



CONFERENCE

# STRATEGIES TO ENGAGE THE GIVING POWER OF WOMEN

April 3 - 4, 2017

Orange County, CA





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*Women are the sole or an equal party in 90% of philanthropic decisions; how are you engaging this critical audience?*

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## OVERVIEW

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Learn tried and true strategies for engaging and sustaining female donors. This one and a half day event will focus on how you can engage the full potential of this important population. Sessions include:

- Assessing your current initiatives geared toward women
- Growing engagement and leadership among women donors
- Planning your visits more effectively
- Measuring your progress with goals and benchmarks

With the help of our conference faculty, you will leave this event with an action plan to take back to your institution that includes a list of strategies and tactics that align with your shop's goals and objectives.

## WHY IS THIS CONFERENCE CRITICAL FOR YOUR SHOP?

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Put simply, women are the primary breadwinners in 40% of households; they control 60% of the nation's wealth; and they are the sole or equal party in 90% of philanthropic decisions. If none of that is convincing that we need to be paying closer attention to how we engage alumnae, consider this: women live on average eight years longer than men, so they make the ultimate (read: final) philanthropic decisions. *We need to do a better job of engaging women.*

## WHO SHOULD ATTEND

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This event has been specifically designed for gift officers who are looking to learn strategies that will help them better cultivate and engage women in their philanthropic cause. VP's and leadership who are interested in developing or improving a program focused on women in philanthropy will also benefit from this one and a half day conference.

[VISIT EVENT PAGE](#)

[www.academicimpressions.com/conference/strategies-engage-giving-power-women](http://www.academicimpressions.com/conference/strategies-engage-giving-power-women)



## LEARNING OUTCOME

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After participating in this conference, you will be able to develop a more intentional approach to engage women donors and alumni.

## CONTACT US FOR MORE INFORMATION

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



## AGENDA

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### DAY 1

12:00 - 12:30 p.m.

**Registration**

12:30 - 1:00 p.m.

**Introductions**

1:00 - 2:00 p.m.

**The Giving Power of Women**

The giving potential of women is enormous. They control 60% of the nation's wealth, they are the primary breadwinners in almost half of all households, and roughly 50% of the top wealth holders in the U.S. are women. They make some of the most important philanthropic decisions. This introductory session will further dive into the research that shows the giving power of women, what this means for university advancement and alumni relations, and how a cultural shift in your shop can have greater rewards.

2:00 - 2:45 p.m.

**Institutional Assessment Working Session**

In this working session, we will assess our current initiatives through a SWOT analysis to identify the resources, opportunities, and gaps you might have. This analysis will lay the foundation of your action plan.

2:45 - 3:00 p.m.

**Break**

3:00 - 4:30 p.m.

**Initiatives to Cultivate and Communicate with Female Donors**

Women give more when they have a personal connection and deeper engagement with their university. In this session, we will hear from our expert speakers on the engagement strategies at their respective institutions. You will learn a variety of engagement opportunities available, and what a constructive approach includes when identifying and developing engagement programs. At the end of this session, you will identify 3 ideas or strategies to bring back to your institution.

4:30 - 5:30 p.m.

**Networking reception (included in registration fee)**



## AGENDA

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### DAY 2

8:30 - 9:00 a.m.

**Continental breakfast (included in registration fee)**

9:00 - 10:15 a.m.

**Growing Women's Leadership**

Learn how to change our behavior in how we engage the women leaders in our volunteer structure, and how we can better highlight the board members, chapter presidents, donors and alumni who will be your greatest advocates and supporters. This session will discuss strategies to identify and profile your best partners and advocates as you identify what strategies will work best at your institution.

10:15 - 10:30 a.m.

**Break**

10:30 a.m. - 12:00 p.m.

**Planning Your Engagement and Visits**

In this session, you will gain helpful insights and tips into planning your future visits with donors and alumnae. Adapting these strategies to your personal style and institutional goals, you will contrast your current approach with new strategies that can lead to greater success with cultivation and asks.

12:00 - 1:00 p.m.

**Lunch (included in registration fee)**

1:00 - 2:15 p.m.

**Measuring Your Progress: Goal Setting, Benchmarking, and Evaluating Success**

Collecting your data and having a strategy to measure and evaluate your initiatives are essential to the success of your program. Learn some of the best ways to compile and gauge your progress. Understanding that shifting goals and expectations from a competition-based approach will be necessary to setting realistic outcomes for your team as you look to the long-term initiatives of women's philanthropy.

2:15 - 2:30 p.m.

**Break**

2:30 - 4:00 p.m.

**Creating Your Action Plan (Includes Individual Consultation)**

In this final working session, you will draft an action plan to take back to your institution. Working with the faculty for individual consultation in a rotating break-out session will allow you to craft a comprehensive list of strategies and tactics that will work with the goals and objectives laid out in your institution's strategic plan. This session will also inform you how to organize and conduct a survey of the women in your network to better inform your initiative and strategies going forward through personalized engagement.

