2019 ADRP Webinar Series

Thursday, February 21
Getting to Know You: Improve Your Donor Relations Program through Constituent Feedback

Thursday, March 14
Developing a Culture of Philanthropy by Sacrificing the Annual Fund

Tuesday, April 16
Incremental Change as a Strategy to Vastly Improving Endowment Reports

Tuesday, May 7
When an Outdated Donor Wall No Longer Works for Your Donors or Organization

Tuesday, June 11
Create a Program That Will Inspire Your Donors

Tuesday, July 16
Donor Relations for the Performing Arts

Tuesday, August 6
Building Your Toolkit: Making the Resources for your greater Advancement Team

Thursday, August 15
Upping Your Employee Giving Stewardship Game to Cultivate Rabid Fans

Thursday, September 19
The Cobweb Effect: Making Connections and Building Community Partnerships to Increase Diversity in Visitors and Donors

Thursday, October 17
Infusing Today's Stewardship Strategies with the Technology of Tomorrow

Thursday, November 14
Where Are They Now? A Step Beyond in Scholarship Reporting

Thursday, December 12
Grief and Transition: How to Support Your Donors

Webinar details are subject to change

FEBRUARY 21

10:00–11:00 AM (PT) | 1:00–2:00 PM (ET)

Getting to Know You: Improve Your Donor Relations Program Through Constituent Feedback

Eliza McNulty, Stanford University
Peggy Moorhead Seas, Princeton University
Amy Metcalf, Columbia University

You may know why a donor gave or why they connect with your cause. However, do you know if you are meeting their communication needs? If they truly understand the impact of their gifts? If they feel like an engaged partner in your work? In this session, three seasoned practitioners will share how they leverage donor feedback opportunities at their institution with a focus on surveys, focus groups, and one-on-one conversations. The presenters will share how they implemented a specific mechanism for feedback, what they learned from donors, and how they utilized that feedback to enhance their donor relations program.

MARCH 14

10:00–11:00 AM (PT) | 1:00–2:00 PM (ET)

Developing a Culture of Philanthropy by Sacrificing the Annual Fund

Kelli Rule, University of Western States

How do you develop a culture of philanthropy among graduate students? Giving from students and young alumni from graduate-level programs or professional schools is notoriously low, relative to that from undergraduate institutions. Our school scratched its heads for years...how do you ask people who have paid - or are currently paying - hundreds of thousands of dollars out of pocket for their education, to support your institution before they have established their careers and made their fortunes? Learn how we said "no" to the traditional class gift model, and strong-armed annual appeals, and turned the tables on inspiring philanthropy by sacrificing annual fund dollars (in the short-term) and raising funds for things that impact student experience in big ways, thus showing students the impact philanthropy can have on lives, which will, in theory, increase the likelihood that they will give back when they are able.

Webinar details are subject to change

APRIL 16

10:00–11:00 AM (PT) | 1:00–2:00 PM (ET)

Incremental Change as a Strategy to Vastly Improving Endowment Reports

Erika Quiñonez, California State University, San Bernardino
Monica Alejandre, California State University, San Bernardino

This presentation will provide a case study in incremental improvement as it applies to endowment reporting by small shops. Participants will get an overview of the trials and errors of one university's donor relations and advancement services teams as they work to gradually improve their endowment reporting processes by utilizing the capabilities of their donor database, while improving the donor experience.

MAY 7

10:00–11:00 AM (PT) | 1:00–2:00 PM (ET)

When an Outdated Donor Wall No Longer Works for Your Donors or Organization

Rosalind Herbsman, Northwell Health
Wendy Kaye, Northwell Health

Hear how one hospital planned for integrating historic and new donors of $100,000 and over onto a new donor display that both honors donors in a significant way and serves as a work of art for a busy lobby corridor. Included will be strategies used for removal of old recognition, setting new donor recognition standards and establishing gift level guidelines, informing donors of the change, creating temporary donor signage, securing a vendor that shared the vision, working with hospital leadership to ensure both hospital and Foundation goals would be met, and planning the dedication event. Additionally, learn how the event served as a an opportunity for a pre-campaign launch. The event also served as a way to steward and cultivate donors—both past and present.

JUNE 11

10:00–11:00 AM (PT) | 1:00–2:00 PM (ET)

Create a Program That Will Inspire Your Donors

Jeff Muller, World Wildlife Fund

Our profession is all about being donor-centric. But we can't meet this obligation if our programmatic strategies are just carbon copies of perceived best practices in the field. To be truly successful, we must ensure that our programs are built from the ground up to support our ambition. Join Jeff Muller for an examination of several strategic approaches to designing a program that connects your donors' needs with your institutional objectives. We will explore not only program design, but also how best to resource your strategy for maximum effect. The ideas explored in this webinar will be relevant to practitioners in any size shop and in any sector. And while the strategies and tactics will be of greatest interest to more senior practitioners, there should be something for all experience levels in this session.

