

# WEBINAR SCHEDULE 2012

All sessions start promptly at **1 p.m. Eastern time.**

1

Christopher M. Cannon, CFRE, Managing Associate, Bentz Whaley Flessner  
**Integrating Donor Relations and Fundraising Operations: A Critical Balance**  
**January 24, 2012**

Fundraising operations—data, technology, reporting, and key processes—should provide a supportive environment for donor relations. Join this session to hear about the 10 most important areas of integration between donor relations and operations.

2

Dominic Bonacci, Chief Operating Officer, BEP Institute  
**Contingency Planning for Special Events**  
**February 23, 2012**

This presentation applies business continuity planning to a special event situation. Together, we will identify risks, discuss ways to avoid and mitigate potential disruptions, and explore other important issues of emergency responses.

3

Angela Seaworth, ACFRE, Director, Center for Philanthropy and Non-Profit Leadership  
**Demystifying the CFRE**  
**March 20, 2012**

If you have ever considered taking the CFRE exam, this session will demystify the certification process and help you build confidence and prepare to pass. Explore exam content, familiarize yourself with question logic and analysis, and study tips with a CFRE Subject Matter Expert.

4

Jennifer N. Johnson, CFRE, Assistant Vice President, Cook Children's Health Foundation  
**Value of a Bundt Cake, \$14. Value of a Helicopter Ride, \$6,000. Value to a Donor...Priceless!**  
**April 24, 2012**

Providing solid data on how donor relations is helping to secure gifts and to encourage repeat gifts is crucial in today's volatile environment. Metrics can be overwhelming, but join this session to learn how to begin small and develop a systematic formula for measuring your work.

5

Allison Lewis Lodhi, CFRE, Vice President, Consulting, Pursuant Ketchum  
**The Next Generation of Thanks**  
**May 22, 2012**

Tomorrow's donors will likely give more, give sooner, and have much higher expectations of the organizations they support. Join this session to discuss the generational differences among donors and identify how to leverage this information to build lifelong relationships with donors of all giving levels.

6

Chris Yates, Assoc. Sr. Vice President for Major and Planned Gifts, University of Southern California  
**Minding Your EQs: What Really Counts When It Comes to Success in Major and Planned Gift Fundraising**  
**June 21, 2012**

It is essential in the donor relations world to narrow in on the emotional connections your donors have to the mission of your organization. Join this session to redefine emotional intelligence and its critical tie to your own success and career satisfaction in the field of charitable fundraising.

7

Decentralized University Panel: Hosted by Nancy McKinney, Director, Donor Stewardship, UC Berkeley  
**When Decentralized Offices Get It Right – Large Universities**  
**July 24, 2012**

Designed for large, decentralized universities, this panel webinar presentation will highlight university programs and best practices from a variety of programs across the country. Sample projects will help demonstrate how to foster collaboration and communication across campuses.

8

National Nonprofit Stewardship Panel: Hosted by Nathalie Highland, Deputy Director of Development, Union of Concerned Scientists  
**Creating Cohesion in a National Nonprofit Model**  
**August 21, 2012**

This panel discussion—targeting the large, decentralized nonprofit—focuses on several of the most productive programs designed for a national scale. Best practices and tips on how best to corral activities to better serve the mission of the organization will be presented by our own ADRP members.

9

Ashleigh Manktelow, Donor Engagement Officer, McGill University  
**Fun, Facts and Formula: Promoting the Importance of Stewardship within Your Organization**  
**September 27, 2012**

How do you communicate the importance of stewardship in your organization? Join this session to explore ways that demonstrate the value of stewardship in fun, memorable, and helpful ways that highlight the importance of formal, reliable, and timely communication channels.

10

Lynne Wester, Director, Stewardship and Donor Recognition, Yeshiva University  
**Dancing on the Edge: Pushing the Limits of Innovation in Your Program**  
**October 23, 2012**

When the standards have all been met, how do you plan to take stewardship to the next level and set your shop apart as high-achieving? Discuss how taking calculated risks, embracing failure, and innovating can move your program forward and inspire your donors and colleagues alike.

11

Cindy R. Hancock, Director, Donor Relations, Children's Memorial Foundation  
**You Want to Name What? and other Lessons from the Construction Site: Developing and Tracking Naming Opportunities**  
**November 13, 2012**

Naming a physical space will always be a driving force behind donor giving. Join this discussion to identify how to carve a large capital project into manageable tasks and how to use your database to track naming opportunities and named spaces (samples specific to Raiser's Edge).

12

Elizabeth A. LaBorde, Vice President, Development, Make-A-Wish Foundation® of America  
Laura Roston, Senior Manager, Donor Relations, Make-A-Wish Foundation® of America  
**Donor Stewardship: Harnessing the Power of the Internet**  
**December 11, 2012**

In this session, hear how Make-A-Wish Foundation® created a comprehensive development program around donor relations and stewardship. Highlighted in this discussion is a new online microsite reporting tool which is proving to make donor reporting unique, accessible, and transformative.

Further details and registration available online at [www.adrp.net](http://www.adrp.net)