

## OPENING KEYNOTE

**Shanon Doolittle**

**Born Do-Gooder, High-Fiving Fundraising Coach & Girl On A Mission to Spread Donor Happiness**

**Beth Ann Locke, Director of Advancement**

**Simon Fraser University**

### **Session description:**

Let's face it. Spending our days loving on donors may be the best job in the world but that doesn't mean it can't feel repetitive or exhausting for weeks on end too. We get it, and we're here to help. Come ready for a hybrid of the pep talk you didn't know you needed and keeping-it-real practical advice to shake you out of your comfort (read: uninspired) zone. You'll leave falling in love with your job all over again and ready for a day of sponge-worthy learning.

**Shanon Doolittle**

**Born Do-Gooder, High-Fiving Fundraising Coach & Girl On A Mission to Spread Donor Happiness**



Shanon Doolittle is an internationally-recognized fundraising strategist and mentor obsessed with helping donor-loving nonprofits raise more money. Her colleagues and clients describe her as a “hyper-creative smarty” who delivers “witty, inspirational, and actionable” advice. Throughout her 10+ year fundraising career, Shanon has helped hundreds of nonprofits raise tens of millions of dollars through story-driven appeals, communications, and campaigns. A proud donor love advocate, she is also the co-founder of two popular online courses, Stewardship School and Gratitude Camp.

**Beth Ann Locke, Director of Advancement**

**Simon Fraser University**



Beth Ann Locke knows she has the best career in the world as a fundraiser - connecting donors to their dreams of better world through philanthropy. She believes relationships and gratitude are the building blocks of life, and is a tireless fan of finding and growing connections with others. Beth's career has spanned the education, social services, and international sectors, in both the U.S. and Canada, raising more than \$35 million by connecting donors with ideas and projects close to their hearts. She currently serves as a Director, Advancement for Simon Fraser University, and is also a member of the Board of the AFP Foundation for Philanthropy, where she leads the Stewardship Committee.

## **GENERAL SESSION 1: Digital and Donor-Centered: Engaging and Stewarding Donors Online**

**Robyn White, Associate Director, Digital Marketing  
University of Minnesota Foundation**

**Session description:** More and more of our lives are lived online. It's where we pay bills, make charitable gifts, keep in touch with family and friends, and engage with organizations we love. At the University of Minnesota Foundation, we've found ways to use digital strategies to improve donor relations in a variety of ways. In this session, I will talk about a new online stewardship approach we're using with select principle-gift level donors, in which we produce customized websites to communicate the donor's impact, such as <http://landolakes.umn.edu>. I'll also talk about our digital engagement efforts, which include connecting with our audience in social media ([www.facebook.com/UofMGiving](http://www.facebook.com/UofMGiving) or @UMN\_Give on Twitter) and thanking and recognizing donors in creative ways during our record-breaking giving day in November ([givingday.umn.edu](http://givingday.umn.edu)). In addition, I'll mention a number of other donor-centered digital tools we've developed, including digital donor reports, a robust crowdfunding platform for donors wishing to fundraise for the U, and more.

**Robyn White, Associate Director, Digital Marketing  
University of Minnesota Foundation**



Robyn is the Associate Director of Digital Marketing at the University of Minnesota Foundation, where she helps shape the University's online fundraising and engagement strategy. She works on Foundation websites, special University-wide fundraising projects, and co-leads the U's annual giving day ([givingday.umn.edu](http://givingday.umn.edu)) held on Minnesota's statewide day of giving. Robyn also led the design and launch of the University's first crowdfunding platform ([crowdfund.umn.edu](http://crowdfund.umn.edu)) in 2014, which raised more than \$555,000 in 2016. Her team is responsible for managing the University's online giving systems, online donor engagement, digital marketing for major U fundraising events, and email and social media promotions. Robyn is a frequent speaker on the topic of digital fundraising and has more than 10 years of experience working in marketing. She's a #UMNproud alum, mom, and hopelessly optimistic

Vikings fan.

## **GENERAL SESSION II: Pride & Prejudice & Fundraising**

**Katy Hall, Vice President for Development  
Newberry Library**

**Session description:** We can learn far more from Jane Austen's *Pride and Prejudice* than how to ignore universal truths. A study in relationship building, the novel stands as a guide on how to identify and steward donors. Learnings such as "Persistence in the face of rejection," "The power of a well-written letter," and "Not setting stock in first impressions," create a bridge between the 203 year-old novel and the savvy, modern fundraiser. As fundraisers, we have a responsibility to stewards donors at the highest possible level, particularly concerning major gifts and campaign prospects and donors, and this presentation will provide a set of skills of how prepare fundraisers to avoid the loss of a donor's good opinion since "once lost it is lost forever."

