

# DONOR-CENTRIC COMMUNICATIONS THAT INSPIRE AND MOTIVATE

August 12 - 13, 2019 | Seattle, WA



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

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 you are communicating in the most effective way:

- The Four Pillars of Donor Communications
- How to best demonstrate impact

As part of the conference, you will have time to workshop your own pieces with your colleagues attending the conference, as well as access to the speakers to develop your own plan.

## POST-CONFERENCE WORKSHOP: EFFECTIVE CAMPAIGN COMMUNICATION TOOLS

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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 of your communications. 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 workshop, you will be equipped with tools to assess and continuously improve your campaign materials.

## WHO SHOULD ATTEND

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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.

# AGENDA

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## *Day One*

### **Conference Registration and Continental Breakfast (included in registration fee)**

8:30 - 9:00 a.m.

### **Conference Opening and Introductions**

9:00 - 9:30 a.m.

### **The Four Pillars of Donor Communications**

9:30 - 10:15 a.m.

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

- Information
- Persuasion
- Gratitude
- Impact

### **Morning Break**

10:15 - 10:30 a.m.

### **What Donors Want**

10:30 - 11:45 a.m.

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 cover surveying and other methods of understanding the nuances of your audience.

### **Lunch (included in registration fee)**

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

*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.*

### **Print Communications**

12:45 - 2:15 p.m.

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

### **Digital Communications**

2:15 - 3:15 p.m.

Email and video will be the focus of this hour.

### **Afternoon Break**

3:15 - 3:30 p.m.

# AGENDA

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## ***Day One (CONTINUED)***

### **Social Media**

*3:30 - 5:00 p.m.*

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

### **Networking Reception (included in registration fee)**

*5:00 - 6:00 p.m.*

## ***Day Two***

### **Continental Breakfast (included in registration fee)**

*8:30 - 9:00 a.m.*

### **Communicating During Challenging Times**

*9:00 - 9:45 a.m.*

Troubling circumstances like a tremendous loss or student/faculty activism can affect an institution's reputation and make it a difficult task to rally donors around the institution. 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.

### **Morning Break**

*9:45 - 10:00 a.m.*

### **Persuasive Writing**

*10:00 - 10:45 a.m.*

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

### **Your Turn! Workshops**

*10:45 - 11:30 a.m.*

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.

### **Final Conference Q&A and Conference Evaluation**

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

### **Lunch (included in post-conference registration fee)**

*12:00 - 1:00 p.m.*

## AGENDA

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### *Day Two (CONTINUED)*

#### **Post-Conference Workshop: Effective Campaign Communication Tools**

*1:00 - 4:00 p.m.*

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 as well as 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 workshop, you will be equipped with tools to assess and continuously improve your campaign materials.

## INSTRUCTOR

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### 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 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.

### 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.

## ACADEMIC IMPRESSIONS STAFF

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### Whitney Egstad

#### Program Manager, Academic Impressions

Whitney Egstad believes the key to optimizing organizations is to cultivate and empower lifelong learners. Her mission is to do just that. For twelve years, she has designed learning experiences for diverse groups of professionals and students. As program manager, she performs market research and collaborates with subject matter experts to develop impactful professional learning programs for leaders in higher ed. In addition to directing program operations, she serves as an instructional design consultant for AI's online courses and tool kits. A pedagogue at heart, Whitney absorbs emergent research in neuroeducation, universal design, DEI, eLearning, and memory. She applies this research, as well as program data and feedback, in the development and revision of her programs.

## LOCATION

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***August 12 - 13, 2019 | Seattle, WA***

***Hotel:***

Hyatt Regency Seattle  
808 Howell Street  
Seattle, WA 98101  
206.973.1234

**Room rate:**

\$239 + tax

**Room block dates:**

The nights of August 11 and 12, 2019.

**Room block cutoff date:**

July 29, 2019.

Reserve Your Room: Please call 206.973.1234 and indicate that you are with the Academic Impressions group to receive the group rate. Please book early - rooms are limited and subject to availability.

# The Academic Impressions Experience



Intimate, workshop-style trainings with personalized attention



Trainings are practical and action oriented so you can hit the ground running



Carefully-vetted expert instructors who are also practitioners in the field



Learner-centric and designed for interaction and collaboration



Highly recommended:  
9 out of 10 participants recommend our trainings to colleagues