



17th Annual Bridge to Integrated Marketing & Fundraising Conference

EDUCATIONAL PROGRAM | CHANGEMAKERS UNITE

(As of 7-27-2022; Schedule subject to change)



THURSDAY, JULY 28, 2022												
	Track 1: Emerging Ways of Giving – DAF, Crypto & More	Track 2: Analytics to Drive Strategy	Track 3: Sustainers	Track 4: Acquisition: Lead Generation	Track 5: Creative	Track 6: Renewal/Retention Donor Engagement	Track 7: Corporate Foundation Grants	Track 8: What's New What's Changing: Cool New Stuff	Track 9: Major Gifts/Planned Giving Donors	Track 10: Campaigns: Capital, Legacy, Endowment	Track 11: Professional Development – Produced by TNPA	Advanced Executive Track: Organizational Leadership & Strategic Planning
Breakout 1 8:15 AM – 9:20 AM	Demystifying Crypto Donations: How You Can Capitalize on Crypto for Good and Fuel Fundraising Growth Isabelle Brauer, <i>Whole Whale</i> Jim Starr, <i>America's Charities</i> Pat Duffy, <i>The Giving Block</i>	Beyond Positive: Smart ROI Tracking to Fuel Sustainable Growth Rachel Allison, <i>Fresh Eyes</i> Niti Iyer Director of Digital Marketing, Physicians for Human Rights	Million Dollar Year: How Rails- to-Trails Conservancy Grew Sustainer Revenue by 50% in 2021 Eliza Slone, <i>Strategy MKDM</i> Ryan Cree, <i>Rails- to-Trails Conservancy</i> , <i>Alisa Borland</i> , <i>Rails-to-Trails Conservancy</i>	Building a Diverse Membership Program from the Ground Up Sarah Raffurty <i>International African American Museum</i> Mia Mack, <i>CCAH</i>	Ethical Creative Isn't Enough: Building Anti- Racist Organizations <i>Katie Kreider</i> , <i>Blue State</i> Rosa del Angel, <i>Natural Resources Defense Council</i> Jaida Vaight, Formerly GirlTrek	MOMENTUM Creating more a dynamic flow for supporter engagement Whitney Norman, Pursuant Johnathan Agree, UC Health at University of Cincinnati Foundation, Blake Silverstrom, Biblica	Building a Meaningful Corporate Social Impact Strategy Capin Alexander, <i>One & All</i> Courtney Davidson <i>Wounded Warrior Project</i> Ryan McCool, Johnson & Johnson	Your Boomer Loves Ted Lasso- Engage with your best donors through CTV Matthew Frattura, <i>Simio</i> Cloud Kim Harmon, <i>Edge Direct</i> Melissa Shepard, <i>March of Dimes</i>	Major Data for Major Gifts Victoria Dietz, The Curtis Group	The Power of a Capital Campaign to Transform an Organization Jim Bush, <i>Winkler Group</i>	Polishing Your Personal Brand Abby Graf, <i>The Nonprofit Alliance</i> , Shannon McCracken, <i>The Nonprofit Alliance</i>	Leadership Trends All Leaders Should Know Richard Perry, <i>Veritus Group</i> Ruth Ann Dailey, <i>American Cancer Society</i>
Breakout 2 11:15 AM – 12:30 PM	Cryptocurrency, DAOs, and How Regulators are Responding to New Fundraising Platforms Tracy Boak, <i>Perlman & Perlman, LLP</i> Jeremy Coffey, <i>American Cancer Society</i>	Fundraising Program Jumpstart: Using data to drive opportunity at every level of your donor pyramid Matthew Mielcarek, Pursuant Sean Pieri, Driscoll Children's Hospital	Pandemic Shifts: How Organizations Made Transformational Changes to Their Mid-Level Fundraising Efforts Mark Rovner, <i>Sea Change</i> Suk Wortman, <i>Arbor Day Foundation</i> Yuri Stern, <i>GBH</i>	Turning Volunteers into Donors Susan Sanow, Volunteer Fairfax	Big and Small Acquisition Tests that Matter Michelle Le, Lautman Maska Neill & Company, Margaret Espineli, Médecins Sans Frontières/Doctors Without Borders	Building an SMS Marketing Program to Re-engage Your Supporters Dutch Cosmian, <i>Free Press</i> Bettina Ramon, <i>Fresh Eyes Digital</i> , Francoise Stovall, <i>Consultant</i>	Transforming Corporate Engagement: Insights from One Mid-Sized Non- Profit's Experience Transitioning from Event Sponsorships to Comprehensive Partnerships Anne Mandeville, <i>Research America</i> Kristen Furlong, <i>The Children's Inn at NIH</i> Erika Killian, <i>Leidos</i>	Creating Communities that Sustain Support Otis Fulton, <i>Turnkey</i> Suzanne Graney, <i>Four Diamonds</i>	Great, Good, Bad, Ugly – True Case Stories of Major and Planned Giving Experiences – Lessons Learned Paul Seifert, Conservancy of Southwest Florida	Multichannel “Blitz” City Campaign Drives Brand Activation and Increased Value Ashley Moore, <i>Newport ONE</i> Angie Moore, <i>CARE</i>	Be the Manager You Wish You Had Abby Graf, <i>The Nonprofit Alliance</i> , Shannon McCracken, <i>The Nonprofit Alliance</i>	Are You Making the Most of Your Board's Development Committee? Ryan Merkel, <i>Arena Stage</i> Tara Arras, <i>Sidwell Friends</i> School Laura Willumsen, <i>Shakespeare Theatre Company</i>

