



CONFERENCE

IMPROVING DONOR RELATIONS IN A DECENTRALIZED ENVIRONMENT

May 16 - 17, 2017

Atlanta, GA





Improve the donor experience from your central role.

OVERVIEW

Learn how you as a donor relations professional can develop consistency for donors in a large and decentralized shop. This day and a half training will allow you to better understand how to:

- Assess your current donor relations programming
- Position yourself to your fundraising colleagues
- Bolster your overall efforts from a central capacity

The role of central donor relations can be difficult to navigate in decentralized shops; this training will help you better coordinate your donor relations efforts across campus.

DESIGNED FOR DECENTRALIZED ADVANCEMENT SHOPS

Donor relations professionals who are working in a central capacity at a decentralized institution will benefit from this conference by hearing from peers in similar environments and understanding their roles as they relate to donor relationships and recognition from the broader perspective.

LEARNING OUTCOME

After participating in this conference, you will be able to better coordinate your donor relations efforts across campus.

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/improving-donor-relations-decentralized-environment



AGENDA

DAY 1: TUESDAY, MAY 16, 2017

8:30 - 9:00 a.m.

Conference Registration and Continental Breakfast (included in registration fee)

9:00 - 10:00 a.m.

Understanding the Challenge of Donor Relations in a Decentralized Environment

What does the evolution of this role look like, especially when you are not the one always implementing all parts of it? How do you work with deans and their staff to keep your plan consistent?

10:00 - 10:15 a.m.

Morning Break

10:15 - 11:15 a.m.

Assessing Your Campus

During this session, we will walk through an audit of colleges and units across your campus to better assess what is occurring regarding:

- Acknowledgments
- Recognition circles
- Endowment reports
- Impact reports, and more

11:15 a.m. - 12:45 p.m.

Establishing Your Office as a Central Resource

Your role is to coordinate donor activities and establish best practices across the many units of your campus. However, gaining buy-in to do so can be challenging. During this session, you will focus on how you can create a stewardship network, train your colleagues, create a public relations plan for your office, and work as a strategic partner with major gift fundraisers. You will also discuss how to develop cultivation and stewardship strategies as well as individualized engagement plans.

12:45 - 1:45 p.m.

Lunch (Included in registration fee)

1:45 - 2:45 p.m.

Structuring Your Efforts around Your Priorities: Filling the Gaps

In this lecture and working session, you will focus on addressing some of the gaps you identified in the morning's assessment session. You will work through how you can ensure any identified holes are filled across campus and prioritize which efforts need your time and effort.

2:45 - 3:00 p.m.

Break

3:00 - 4:30 p.m.

Next Practices in Donor Relations

What are the latest and greatest as far as reporting, acknowledgements, and customized stewardship? You will hear from the faculty and discuss with your peers about what innovative programs across the country are doing and how you can scale it to your institution.

4:30 - 5:30 p.m.

Networking Reception (included in registration fee)



AGENDA

DAY 2: WEDNESDAY, MAY 17, 2017

8:30 - 9:00 a.m.

Continental Breakfast (included in registration)

9:00 - 10:15 a.m.

Understanding How to Prove ROI and Further Your Program

Do you know how to demonstrate the impact of your work to your peers and leadership? During this session you will learn how you can use quantitative and qualitative data to improve both your efficiency and ability to demonstrate the difference you are making with donors and on campus.

10:15 - 10:30 a.m.

Morning Break

10:30 - 11:30 a.m.

Managing Expectations

After participating in this event, you likely have many programming ideas that you would like to implement. This final session will focus on how you can best implement your plans while managing expectations of campus leadership and your peers.

11:30 a.m. - 12:00 p.m.

Final Faculty Panel, Q&A, and Conference Evaluation



INSTRUCTORS

Paige Eubanks-Barrow, Associate Vice President of Donor Relations, The LSU Foundation, Louisiana State University

Paige heads up the donor relations team at the LSU Foundation in Baton Rouge, Louisiana, bringing over fifteen years of experience to the role. Paige's expertise with large, decentralized shops is largely informed by the navigation of three successful billion-plus comprehensive campaigns with Oklahoma State University, Carnegie Mellon University, and Southern Methodist University. Paige is a founding board member of the Association of Donor Relations Professionals. She was awarded the ADRP volunteer service award and has received a number of Faculty Star accolades from the Council for Advancement and Support of Education.

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.



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 campus Carefully-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

June 19 - 21, 2013 :: Atlanta, GA

HOTEL:

Westin Peachtree Plaza
210 Peachtree Street NW
Atlanta, GA 30303

To reserve your room, please call 404-659-1400. Please indicate that you are with the Academic Impressions group to receive the group rate.

ROOM RATE:

The rate is \$149 for single or double occupancy, plus applicable tax.

ROOM BLOCK DATES:

A room block has been reserved for the nights of May 15 and 16, 2017.

RATE AVAILABLE UNTIL:

Make your reservations prior to April 14, 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:

An iconic fixture on the city skyline, the Westin Peachtree Plaza, Atlanta provides the ideal home base for your downtown adventure and is home to the famous revolving Sun Dial Restaurant, with its unparalleled, 360-degree Atlanta views from the 73rd floor.

The downtown Atlanta hotel places you steps from the city's most exciting attractions, including the Georgia Aquarium, Centennial Olympic Park, CNN Center, Georgia World Congress Center, World of Coca-Cola, Philips Arena, College Football Hall of Fame, and the Georgia Dome.

TRANSPORTATION

The hotel is approximately 11 miles from Hartsfield-Jackson Atlanta International Airport (ATL).

- Shuttle: Service by SuperShuttle Atlanta (404) 941-3440 - Fee \$16.50 one way or \$29.00 roundtrip
- Taxi: \$30 flat rate for one passenger; additional passengers \$2.00 each
- MARTA Subway System: \$2.50



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 Tuesday, breakfast on Wednesday, 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.

CONFERENCE	WITH AI PRO MEMBERSHIP
Improving Donor Relations in a Decentralized Environment	Get \$100 OFF With Qualifying AI Pro Memberships Learn More
\$1,195	\$100 OFF

EARLY BIRD PRICING

Postmarked on or before April 28, 2017. For registrations postmarked after April 28, 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.

Empty space for dietary or accessibility 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.