

# WRITING WORKSHOP FOR ADVANCEMENT

March 4 - 5, 2020 | San Antonio, TX



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

### OVERVIEW

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Many of us don't come into the world of donor communications with a strong background in writing. This interactive conference will help you to create messaging that focuses on the donor and to 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 workshop and offer 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

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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

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### *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.

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 - 1:45 p.m.

#### **Streamlining Your Message**

1:45 - 2:45 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.

## AGENDA

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### **Day 1 (CONTINUED)**

#### **Afternoon Break**

2:45 - 3:00 p.m.

#### **Finding Your Voice and Refining Your Style**

3:00 - 3:45 p.m.

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

#### **Workshopping Your Samples**

3:45 - 4:30 p.m.

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

4:30 - 5:30 p.m.

This informal reception is your chance to decompress, have some refreshments on us, and expand your network of connections. Our programs are intentionally designed for smaller groups, so this is a great time to catch-up with attendees and speakers whom you may not have connected with yet.

### **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.

## AGENDA

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### **Day 2 (CONTINUED)**

#### **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

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### **Debbie Meyers**

#### **Assistant Vice President for Advancement Operations, Chautauqua Foundation**

Debbie Meyers has worked in advancement for more than 30 years, much of that time in higher education. Recently, she began her new role at Chautauqua Institution, heading their foundation's advancement operations. In addition to creating or enhancing donor relations and stewardship programs at the University of Maryland, Carnegie Mellon University and the University of Florida, she has built communications and development programs for a Catholic high school, an art museum and a health center development office.

A founding board member of the Association of Donor Relations Professionals, she chaired the international conference and has presented at every ADRP international conference. Debbie has a bachelor's degree in English and a master's degree in journalism, thanks to her mother who corrected her grammar from her first spoken word. She married her high school drum major, and they have four grown children and two dogs.

### **Mary Solomons**

#### **Executive Director of Development, Albany College of Pharmacy and Health Sciences**

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.

## ACADEMIC IMPRESSIONS STAFF

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### **Brittany Iwaszkiw**

#### **Program Manager, Academic Impressions**

Brittany (she/her/hers) is a program manager, developing vibrant learning experiences for our attendees. In her role, she produces programming across several of our domains, with experience in advancement, alumni relations, and student success areas, including career services, advising and retention. Prior to joining Academic Impressions, Brittany worked in Housing and Residence Life at the University of Washington Tacoma, Fordham University, St. John's University New York, The Ohio State University, the University of North Carolina Greensboro, and Loyola University Chicago. Brittany obtained her Bachelor's degree from Western Illinois University and her Master's in Higher Education from Loyola University Chicago.

## LOCATION

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***March 4 - 5, 2020 | San Antonio, TX***

**Hotel:**

Grand Hyatt San Antonio

600 East Market St.

San Antonio, TX 78205

210.224.1234

**Room rate:**

\$190 + tax

**Room block dates:**

The nights of March 3 and 4, 2020.

**Room block cutoff date:**

February 11, 2020.

Reserve Your Room: Please call 210.224.1234 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