

2023 Midwest "Meeting of the Minds"

Tuesday, July 18

Annual Giving and Advancement Services Conference

2-4:30 p.m.	Workshop	An Introduction to Annual Giving with Bob Burdenski (8th Floor, DePaul Conference Center Room 8206)
7-9:00 p.m.	Reception	Welcome Sunset Drinks Reception at Buckingham Fountain

Wednesday, July 19

Morning Plenary Sessions at the Harold Washington Library - Cindy Pritzker Auditorium					
8:30-9 a.m.	Registration	Registration - NO FOOD OR DRINK IN THE AUDITORIUM			
9-9:45 a.m.	Welcome	Opening Welcome and Introductions - Bob Burdenski and John Taylor			
9:45-10:45 a.m.	Plenary Session	Life After US News: What Next For Alumni Participation? Ray Watts, Claremont McKenna College, Erin Allen, University of Missouri, Liz Sullivan, Northwestern University, and John Templeman, Cleveland State University			
10:45-11 a.m.	Break	Break			
11:00-Noon	Plenary Session	Advancement Services Strategies: A Reference Guide for Advancement Professionals – LIVE! John Taylor and Chapter Contributors: Elisa Shoenberger, Ann Kaplan, Gail Ferris, Jon Thorsen, Kirsten Reppert, Eric Valdescardo, and Maureen Procopio			
12-1:30 p.m.	Lunch	Lunch on your own.			
Time	Activity	Auditorium 8005	Room 8002	Room 8010	Room 8009
1:30-2:45 p.m.	Breakout Sessions	Donor Data Beyond Your Backyard Liz Sullivan Northwestern University	How to Talk Good -or- Crafting a Message that will Connect with Donors Josh Agee Vinyl Marketing	Alumni/Donor/Member/Friend Engagement Metrics John Taylor John H. Taylor Consulting	Launching the Longhorn Digital Ambassadors: Authentic Video Engagement Justin Killingsworth, UT Justin Ware, firstname.co
2:45-3:15 pm	Break				
3:15-4:30 p.m.	Breakout Sessions	The Recurring Riddle of Regular Giving Programs Bob Burdenski, Robert Burdenski Annual Giving	Direct Mail: Tips, Tricks, and Tactics Matt Sulzer and Sara Pond, MCR	Manage What You Measure - Prospect Development Metrics Erin Doyle Liss and Robin Schneider, DePaul	A Faculty/Staff Fundraising Forum Jessica Tedamrongwanish MSOE
4:45-6:00pm	Conference Reception	Palmer House Pop-Up Party and Drinks Reception Sponsored By MCR, Inc.			

Thursday, July 20

Time	Activity	Auditorium 8005	Room 8002	Room 8010	Room 8009
8-9:00 a.m.	Registration	Registration			
9:00-10:15 a.m.	Breakout Sessions	Leadership Annual Giving and the Fundamentals of F2F Fundraising Ray Watts, CMC	Artificial Intelligence and Advancement: Is This Session For Real? Adam Martel, Givzey - Moderator	Building Trust Around Your Data Matt Johnson University of Miami	Get With the Times: A Fresh Take on Student Fundraisers Jordan Hiatt, VanillaSoft
10:15-10:30	Break	Break Snacks in the Exhibit Hall			
10:30-11:45 a.m.	Breakout Sessions	Donor Experience Officer Programs: Lessons Learned Melanie Ellis-Roach, OSU Betsy Popelka Massnick and Kayleen Berwick, UW	A Healthcare Annual Giving Forum Leah Evanchuck, University Hospitals and Meredith Howell, UChicago Medicine	Empowering Gifts Officers – They Can Touch the Data! Bob Rickards St. Norbert College	Straw People, Curious Chameleons, and Building Your Career Kent Stanley, University of Minnesota, Mankato
11:45-1:15 p.m.	Lunch	Lunch on your own.			
1:15-2:30 p.m.	Breakout Sessions	What's Missing in Digital Fundraising? Melanie Ellis-Roach, OSU Caleb Landmesser and Julia Tauriello, U. of Pittsburgh	"Plannual" Giving: Fundraising for Annual Gifts and Planned Gifts Ray Watts Claremont McKenna College	Herding Cats & Lions: Managing Information Robin Schneider DePaul University	Digital Gift Agreements for Every Level of Giving Adam Martel, Givzey
2:30-2:45 p.m.	Break	Ice Cream in the Exhibit Hall			
2:45-3:45 p.m.	Breakout Sessions	A Giving Days Forum Danielle Hupp MPA, Kent State Josh Wolfgang, UW and John Templeman, CSU	Investing in Engagement, The Key to an Effective Engagement Center Nicole Zaayer, OSU and Legends Team	Gift Acceptance, or, A Donor Wants to Give Us What? John Taylor, John H. Taylor Consulting, LLC	Surrogate Stewardship - When the Donor Isn't the Donor Melissa Mares Stambor, Catholic Charities Elizabeth Tavares, Loyola
3:45-4:00	Break	Ice Cream in the Exhibit Hall			
4:00-5:00 p.m.	Breakout Sessions	An Annual Giving Writing Forum Shannon Dale GVSU	Parent and Family Fundraising - A Check-In and Check-Up Bob Burdenski, Amber Bruner-Allicock, TAMCC Lauren Suitors, SAIC	IRS (and State) Sticky Wickets John Taylor, John H. Taylor Consulting, LLC	Ready or Not, Here Comes Change! Actions to Take Chelsea Lamego & Alejandro Stevenson-Duran, FundMiner, and Annie Quade, UTEP

Friday, July 21

Time	Activity	Auditorium 8005	Room 8002	Room 8010	Room 8009
7:45-9:00 a.m.	Breakfast	Continental Breakfast and Registration			
9:00-10:15 a.m.	Breakout Sessions	Email Fundraising + Digital Analytics Bootcamp Beth Hatcher, Beth Interactive	Playing to the Crowd – Getting the Most Out of Crowdfunding Ramona Maza University of Illinois, Chicago	Gift Processing 101 – A Panel Discussion Elizabeth Tavares, Loyola University and Bob Rickards, St. Norbert College	Fundraising for Introverts Carol Flanigan UofC Booth School
10:15-10:30	Break				
10:30-11:45 a.m.	Breakout Sessions	Favorites From the 24th Annual Giving Appeal and Idea Exchange Bob Burdenski	Super-Sized Stewardship: A Forum With a UNICEF Update Mary Weingartner, UNICEF	How Do You Do Advancement Services in a Small Shop? JoHanna Young, Manchester University, and Melissa Mares Stambor, Catholic Charities	Finding Synergy for Annual Giving and Membership Angie Floyd University of Missouri
11:45-Noon	Break				
Noon-1 pm.	Closing Session	AI, USN&WR, DAFs, VSE, DXOs, LAG and More: Reviewing the 2023 MMOTM Alphabet Soup Closing Session with Conference Faculty (Auditorium Room 8005)			