donor communications and the importance of effective writing for advancement professionals. During this time, you will take a quick assessment of your own writing needs.

10:00 - 10:15 a.m.

Morning Break

10:15 - 11:15 a.m.

Advancement Writing Overview and Mechanics

Covering more than a secondary school English lesson, the faculty will cover how to ensure your sentence structure and verbiage always correctly portray your intended meaning. We will also show you how to uncover your unique style and voice.

11:15 a.m. - 12:15 p.m.

Streamlining Your Writing

The best writing is concise. However, our messages are often clouded by extraneous words, especially those to donors and alumni. This session will help you clarify your communications by simplifying your writing and getting to the point quickly and effectively.

12:15 - 1:15 p.m.

Lunch (included in the registration fee)

1:15 - 3:15 p.m. (includes an afternoon break)

Models for Writing Effectiveness

This session will cover best practices from actual writing samples so you will be able to emulate the best parts of each in your own pieces. In addition, we will cover how to best tackle ghostwriting, in the event that you need to produce writing on the behalf of someone else. The faculty and the group will take time to review samples attendees have submitted to offer guidance and examples to improve your shop's communications.

3:15 - 3:45 p.m.

Ensuring Consistency

We've covered how to improve your writing communications that you may produce, but how do you help effect this change and encourage a consistent voice across your department? We suggest tips to bring what you have learned back to your institution to move your shop forward as a unified front.

3:45 - 4:00 p.m.

Day 1 Wrap-Up and Q&A

4:00 - 5:00 p.m.

Networking Reception (included in the registration fee)



AGENDA

DAY 2: TUESDAY, DECEMBER 5, 2017

8:30 - 9:00 a.m.

Continental Breakfast (included in registration fee)

9:00 - 11:00 a.m. (includes morning break)

Communication and Function Breakout

While the previous sessions covered a wide range of advancement writing examples and best practices, this time will allow you to separate by job function and work through communication pieces that most align with your pressing needs. Attendees will break into the following groups:

- Donor relations
- Annual giving
- Major and planned gifts
- Campaigns

11:00 - 11:45 a.m.

Final Conference Wrap-Up and Q&A



INSTRUCTORS

Debbie Meyers, Senior Director of Stewardship, University of Maryland

Debbie heads up the donor relations team at the University of Maryland after serving in donor relations and stewardship roles at Carnegie Mellon University and the University of Florida Foundation. Debbie was director of stewardship and donor relations at the University of Florida Foundation for nine years, serving as a central resource to forty-five development officers at twenty colleges and units. Her development career began in 1986 as publications director for the health center development office at UF. She also was development and alumni director at Bishop Moore Catholic High School, her alma mater. She is a founding board member for Association of Donor Relations Professionals.

Mary Solomons, Senior Director of Donor Relations and Campaign Events, Skidmore College

Mary Solomons has been in the advancement field for more than 25 years, initially in the alumnae office of her alma mater, Wellesley College. For the past 20 years she has been at Skidmore College in Saratoga Springs, New York, first as director of alumni affairs, and since 2000, overseeing the Office of Donor Relations. Skidmore College's tagline is Creative Thought Matters and this mindset pervades every part of the College's donor relations. Mary is active with CASE, serving on the faculty of the 2007, 2009, 2014, and 2015 Donor Relations Conferences as well as a speaker at the summer Institute for Advancement Services in July 2011. She served on the Board of Directors of the Association of Donor Relations Professionals (ADRP) from 2008-13 and has presented at numerous ADRP conferences.



OTHERS	VS	ACADEMIC IMPRESSIONS
Typically large annual event		Intimate, workshop-style event with personalized attention
Many concurrent sessions; forcing choice		One focused learning track
Uneven sessions and less outcome-focused, driven by an open call for proposals		Needs-driven and meticulously planned with practical outcomes <ul style="list-style-type: none">Action plans and next steps to use upon returning to campusCarefully-vetted expert instructors that are also practitioners in the field
Lecture-based		Learner-centric and designed for interaction and collaboration
Large networking events with vendors		Small-scale opportunity to truly connect with colleagues in the same position at other institutions
Some slide presentations posted online after the event		200+ page workbooks with references, worksheets, articles, templates, exercises, and planning documents

96%
of past attendees
would recommend an AI
conference to a colleague

250+
and growing of AI member
institutions (AI Pro)

15,000+
higher ed professionals
served

AI Conference Experiences

Academic Impressions provides valuable exploration of timely and pragmatic challenges to higher education institutions. The combination of impassioned subject matter experts as presenters and means of engaging conference attendees was potent.

- C. Tennent, Associate VP of Facilities Management, University of Saskatchewan

This conference was the complete package: relevant topics, philosophical and practical applications, fantastic speakers, fantastic location. One of the BEST conferences I've ever attended. It is what a conference should be! Full of collaboration, networking and solutions.

- M. Lowe, Associate Professor and General Reference Librarian University of Louisiana at Monroe



LOCATION

December 4 - 5, 2017 :: Boston, MA

HOTEL:

Wyndham Boston Beacon Hill
5 Blossom Street
Boston, MA 02114

To reserve your room, please call 617.742.7630. Please indicate that you are with the Academic Impressions group to receive the group rate.

