



CONFERENCE

DONOR-CENTRIC COMMUNICATIONS THAT INSPIRE AND MOTIVATE

September 24 - 25, 2018

Orlando, FL





Learn how to create donor communications that inspire and motivate giving.

OVERVIEW

Your donor communications are all that many of your audience will ever see of you. While your hope is to inspire and motivate giving, how do your donors actually respond to your communications? Are they giving because of, or in spite of, your print and digital pieces? This conference will cover the core concepts to make sure the way you are communicating is most effective:

- The Four Pillars of Donor Communications
- How to best demonstrate impact
- Time for you to workshop your own pieces

POST-CONFERENCE WORKSHOP: EFFECTIVE CAMPAIGN COMMUNICATION TOOLS

Join us for this interactive workshop that will help you distill information learned in the main conference and make it directly applicable to the messaging of your campaign, incorporating video and other experiential components. During this workshop, you will:

- See examples of effective campaign communications
- Conduct a review your own campaign materials and receive personalized feedback to develop more compelling messages for your own donors
- Participate in an audit of your own campaign communications in order to draft more effective communications pieces to use in the future

After this session, you will be equipped with tools to assess and continuously improve your campaign materials.

WHO SHOULD ATTEND

This conference is particularly designed for those working full-time, or a large portion of their time, on advancement communications. This assumes a solid foundation and experience in advancement writing mechanics.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/donor-centric-communications-that-inspire-and-motivate/



AGENDA

SEPTEMBER 24, 2018

8:30 - 9:00 a.m.

Conference Registration and Continental Breakfast (included in registration fee)

9:00 - 9:30 a.m.

Conference Opening and Introductions

9:30 - 10:15 a.m.

The Four Pillars of Donor Communications

The conference will begin with a brief overview of the four pillars of donor communications:

- Information
- Persuasion
- Gratitude
- Impact

10:15 - 10:30 a.m.

Morning Break

10:30 - 11:45 a.m.

What Donors Want

You will take a brief assessment to see if you are truly putting donors at the center of your work. We will then cover the latest research and best practices on how we can best communicate with donors, including what we can learn from nonprofits outside of higher education. Finally, how does all of this apply to your particular donor and alumni base? We will end with surveying and other methods of understanding the nuances of your audience.

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

Lunch (included in registration fee)

The afternoon sessions will focus on the three main communication channels and will use the framework of the four pillars for each to showcase examples and takeaways you can apply to your shop.

12:45 - 2:15 p.m.

Print Communications

This session will include information on direct mail, newsletters, and magazines.

2:15 - 3:15 p.m.

Digital Communications

Email and video will be the focus of this hour.

3:15 - 3:30 p.m.

Afternoon Break

3:30 - 5:00 p.m.

Social Media

Commanding a session to itself, we will take a deeper dive into social media outreach and engagement for donors.

5:00 - 6:00 p.m.

Networking Reception (included in registration fee)



AGENDA

SEPTEMBER 25, 2018

8:30 - 9:00 a.m.

Continental Breakfast (included in registration fee)

9:00 - 9:45 a.m.

Communicating During Challenging Times

Tremendous loss, student or faculty activism, any troubling circumstance - these, and more, can affect an institution's reputation and can make communicating through the noise to rally donors around the institution, rather than alienating them, a difficult task. You'll see examples of where institutions have done well, and where others have misstepped, so that you can learn and prepare for a current, or future, situation of your own.

9:45 - 10:00 a.m.

Morning Break

10:00 - 10:45 a.m.

Persuasive Writing

Whether it is drafting a general solicitation or developing a campaign case statement, persuasive writing can be challenging to tackle. Building on what you've learned, our faculty will walk you through how to best synthesize this important writing.

10:15 - 11:30 a.m.

Your Turn! Workshops

You will have time to gather with peers and workshop some of your own communications pieces. This time will allow you to gather feedback from other attendees, as well as the speakers, so that you'll head back to campus with refreshed material and a case behind it to ensure its success.

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

Final Conference Q&A and Conference Evaluation

12:00 - 1:00 p.m.

Lunch (included in post-conference registration fee)

1:00 - 4:00 p.m.

Post-Conference Workshop: Effective Campaign Communication Tools

This interactive workshop will help you take information that was learned over the past day and half and make it directly applicable to the messaging of your campaign, and help you incorporate video and other experiential components. You'll see examples of effective campaign communications, review your own campaign materials, and receive feedback to develop more compelling messages for your donors. You will then audit your own campaign communications and draft more effective communications pieces to use in the future. After this session, you will be equipped with tools to assess and continuously improve your campaign materials.



INSTRUCTORS

Anne Botteri Vice President, Communications, Embry-Riddle University

Anne has been in her current role since October of 2017. A member of the President's cabinet, she oversees the news, marketing, creative and digital teams for the University's residential campuses in Daytona Beach, Florida; Prescott, Arizona; and for ERAU's Worldwide locations. Anne has worked in higher education marketing and political communications for her entire career, with a significant portion leading donor and development communication teams. Prior to her current position, she was Associate Vice President for Advancement Communications and Donor Relations at the University of Central Florida Foundation where she led the team that created campaign materials, messages, case statements, proposal templates and a variety of support for a \$500 million comprehensive campaign, including the creative strategy and production of that campaign's public launch.

At UCF, Anne also oversaw the donor relations team, developing new recognition initiatives, special events and a variety of customized stewardship plans and publications. Before her move to Florida, Anne led the office of communications and marketing at Saint Anselm College in Manchester, NH and also served as Executive Director of the New Hampshire Institute of Politics. She began her career in political communications in Washington DC where she served two U.S. presidents and was chief of staff of a federal agency within the National Endowment for the Arts and the Humanities. Anne has a Bachelor of Arts in English, a Master of Fine Arts in Non-fiction creative writing.

Lynne Wester, Donor Relations Guru

Lynne is a frequent conference speaker and a well-known resource for donor relations and fundraising. She has been featured in The Washington Post, CURRENTS magazine, The Chronicle of Philanthropy and other industry publications. Lynne also created the website and blog www.donorrelationsguru.com where she shares her expertise, opinions, and collections of samples on a variety of topics to the greater development world and hosts a monthly webinar series.

Using her hands-on approach, Lynne works with many organizations to help them keep their focus donor driven, technology savvy, strategic, and always with a splash of good humor. She received her undergraduate degrees from the University of South Carolina and is a loyal gamecock alumna, donor, and fan, and holds a master's in strategic fundraising and philanthropy with an emphasis in higher education.



ai ACADEMIC IMPRESSIONS

THE CONFERENCE EXPERIENCE

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

September 24 - 25, 2018 :: Orlando, FL

HOTEL INFORMATION:

Wyndham Grand Orlando Resort Bonnet Creek
14651 Chelonia Parkway
Orlando, FL 32821
407.390.2300

Room Rate: \$179 + tax

Room Block Dates: September 23 & 24, 2018

Rate Available Until: September 4, 2018