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Breakout 3 2:15 PM – 3:30 PM	Mission Possible! Donor Advised Fund Edition Karin Kirchoff, <i>K2D Strategies</i> Christine McPherson, <i>White Coat Waste</i>	Finding the Metrics Matter Chris Brooks, <i>Blackbaud</i> , Erica Best, <i>Share Our Strength</i>	Monthly Giving Brainstorm Blitz: 30+ Ideas in 30 minutes Erica Obrien, <i>Fuse Fundraising</i> Alicia Salmoni, <i>WETA</i>	Maximizing Donor Acquisition with Digital Ads Anne Davis, <i>Allegiance Group</i> Sarah Friedman, <i>National Audubon Society</i>	The DXO (Donor Experience Optimization) of Donation Form Design Brian Rogel, <i>Allegiance Group</i> Kat O’Connor, Philabundance	Too Many Fingers on the Send Button? How to Use Journey Mapping to Develop Organizational Guidelines for Email Steve Rudman, <i>Concord Direct</i> Alex Chang, <i>Cornell Lab of Ornithology</i>	Add Tools to Your Corporate Toolbox: A More Resilient Approach to Collaborating with Corporations Gail Bowers, <i>Bower & Co. Consulting</i> , Jenara Gardner, <i>Habitat for Humanity of Montgomery, and Delaware Counties</i>	Introducing the Virtual Canvass: How the Nature Conservancy turned COVID-19 Shut-Downs into a New Long-Term Sustainer Acquisition Solution Amanda Kautz, <i>The Nature Conservancy</i> Katie Valvo, <i>Epsilon</i>	How I Learned to Love Major Gift Fundraising... a Direct Marketer’s Journey to Embrace Change Dolores McDonagh, <i>National Park Trust</i>	The Case for Support in the Age of Zoom Matthew Brown, <i>Schultz & Williams</i> Michael Butler, <i>Schultz & Williams</i> Geof Follansbee, <i>Chautauqua Institution</i>	Personal Goal Setting: Use Your NO to Protect Your YES Abby Graf, <i>The Nonprofit Alliance</i> , Shannon McCracken, <i>The Nonprofit Alliance</i>	Engage, Motivate, and Manage Board Members for Major Gift Success: Best Practices & Lessons Learned Steve Meyerson, Aspire Nonprofit Partners
Breakout 4 4:00 PM – 5:15 PM	The Future of Philanthropy Amy Pirozzolo, <i>Fidelity Charitable</i> Helene Vallone- <i>Raffaele, UNICEF USA</i>	Industry Misconceptions Stephen Ferrando, True Sense Marketing Steve Caldwell, True Sense Marketing, Carl Cricco, Chief Marketing & Development Officer, K9’s For Warriors	Sustainers - A Bridge to Success Erica Waasdorp, A Direct Solution Tish Mokrzycki, <i>Volunteers of America Venu Thirumala, unrwa usa national committee</i>	First Party Data for the Win! Successful Omnichannel Campaigns with Co-Op Data Jennifer Ingram, <i>Wiland Brenna Holmes, CCAH Jennifer Walsh, World Jewish Congress, American Section</i>	Why Didn’t I Think of That? A Practical Approach to the Creative Process Leigh Corrigan-Owens, <i>Mal Warwick Donordigital</i> Jeff Zick, <i>PETA Foundation, Sarah DiJulio, M+R</i>	Growing Your Membership Program Kayla Twain, <i>CDR Fundraising Group</i> Kara Hershorin, <i>Mount Vernon Ladies</i>	Charitable Sales Promotions - What Fundraisers Need to Know Ronald Barrett, <i>Cogency Global Inc.</i> Sharee Williamson, <i>The Nature Conservancy</i>	MOBILE-IZE YOUR BASE: SMS Strategy, Content, and Messaging for Impact Sandi Fox, Smart as a Fox, LLC.	Building Your Digital Legacy Factory: How to Use Online Tools to Find and Cultivate Legacy Prospects Charlotte Field, Good Works	Campaign Readiness, Execution and Building Major Donor Pipeline Larry G. Raff MPH, <i>Copley Raff Inc.</i> Jim Chase, Seacoast Science Center in Odiorne Point State Park	Get Unstuck! Abby Graf, <i>The Nonprofit Alliance</i> , Shannon McCracken, <i>The Nonprofit Alliance</i>	An Ecosystem Approach to Social Impact Storytelling Professor John D. Trybus, Ph.D., Georgetown University’s Center for Social Impact Communication