**Katy Hall, Vice President for Development  
Newberry Library**



Katy E. Hall has spent over ten years in institutional fundraising at some of the country's most prestigious arts and humanities organizations. Currently the Vice President for Development at the Newberry Library, Katy's previous work experience includes Lyric Opera of Chicago, Steppenwolf Theatre Company, the Chicago Symphony Orchestra and the John F. Kennedy Center for the Performing Arts. Katy graduated from the University of Notre Dame with degrees in History and Political Science and received her Masters in Arts Administration from Indiana University's School of Public and Environmental Affairs. She was the 2010 recipient of the Judith O'Connor Memorial Scholarship for Emerging Nonprofit Leaders.

## **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.

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



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.

## **GENERAL SESSION IV: Trends and Best Practices in Impact Reporting**

**Mary Fisher, Interim Sr. Director, Special Events & Stewardship  
University of Notre Dame**

**Session description:** Whether you are new to stewardship or a more a seasoned veteran of donor relations, it makes sense to periodically examine and reconsider your institution's impact reporting practices. What do donors really want to know? How often do they expect updates? Are numbers critical or are narrative stories of impact preferred? Can both be done successfully? In this session we will explore trends of the top 20 institutions and their impact reporting procedures, and walk through the lessons learned from a six-sigma process improvement project to enhance Notre Dame's endowment and current-use reporting practices. Based on these examples, you'll be able to look at your institution's current reports with fresh eyes.

**Mary Fisher, Interim Sr. Director, Special Events & Stewardship  
University of Notre Dame**

Mary Fisher, the Interim Sr. Director for Special Events & Stewardship within the Department of Development at the University of Notre Dame, leads a team of 24 professionals charged with stewarding all leadership (\$100k+) donors. The team also manages close to 400 events and activities annually, ranging from campaign cultivation experiences to recognition weekends to presidential events such as Commencement. Within the Department of Development, she and her team are responsible for recognizing donors, demonstrating appreciation, communicating the impact of giving, and creating unique Notre Dame experiences. Mary has a bachelor's degree from Notre Dame, and recently completed the University's Master of Nonprofit Administration program.

## **GENERAL SESSION V: Campaign Stewardship: Zero to \$250 Million**

**Betsy Hughes, Vice President, Institutional Advancement  
Illinois Institute of Technology**

**Carrie Casper, Senior Director, Campaign and Donor Engagement  
Illinois Institute of Technology**

**Session description:** In this session we will share real examples of how stewardship was put into place and used to motivate donors during Illinois Tech's recently completed six-year, \$250M campaign. From recognition and events to reporting, we will discuss the implementation and management of our stewardship plan - and show how we provided excellent stewardship every day of the campaign.

**Betsy Hughes, Vice President, Institutional Advancement  
Illinois Institute of Technology**



Spending time in Chicago for Bentley College, this position led to her decision to relocate to Chicago, where she joined Illinois Institute of Technology as the first Director of Development for the school's prestigious Institute of Design (ID). In her ten years with ID, Betsy raised more than \$10 million--an extraordinary amount for a school with less than 1,000 living alumni and 100 students.

Betsy left Illinois Tech for the opportunity to help build the Steven F. Udvar-Hazy Center of the Smithsonian National Air and Space Museum. As a Regional Director of Development, she was given the mission of raising gifts of \$1 million or more, without benefit of a prospect list! The job required creativity and "chutzpah" to "cold call" potential million dollar donors. Since the case was compelling, donors responded.

But the story of Betsy's career is really all about Illinois Tech. She left the Smithsonian to return to the university where she launched the Mies van der Rohe Society, and soon after was appointed Vice President, a position she has now held for 13 years. Betsy has proudly supported the vision of three Illinois Tech Presidents—Lew Collens, John Anderson and current President, Alan Cramb.

Together with "the best Advancement team in the City of Chicago," Betsy led the successful Fueling Innovation campaign that brought more than \$250 million to the university. In addition to dollars raised, Betsy is proud to have launched innovative programs to engage alumni, and to be known for extraordinary stewardship of the university's major donors.

**Carrie Casper, Senior Director, Campaign and Donor Engagement  
Illinois Institute of Technology**



Carrie Casper is currently the Senior Director, Campaign and Donor Engagement at Illinois Institute of Technology. She joined Illinois Tech in 2008, and has worked in the donor relations and stewardship field for five years.

Prior to joining Illinois Tech, Carrie held positions at Lyric Opera of Chicago and Lincoln Park Zoo, focusing on volunteer management and event planning. Carrie holds a bachelor of music education from the University of Illinois at Urbana-Champaign.

Carrie is a current board member of the Development Leadership Consortium and the University of Illinois Campus Alumni Advisory board, having also served recently as the president of the Chicago Illini Club and as board chair of the Metro Board at Metropolitan Family Services.