

ADRP Webinar Presenter Guidelines

The Association of Donor Relations Professionals (ADRP) is committed to providing to their donor relations constituents in higher education, health care, the arts and other non-profits new and exciting ways to reach out to others in the field and to develop professionally. Webinars are an opportunity to exchange information among members and colleagues in much the same way as targeted regional workshops, although without the added cost of travel.

ADRP will provide Webinars to its members at no charge. Non-members are invited to participate at a cost of only \$45 per Webinar per host site (i.e., Webinars may be viewed by multiple participants at once if accessed through the single member or guest login).

It is possible that Webinars may not be scheduled during peak times including the week of the ADRP International Conference, in the midst of other regional workshops, and during holidays.

Potential Webinar presenters will:

- Submit a proposal for review by the ADRP Professional Development Committee. The proposal should include a detailed outline of the presentation. ADRP accepts and considers proposals throughout the year.
- Submit a bio that includes evidence of the presenter's experience on the proposed topic.
- Prepare a slide presentation for approval and ADRP co-branding. An approved ADRP PowerPoint template is available if needed.
- Make certain that all Webinar content has a direct educational emphasis; presentation material should not be used for the sole purpose of marketing services, products, and/or benefits.
- Deliver a draft presentation for review no later than four weeks prior to the scheduled Webinar date. The presenter will be given an opportunity to make additional edits to finalize the presentation. If content does not meet approved standards, ADRP may refuse any presentation.
- Present for 45 minutes and allow 15 minutes for questions and discussion. Questions left unanswered during the hour-long session will require written responses to be delivered to attendees by the Professional Development Committee contact via e-mail and/or listserv post.
- Allow the presentation to be recorded for the ADRP membership and allow presentation slides to be archived for member use only on the ADRP Web site.
- Not be required to pay a fee for presentation nor will ADRP offer any specific compensation for services received.

ADRP offers the following support:

- Notification sent to the presenter when the proposal is approved.
- Assistance with vendor-based Webinar set-up and online registration via the ADRP Web site.
- Advertisement of the event via the ADRP Web site, FaceBook, LinkedIn, Fund Services listserv as well as the Supporting Advancement Web site. If proposals are approved and scheduled far enough in advance of the ADRP International Conference, print marketing materials may be made available to the membership in the regular conference materials.
- Blast e-mail and periodic announcements sent to the ADRP member and guest database.

As is outlined in the ADRP Policy Manual (17.4), the use of member and guest contact information "to establish independent data files or compendiums of statistical information is prohibited." If follow-up correspondence or surveys are distributed post-Webinar they must be sent by an ADRP representative.

For more information on ADRP Webinars, please contact: gotomeeting@adrp.net