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Breakout 5 8:15 AM – 9:20 AM	How to Best Use Postal Logistics in Your Direct Mail Program Elise Buck, <i>MailSmart Logistics</i> Debbie Sylvester, <i>MailSmart Logistics</i>	Finding Hidden Gems in Your CRM: Converting Warm Prospects to Donors Barbara Schulman, <i>Faircom New York</i> Lisa Johnson, <i>The Valley Hospital Foundation</i>	How to Use Highly Targeted and Personalized Fundraising to Enhance Your Mid-Level Program Sara Nakamo, <i>O'Brien Garrett</i> Leticia John, <i>Planned Parenthood Federations of America</i> Laura Lane, <i>Planned Parenthood Federations of America</i>	The Power of Integration to Capture and Retain New Donors Kristin Mansolillo, <i>Edge Direct</i>	1 Year After Apple iOS14 Updates: Where We Are Today and Looking Ahead Ryan McBurney, <i>Interactive Strategies</i> Greg Jensen, <i>Interactive Strategies</i> Crystal Hudson, <i>Special Olympics</i>	Events as Assets: Turn Your Events into Organizational Treasures with the Right Strategy Gail Bowers, <i>Bower & Co. Consulting</i> , <i>Jenara Gardner</i> , <i>Habitat for Humanity of Montgomery</i> , and <i>Delaware Counties</i>	How to Make Grants Part of your Fundraising Portfolio Rachel Werner, <i>RBW Strategy</i> , <i>LLC</i> Ebony Clay, <i>AMCP Foundation</i>	How Video Drives Fundraising Rachel Kopilow, <i>Blue State</i> Kyle Levine, <i>Doctors Without Borders</i> John Mims, <i>Vera Institute of Justice</i> Julia Leonard, <i>League of Conservation Voters</i>	Making Major Inroads with Major-gift Donors Karin Cox, <i>Hartsook</i> Janell Johnson, <i>Hartsook</i>	Campaign 101: Is Your Nonprofit Ready? Jennifer Devon, <i>CCS Fundraising</i> Tara Arras, <i>Sidwell Friends</i>	Be the Manager You Wish You Had Abby Graf, <i>The Nonprofit Alliance</i> , Shannon McCracken, <i>The Nonprofit Alliance</i>	Work Your Plan: Building and Using a Development Plan and Donor Pipeline to Achieve Results Nadine Botero, <i>Focus Fundraising</i> Jennifer Broome, <i>Prosperity Now</i>
Breakout 6 11:15 AM – 12:30 PM	Getting Started with Strategic Telemarketing David Hackman, <i>Telefund, Inc.</i> Elizabeth Quick-Corral, <i>World Animal Protect US</i> Emily Smith Telefund, Inc.	Data Accessibility: Get People to Actually Read Your Reports Alan Wei, <i>Humanitru</i>	Rethink Restricted Giving Direct Response Campaigns Craig DePole, <i>Newport ONE</i> , Amanda Murray, <i>Battlefield Trust</i> Vicky Barrett-Putman, <i>Best Friends Animal Society</i>	From Data to Revenue: Using Machine Learning to Increase Donations Porter Mason, <i>Stagecoach</i> Digital Steve Abrahamson, <i>National Audubon Society</i>	Digital Accessibility for a More Inclusive World Angela Guzman, <i>K2D Strategies</i> Elizabeth Kumar, <i>American Foundation for the Blind</i>	The Mother of All Multichannel Campaigns! Emily Tillmawitz, <i>M + R</i> Emma Hernandez Iverson, <i>Thompson Habib Denison Inc.</i> Rose Cashner, <i>Feeding America</i>	How to Persuade Funders and Win Grants: Leveraging Storytelling & Communication Research to Write Better Proposals Calvin Koon-Stack, <i>Spark Point Fundraising</i> Sarah Gochenaur, <i>New Endeavors by Women</i>	Conversational Marketing - Can Chatbots Increase Engagement with Your Mission? Christina Crawley, <i>Forum One</i> , Rachel Roberts, <i>Council for Advancement and Support of Education</i>	A Little Less Selling, A Little More Listening: The Introvert's Guide to Building Sustained Relationships with Major Donors Diane Lebson, <i>Evergreen Philanthropic Solutions</i> , Gretchen Ehle, <i>Atlantic Council</i>	Transformational Goal Setting: A Revolutionary Approach to Goal Setting that Inspires Your Fundraising Team to Not Only Meet their Goals, but Exceed Them Pam Sterling, <i>Barker & Scott Consulting</i> Elizabeth Green, <i>Chalkbeat</i> Lisa Scott, <i>Barker & Scott Consulting</i>	Personal Goal Setting: Use Your NO to Protect Your YES Abby Graf, <i>The Nonprofit Alliance</i> , Shannon McCracken, <i>The Nonprofit Alliance</i>	Facilitating Better Brainstorms to Discover Winning Ideas Orwin Evenson, <i>Mission Wired</i> Abhiram Reddy, <i>Mission Wired</i> Ashley Avitabile, <i>Americares</i>

