

GENERAL SESSION III: Giving Societies: They're Not Just for Stewardship Anymore

**Kristen Lewis, Assistant Director, Donor Engagement and Leadership Giving
University of Chicago**

Session description: Giving and recognition societies have been traditionally used to steward and thank donors for their support at a specific level. Kristen will share how The University of Chicago's suite of giving societies create a trajectory of giving, deepen a donor's engagement, and even generate additional gifts through marketing and brand strategy techniques, events, and honor rolls.

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Kristen Lewis is an accomplished, hands-on donor relations and marketing professional with more than 10 years' experience in donor engagement, strategy and idea generation. She currently is the Assistant Director of Donor Engagement and Leadership Giving at the University of Chicago where she is responsible for creating, designing and executing strategic programs cultivating philanthropic support for the University. She managed the development and creation of the University's giving societies marketing plan which included the launch of the University's first digital Leaders in Philanthropy honor roll and societies website. In addition, she is responsible for executing multiple large and smaller scale donor focused events nationally. Kristen graduated from St. Bonaventure University with a degree in Journalism.