

WRITING WORKSHOP FOR ADVANCEMENT

November 7 - 8, 2019 | Savannah, GA



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

OVERVIEW

Many of us don't come into the world of donor communications with a strong background in writing. This interactive conference will help you create messaging that focuses on the donor and improve the consistency of written communications from your shop. Throughout this event, we will examine:

- Regular correspondence with donors, including acknowledgements, solicitations, and reporting
- Streamlining messages for clarity in your communications
- Digital messaging

Our expert faculty will be workshopping and offering advice on your writing samples. You will be asked to send us samples from your shop.

Are you looking for a comprehensive course on how you can design and strategize your donor communication plan? Take a look at our conference, Donor-Centric Communications that Inspire and Motivate, to learn more.

WHO SHOULD ATTEND

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

Break-out sessions by job function will enable you to focus on communications pieces specific to donor relations, annual giving, and frontline fundraisers.

AGENDA

Day 1

Conference Registration and Continental Breakfast (included in the registration fee)

8:30 - 9:00 a.m.

Conference Opening and Introductions

9:00 - 9:30 a.m.

Remaining Agile as Donor Communications Evolve

9:30 - 10:30 a.m.

The conference will begin with a brief overview of how donor communications are transforming. In this foundational session, we will establish the importance of remaining agile to create relevant and impactful acknowledgements, solicitations, and reports.

Morning Break

10:30 - 10:45 a.m.

Fundamentals of Effective Advancement Writing

10:45 - 12:00 a.m.

In this interactive session, we will outline best practices while we workshop samples of advancement writing. The faculty and group will review samples attendees have submitted and offer feedback intended to transform your shop's communications. You will learn how to emulate the strengths of each piece in your own work and recognize common errors.

Lunch (included in the registration fee)

12:00 - 1:00 p.m.

Fundamentals of Effective Advancement Writing (continued)

1:00 - 2:30 p.m.

Streamlining Your Message

2:30 - 3:15 p.m.

The best writing is concise. However, our messages to donors are often clouded by unnecessary words. We will help you clarify your communications by trimming down words and getting to the point quickly and effectively. You'll have the opportunity to review your own samples in this session.

Afternoon Break

3:15 - 3:30 p.m.

AGENDA

Day 1 (CONTINUED)

Finding Your Voice and Refining Your Style

3:30 - 4:30 p.m.

How can you make your writing stand out in the constant stream of messages our donors receive? During this time, we will demonstrate how to uncover and polish your unique style and voice.

Networking Reception (included in the registration fee)

4:30 - 5:30 p.m.

Day 2

Continental Breakfast (included in registration fee)

8:30 - 9:00 a.m.

Off the Page: Connecting with Donors in a Digital Age

9:00 - 9:45 a.m.

Our communications with our donors have moved off the page and into digital spaces. We will start the morning exploring new and interactive approaches for reaching donors.

Role-Focused Breakouts

9:45 - 11:30 a.m. (includes morning break)

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. We will plan to break apart into:

- Donor relations
- Annual giving
- Frontline Fundraising

Final Conference Wrap-Up and Q&A

11:30 - 12:00 p.m.

INSTRUCTORS

Debbie Meyers

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, 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.

LOCATION

November 7 - 8, 2019 | Savannah, GA

Hotel:

Hyatt Regency Savannah

2 W. Bay Street

Savannah, GA 31401

912-238-1234

Room rate:

\$219 + tax

Room block dates:

The nights of November 6 and 7, 2019.

Room block cutoff date:

October 16, 2019.

Reserve Your Room: Please call 912-238-1234 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