4:00 - 4:30 p.m.

**Final Q&A and evaluation**



## INSTRUCTORS

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### **Michele Boillotat, Director of Women's Philanthropy, Indiana University Foundation**

A professional with more than twenty years of experience in connecting and serving women and volunteers, Michele joined the Indiana University Foundation team in 2014 as the Director of Women's Philanthropy. She directs the Women's Philanthropy program in partnership with IU's First Lady, Laurie Burns McRobbie, and members of the Women's Philanthropy Leadership Council.

Michele began her professional career as Director for Chapter Services for Alpha Gamma Delta Women's Fraternity in Indianapolis after working as a consultant while pursuing her master's degree at The Ohio State University. She earned a bachelor's degree in mathematics from Duquesne University.

Before moving back to Indiana, Michele held the position of the Director of the Rice Annual Fund at Rice University and prior to that as Associate Director for the Dartmouth College Fund at Dartmouth College in Hanover, New Hampshire. Prior to joining the development team at Dartmouth in 2000, she served as the Executive Director for the Alpha Gamma Delta Foundation. She also held the position of Assistant Administrator/Training Coordinator, Circle K International, a division of Kiwanis International.

### **Valerie Cushman, Director of Alumnae Initiatives, The College of William & Mary**

Valerie brings over 30 years of higher education experience to this work. Her career began at Vassar College where she was a member of the faculty and associate director of athletics. In 1997 she moved to Virginia and Randolph College where she served as the director of athletics and chair of physical education for most of her 10-year tenure but served as the special assistant to the president through the co-education transition. In 2007, she took on the role of senior assistant to the president at Washington and Lee University. Following that she worked as a consultant for her own company, Cushman Curry Consulting, and for Cenergetic, Inc. an energy conservation firm that works with schools and colleges.

Throughout her career her academic and professional work has focused on access to education and equity and opportunity for women, particularly as it relates to Title IX and athletics.

Her educational background includes a B.S. in physical education from SUNY Cortland, an M.S. in sport management from East Stroudsburg University, and a Ph.D. in higher education and cultural foundations of education from Syracuse University.

### **Melissa Effron Hayek, Director of Women's Philanthropy, University of California, Los Angeles**

Melissa Effron Hayek directs Women & Philanthropy at UCLA, an engagement program that encourages philanthropic and leadership opportunities for women supporters. In this role, she creates and implements events, develops communication and outreach strategies, and interacts with donors and prospective members. In 2014, twenty years after its inception, she helped guide a significant shift in the program. The organization's structure and onboarding model were transformed, altering how women are brought into membership and enhancing engagement with the campus to make it an even more dynamic experience for both the members and the university. There are currently close to 2,000 women in the group.

An alumna of UCLA, Melissa gladly returned to campus in 2012 to oversee the Women & Philanthropy program.

Previously, Melissa was the Director of Community Services at Planned Parenthood Los Angeles where she coordinated women's, young professionals, and regional volunteer groups that put on fundraising events and managed educational and outreach programs.



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

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April 3 - 4, 2017 :: Orange County, CA

### HOTEL:

Hyatt Regency Orange County  
11999 Harbor Blvd.  
Garden Grove, CA 92840

To reserve your room, please call 714-750-1234. Please indicate that you are with the Academic Impressions group to receive the group rate.

### ROOM RATE:

The rate is \$175 for single or double occupancy, plus applicable tax.

### ROOM BLOCK DATES:

A room block has been reserved for the nights of April 2 and 3, 2017.

### RATE AVAILABLE UNTIL:

Make your reservations prior to March 13, 2017. There are a limited number of rooms available at the conference rate. Please make your reservations early.

### ADDITIONAL INFORMATION:

Conveniently located in Anaheim, this hotel is a spectacular destination for business travelers, and vacationers alike. It's just a short drive away from Orange County beaches, shopping outlets and attractions.

#### **John Wayne/Orange County Airport (SNA)**

18601 Airport Way  
Santa Ana, CA 92707  
Distance: 13 miles

Super Shuttle: \$11 per person/one way

Disneyland® Resort Express Bus: \$20 per person - from hotel to airport only

#### **Los Angeles International Airport (LAX)**

380 World Way  
Los Angeles, CA 90045  
Distance: 35 miles

Super Shuttle: \$17 per person/one way





PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

## PRICING (CIRCLE ONE)

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

### Bring your team!

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

<b>CONFERENCE</b>	<b>WITH AI PRO MEMBERSHIP</b>
Strategies to Engage the Giving Power of Women	Get \$100 OFF With Qualifying AI Pro Memberships
<b>\$995</b>	<b>\$100 OFF</b>

[Learn More](#)

### EARLY BIRD PRICING

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

[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](http://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.

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### 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.