

2022 Northeast Annual Giving Conference



In-Person Only MONDAY, Apr 25

All Times Eastern	Pre-Conference Workshop for Newcomers! (in-person only)
Workshop 2:00-4:30 p.m.	Hello Annual Giving! Hello NEAGC! Skylar Beaver, Lawrenceville School Bob Burdinski, Robert Burdinski Annual Giving
5:00- 7:00 p.m. Opening Reception	Reception at Big Ditch Brewery 55 E. Huron Street, Buffalo

TUESDAY, April 26 - In-Person and on Zoom

All Times Eastern	NEAGC1	NEAGC2	NEAGC3	NEAGC4
9:00-10:15 a.m. Opening Keynote	Opening Keynote: Future Philanthropy – The Tech, Trends and Talent Defining New Civic Leadership Ryan Ginard With a conference welcome from Rodney M. Grabowski, MBA, CFRE Vice President, University at Buffalo			
10:15-10:30 a.m.	Session Break			
10:30-11:45 a.m. Breakout Sessions	“Segments of One” – The Art of Personalized Communication Charlene Culler, Hunter College Jonathan Van Oss, Pledgemine	Future-Proof Your Fundraising Ryan Ginard	High Society: Let’s Talk Gift Clubs Nicole Shepherd and Jennifer Silverman-Van Treese, University at Buffalo	Incorporating Athletic Fundraising Into the Annual Giving Plan Megan Connolly, Bryant University
11:45 a.m.- Noon	Session Break			
12:00-1:00 p.m. Breakout Sessions	Managing Your Career Charlie Brown and Melissa von Slade The Pennington School	Try Something: Don’t let Perfection Stand in the Way of Progress Kara Getkin, University of Pittsburgh	The Strategic Response of Nonprofits to Institutional pressure, Mario Hicks, YMCA Buffalo Niagara	Direct Mail Recipes – Add Spice to All Your Channels Christina Brandel, CFRE, Marketing Communication Resource, Inc.
1:00-2:00 p.m. Lunch	In-Person Luncheon			
2:00-3:15 p.m. Breakout Sessions	Marketing and Development: Building the Outrageously Successful Partnership You Always Wanted Melissa Meehan & Mark Norris, SUNY Buffalo State College	Recruiting and Training Reunion Volunteers for Success Carolyn Garibaldi, Fairfield University	Rethinking Donor Retention at Boston College High School Mike O’Brien, Boston College High School	The Case for (Gulp!) Multiple Giving Days Nora Hudec, Saint Ignatius High School
3:15-3:30 p.m.	Session Break			
3:30-4:45 p.m. Breakout Sessions	Off-the-Chain Email Strategies Ashley Budd, Coreen Robinson, Cornell University	Where Does -and Where Will- Annual Giving Belong? Ramy Rahat, Franklin and Marshall College	Leveraging Data to Inform Authentic, Personalized Outreach at Scale Danielle (Yellen) Manriquez, VanillaSoft	The Franciscan Faceoff: Leveraging Rivalries to Grow Your Giving Day Mike Utzig, Siena College & Alan Riddle, St. Bonaventure University

WEDNESDAY, April 27 - In-Person and on Zoom

All Times Eastern	NEAGC1	NEAGC2	NEAGC3	NEAGC4
9:00-10:15 a.m. Breakout Sessions	Thirty Years of Fundlist: The Greatest Ideas Ever Shared Bob Burdinski	Digital Wallets: What We’ve Learned So Far Felicity Meu, GiveCampus	Collaborating with Major Gifts Without Major Pain Casey Peterson, St. Lawrence University	Creating a Giving Day Strategy That Works for a Small Shop Kylie Laurentis, Springfield College
10:15-10:30 a.m. Break	Session Break			
10:30-11:45 a.m. Breakout Sessions	Creating a Comprehensive Digital Strategy Geoffrey Bartlett, PhD, Kathleen Heckman, University at Buffalo	Parent Giving in a Small Shop (Or how I learned to convince others that parents are worth it.) Chanel Marino, Marist University	Social Media Strategies that Fill the Pipeline Stephanie Rasamny	Tips & Trends from Record-Breaking Giving Days Kristi Pease, University of Nebraska, Colleen Cook, Vinyl Marketing
11:45-Noon Break	Session Break			
Noon-1:00 pm Breakout Sessions	Session TBA	Annual Giving at the Understaffed, Underfunded Small Shop Louis Noce, Finger Lakes Community College	Annual Giving Messaging in a Post-Pandemic World Ken Liszewski, FeedMore Western NY	Taking Your Donor Stewardship to the Next level Jeff Bagel, eAdvancement
1:00 p.m. Lunch	In-Person Closing Luncheon			

THURS, Apr 28 Zoom Only

All Times Eastern	NEAGC1 Zoom Room!	NEAGC2 Zoom Room!
9:00-10:15 a.m.	360 Degree Solicitations: Using Data and Communications Strategies to Support Solicitations Audrey Ziomek, The Lawrenceville School	Power and Promise of Annual Giving Colin Hennessy
10:15-10:30 a.m.	Session Break	
10:30-11:45 a.m.	Building Content for Annual Giving & Engagement Jeff Neal, Loyola University Chicago and Greg Miller, Loyola University Chicago	Students Today Alumni Tomorrow Kimberly Teller, The Lawrenceville School
11:45-Noon Break	Session Break	
Noon-12:50 p.m.	Phone and Text Engagement Keegan Myers, Kutztown University	Creating Annual Giving and Volunteer Scores: Tools, People, Challenges, Michael Calhoun, Jim McNulty, and Muza Furin, CMU
11:45-Noon Break	Session Break	
1-2:15 p.m.	Shooting Your Shot: Evolving Crowdfunding Strategy, Megan Touhey, Ginny Gordon, Johns Hopkins University	Building University Engagement on Giving Day Michelle Nista, Fordham University
11:45-Noon Break	Session Break	
2:30-3:45 p.m.	Crowdfunding: How We Now Save Time but Raise More David Jakielo, Duquesne University	Well That Didn't Work. What's Plan B? Jake Strang, Pitt Marci Paton, Villanova Elaine Ezrapour, Fordham Connelly Stokes-Buckles, Amherst College

Monday-Thursday | April 25-28, 2022

Aloft Hotel Buffalo & on Zoom

Latest info is at neagc.org