JULY 16

10:00–11:00 AM (PT) | 1:00–2:00 PM (ET)

Donor Relations for the Performing Arts

Colton Withers, Purdue University

Tune into this webinar to learn about creating donor relations plans for annual donors as well as some great stewardship examples for major and principal gifts, all within the context of a small performing arts organization. There is strength in being small and in using the arts to connect with our donors!

Webinar details are subject to change

AUGUST 6

10:00–11:00 AM (PT) | 1:00–2:00 PM (ET)

Building Your Toolkit: Making the Resources for Your Greater Advancement Team

Maggie Forster, Gustavus Adolphus College
Anna Deike, Gustavus Adolphus College

This webinar will look at easy templating and tools that can help create a whole toolkit that will aid your fellow Advancement (and the greater organization) as you think about fundraising for projects, donor intent, and creating a donor-centric communication system that really works. Creating a toolkit helps keep deployed gift planners/major gifts staff (the President, your VP, your Provost, etc...) on message and on brand when it comes to projects and donor intent. This webinar is perfect for a one-person donor relations shop who is expected to do it all....with limited time and budget.

AUGUST 15

10:00–11:00 AM (PT) | 1:00–2:00 PM (ET)

Upping Your Employee Giving Stewardship Game to Cultivate Rabid Fans

Becky Endicott, INTEGRIS Health
Jonathan McCoy, INTEGRIS Health

Has your employee giving campaign fallen into a rut with tired stewardship, same ole' benefits and predictable donor relations tactics? We get it! Not all of us come from a 100-person shops with bottomless budgets. We want to explore how we can transform the way you thank, steward, communicate, and cultivate enthusiasm and crazy loyalty from those closest to your mission. In this session, we'll explore Treating Employees Like Donors, Upping your Stewardship Game, Empowering Beneficiaries to Be the Captain of the their Stewardship Programs, Leveraging Creative Multimedia Channels to Say Thanks, and Exploring Non-Traditional Employees who can Translate into your Biggest Fans! And you can do it all without breaking your budget or your back. Employee giving is the bedrock of any organization's annual giving program and can launch a renewed culture of philanthropy at your organization. Let's fall back in love with thanking our colleagues, and likewise, have them fall back in love with your mission. [insert fist bump]

SEPTEMBER 19

10:00–11:00 AM (PT) | 1:00–2:00 PM (ET)

The Cobweb Effect: Making Connections and Building Community Partnerships to Increase Diversity in Visitors and Donors

DeWayna Hogue Pittman, Thankful Matters
Kelly Schoenberger, Seminary Ridge Museum

Join us to learn how a small, five-year-old Civil War museum has built solid relationships with other community organizations, increasing and diversifying its donor base, and enhancing donor relations efforts along the way.

OCTOBER 17

10:00–11:00 AM (PT) | 1:00–2:00 PM (ET)

Infusing Today's Stewardship Strategies with the Technology of Tomorrow

Lindsay Roth, UMASS Dartmouth
JD Beebe, Thankview

New technology is dominating the lives of our constituents and donors. It's time to consider the role it can play in individual stewardship and solicitation, taking the ask and the acknowledgement to the next level. With big data dominating the marketing mix, mobile emerging as a sole platform for so many in society, and video being 3-5 times more recallable than text alone, it's no longer optional to have a digital strategy within your development shop. If you're not using social media, video, and technology in your approach, you're missing out on ways you could deepen the relationship and benefit your organization. Join Lindsay Roth of UMass Dartmouth and JD Beebe from ThankView as they offer examples of their partnership and stats to make the case for using new technology in your program.

Webinar details are subject to change

NOVEMBER 14

10:00–11:00 AM (PT) | 1:00–2:00 PM (ET)

Where Are They Now? A Step Beyond in Scholarship Reporting

Amy Briemer, Northeastern University
Jessie Harvey, Northeastern University

For our longstanding donors with named scholarships, we're most likely used to sending them regular reports with details about their scholarship recipients—who they are, where they grew up, what they're studying, and the extracurricular activities they participate in. But what can we do to show donors the lasting and reverberating impact that scholarship support has on students, not just during their years of study, but afterwards, as they build their careers and use the educations these donors made possible? This webinar will provide several different examples of "Where are They Now" reporting scenarios, methods for outreach and research, and feedback from gift officers.

DECEMBER 12

10:00–11:00 AM (PT) | 1:00–2:00 PM (ET)

Grief and Transition: How to Support Your Donors

Christy Stuber, The Pittsburgh Foundation

Maintaining relationships with donors during life transitions is a critical function of donor relations. Christy Stuber, Donor Services Officer at The Pittsburgh Foundation, will lead a discussion to explore the transitions that affect our donors, how we can support them during these life changes and how to find meaning in philanthropic giving. Participants will leave the session with ways to provide support and guidance to donors that will allow them to engage in ways others don't.

Webinar details are subject to change