ROOM RATE:

The rate is \$129 for single or double occupancy, plus applicable tax.

ROOM BLOCK DATES:

A room block has been reserved for the nights of December 3 and 4, 2017.

RATE AVAILABLE UNTIL:

Make your reservations prior to Friday, November 13, 2017. There are a limited number of rooms available at the conference rate. Please make your reservations early. Rooms are subject to hotel availability.

ADDITIONAL INFORMATION:

Wyndham Boston Beacon Hill combines fresh, contemporary spaces with historic New England charm. Located in Boston's vibrant West End at the base of Beacon Hill, this urban hotel is an inviting destination for business and vacation travel, weekend escapes and special events. With exceptional service, a fashionable address and travel enhancing amenities, this downtown Boston hotel is the place for relaxing, working, meeting, dining and exploring all that this city has to offer.

TRANSPORTATION INFORMATION:

The Wyndham Boston Beacon Hill is located approximately 3 miles from Boston Logan International Airport (BOS).



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING (CIRCLE ONE)

Your registration fee includes: Full access to all conference sessions and materials, breakfast, lunch, and access to the networking reception on Monday, breakfast on Tuesday, as well as refreshments and snacks throughout the conference.

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Bring your team!

For every two people you register from your institution, receive a third registration at 50% off of the registration price.

CONFERENCE
Writing Workshop for Advancement
\$1,195

EARLY BIRD PRICING

Postmarked on or before November 17, 2017. For registrations postmarked after November 17, 2017, an additional \$100 fee per registrant applies.

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[REGISTER ONLINE](#) or on the next page.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

CONFERENCE REGISTRATION INFORMATION

Print Name

Job Title

Institution/Organization

What name do you prefer on your name badge?

Address

City

State/Province

Zip/Postal Code

Country

Telephone

Email

IF THIS CONFERENCE PARTICIPANT HAS ANY DIETARY OR ACCESSIBILITY NEEDS, PLEASE LIST THEM IN THE SPACE BELOW. WE WILL DO OUR BEST TO ACCOMMODATE THESE NEEDS.

How did you hear about this event? (email from AI, ACPA, colleague forwarded email, *The Chronicle*, etc.)

ADDITIONAL CONTACT INFORMATION

If you would like us to send a copy of your registration confirmation or receipt to someone else, please complete this section

Additional Contact Name

Contact Phone

Additional Contact Email

Additional Contact Title

EMERGENCY CONTACT INFORMATION

Emergency Contact Name

Emergency Contact Phone



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PAYMENT METHOD

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237

CREDIT CARD



Name on Card

Account Number

Billing Address

Billing City

Billing State

Billing Zip Code/Postal Code

Exp. Date

Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)

AMOUNT TO CHARGE: _____

CHECK/INVOICE

☐ My check is included and covers _____ registration(s) Check # _____☐ Please invoice me, Purchase Order # _____ (PO # not required to receive invoice)

HIGHER ED IMPACT

Delivered free to your inbox, Higher Ed Impact provides you with a full tool kit to help you monitor and assess the trends and strategic challenges likely to have an impact on your institution's health and competitiveness. (Check the boxes for the editions you would like to sign up for)

☐ **DAILY PULSE** - Scan current events, timely research, and notable practices at other institutions.☐ **WEEKLY SCAN** - Review the week's most significant events and the most timely research in higher education, with key takeaways suggested by higher education's leading experts.☐ **DIAGNOSTIC** - Get an enterprise-wide and in-depth look at a current, strategic challenge; identify steps to take and critical questions to address.

List the names of the registrants you'd like to sign up: _____

Learn more or sign up to receive Higher Ed Impact at: www.academicimpressions.com/news-sign-up

**Note if you do not provide any names in the above space, all attendees will be signed up for the options selected.*



CANCELLATION AND REFUND POLICIES



SATISFACTION PROMISE

We want you to be satisfied with your Academic Impressions learning experience. If the program you purchased fails to meet your expectations, please contact us within 30 days and let us know. We'll credit the full amount you paid toward another AI program that may better fit your needs.

CONFERENCES

For in-person conferences, substitute registrants are welcome and may be named free of charge at any time. If you cancel 8 weeks or more prior to the first date of the conference, you will receive a full refund, less a \$100.00 service charge per attendee.

If you cancel within 8 weeks of the first date of the conference, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not attend and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

ONLINE TRAININGS CONSISTING OF AT LEAST ONE LIVE TRAINING DATE

You will receive a full refund (less a \$75 service charge) if you cancel 8 weeks or more prior to the first live training date. If you cancel within 8 weeks of the first live training date, you are not entitled to a refund. But as a courtesy, we will apply your payment (less a \$75 service charge) towards a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish. You may name a substitute primary participant free of charge at any time prior to the first live training date. If available, you may switch the live training format to a self-paced format (such as a CD-ROM Recording or On-Demand Download) free of charge. (Shipping charges will apply to CD-ROM Recording orders outside the U.S. or Canada.)

ONLINE TRAININGS WHICH ARE PURELY SELF-PACED

All sales are final. No cancellations or refunds are provided.

RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS

All sales are final. No cancellations or refunds provided.