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Breakout 7 2:00 PM – 3:15 PM	Got 30 minutes? We have 30 Ideas that WOWed us (and we've seen it all!) Tiffany Neill, Lautman Masko Neill & Company, Allison Porter, Avalon Consulting, Mwosi Swenson, Mal Warwick Donordigital	Delivering Digital (With Stamps) Ryan McGuire, <i>The Harrington Agency</i> Cheryl Keedy, <i>The Harrington Agency</i>	Maximizing Sustainer Revenue through Machine Learning John McCarthy, <i>ROI Solutions</i> Steve Kehrli, <i>PETA Foundation</i> Emily Courville, Humane Society of the United States	Building a Multicultural, Sustainable Base: The Changing Landscape of American Philanthropy Sofia Machado Lemus, <i>Operation Smile</i> Angel Aloma, Aloma <i>Fundraising Strategies</i> , Ivan Leon, <i>Kerux Group</i> , Ashley Delamar, <i>One & All</i>	Calling Cell Phones In the New SCOTUS Status Quo Emily Smith, <i>Telefund</i> Joanne Wilson <i>Humane Society of the United States</i>	Opting In: How to Inspire and Activate Donors Through Irresistible Connections Kerri Kilbane, <i>Inova Health Foundation</i> Katie Greer, CFRE <i>Inova Health Foundation</i>	Ten Insights into Leanly Staffed Foundations Brendan McCormick, <i>Exponent Philanthropy</i>	Charities and Influencers—The New Pipeline Kyla Winchester, <i>Candela Strategies</i> Chris Carter, <i>Candela Strategies</i>	Stick Figure Planned Giving Gregory Wilson, Planned Giving Marketing Colleen Bowman, <i>Planned Giving Marketing</i> Ted Kocher, Muhlenberg College	How to Turn New Donors into Major Donors and Your Next Lead Campaign Gift Jim Bush, <i>Winkler Group</i> Steven Marcus, SOME (So Others Might Eat)	Get Unstuck! Abby Graf, <i>The Nonprofit Alliance</i> , Shannon McCracken, <i>The Nonprofit Alliance</i>	Individual Infrastructure: The Often Overlooked Secret to Fundraising Success Jeremy Cramer, <i>Exponential Philanthropy</i> Pam Sterling, <i>Barker & Scott Consulting</i> , Elizabeth Green, <i>Chalkbeat</i>