

# 2022

## ADRP WEBINAR SERIES

All webinars begin at 10:00 AM Pacific Time, 1:00 PM Eastern Time

### Diversity Equity and Inclusion: Best Practices in Fundraising

JAN 27

*Leticia John, Planned Parenthood Federation of America*

Is your Leadership team still trying to diversify the donor base or is Leadership doing the work to embrace culture change in its fundraising approach that is diverse, equitable, and inclusive? Hopefully, it's the latter! Join me to learn a framework and develop an action plan to incorporate diversity, equity, and inclusion best practices into your fundraising activities and strategic planning.

### Bringing the "Surprise and Delight" Experience to Digital Donor Engagement

FEB 24

*Farida Adam, Ryerson University*

In this webinar, Farida Adam will share the strategies, learnings, and results of donor engagement initiatives implemented at the Ted Rogers School of Management, Ryerson University (Toronto) over the past year. Through a whole team effort, leveraging existing digital resources, using data to drive strategy, and closely collaborating with teams across the faculty, the advancement team continued to deliver the "surprise and delight" in donor experiences in a completely virtual environment—and saw a measurable increase in donor engagement! This webinar will be interactive, with breakout rooms to allow for idea sharing in small groups.

### Hello! Is This a Good Time to Talk? Evolution of a Donor Calling Program

MAR 10

*Sarwat Maqbool, Australian National University*

So you are a small shop with 1-5 staff and an ongoing stewardship calling program seems impossible? You think that a multipurpose calling program will improve engagement and retention - but where to start? Or you are skeptical about the ROI of calling donors but not making an ask? In this session, we share our journey of stewardship calling program, over the last five years. Starting from adhoc calls from a staff member to a sophisticated program of new donor engagement and now to annual calling blitz. We will explore the details of establishing a stewardship calling program with limited resources, using success stories to advocate and harness more support from senior management, what can be done for donors who don't take our calls, and reporting and enhancements.

### Mission-focused Storytelling: Showcasing a Culture of Philanthropy

MAR 24

*Anne Manner-McLarty, Jessica Vietch & Emily Hardy, Heurista*

In donor relations, storytelling within the physical environment is used to educate and engage the community and to demonstrate gratitude and impact to your donors. And when done right, storytelling can convey a powerful feeling – creating meaning and a sense of destination and belonging – and pave the way for a powerful future.

### Incorporating Diversity, Equity, and Inclusion by Addressing Myths of Philanthropy

APR 21

*Mitra Keykah, Philadelphia Orchestra*

Traditional beliefs about philanthropy can mislead, result in missed opportunities, and prevent organizations from realizing social change. Through their research published in the article 8 Myths of US Philanthropy, the faculty of the Lilly Family School of Philanthropy discovered that the field of philanthropy is full of misunderstanding and myths. Common fundraising practices such as focusing on wealthy donors and making assumptions about donor-giving patterns and demographics can influence fundraisers in unproductive and even damaging ways. Rigorous research and vigilance by organizations can better inform fundraisers, prevent harm, and ensure that philanthropic efforts result in positive outcomes. This webinar will cover the Lilly Family School's research and offer an opportunity for interactive discussion among attendees about how these myths apply to their own work and how to address them.

### Opting In: How to Inspire and Activate Donors Through Irresistible Connections

MAY 17

*Kerri Kilbaine & Katie Greer, Inova Health Foundation*

Donors at all levels should have relevant, personalized opportunities to engage with your organization that meet them where they are. Learn how to create irresistible connections using everyday communications tools; invite new and existing donors to opt-in to events and updates; and measure and refine tactics based on your big goals.

### Call and Response: Effectively Collaborating with Annual Giving

JUN 16

*Heather Mouser & Courtney Durham, Wayne State University*

Solicitation and stewardship go hand in hand, and a strong collaborative relationship between donor relations and annual giving can help you accomplish a seamless and cohesive experience for your donors. Learn how one small-shop team at a 4-year public university has increased engagement and retention amongst specialty populations - faculty and staff, first-time donors, giving societies and consecutive givers - through collaboration between their donor relations, and annual giving teams.

### Creating a Culture of Gratitude Among Our Students

JUL 19

*Katie Layton, Gina Martin, University of Tennessee, Knoxville*

We know we need more diversity within our teams, and we need to do better about engaging our diverse donor populations. We'll discuss the business value for diversity and inclusion, and how to overcome obstacles for more informed decision making and creativity.

### Inclusive Decision Making

AUG 18

*Margaret Stutt, UC Berkeley Haas School of Business*

You may be reporting annually to donors of endowed chairs and professorships, or you may want to get started. Faculty are busy people, and for most, their research spans years and decades, so getting fresh content—or sometimes any content—to share with donors can be challenging. How do you reach out to and build relationships with faculty so they respond to your requests? How do you ensure that the content is impactful? The presenter will share how you can work more effectively and efficiently with faculty members to generate exciting and engaging content for your next round of stewardship reports.

### Creating an Awesome Monthly Stewardship Program

OCT 18

*Erica Waasdorp, A Direct Solution*

Monthly donors—who doesn't like them and the revenue stability they bring? But how do you recognize them, and keep them engaged and excited about your organization? How do you keep them giving? If your organization has a Monthly Giving Program, whether it is brand new or mature, and you are involved in its operation, this session will provide you with examples and best practices to make your monthly donor program even more powerful than ever before! The session centers on the importance of a dedicated stewardship strategy for recurring givers and looks at the best practices for recognizing monthly donors, cultivating and stewarding monthly donors during the year, and how to retain these donors.

### Rome Wasn't Built in a Day and Neither Was Our Digital Acknowledgement Program

NOV 17

*Brian Kusior & Kailyn Gramly, University of Colorado Anschutz Medical Campus*

Are you concerned that your lower-level benefactors are not receiving the recognition that they deserve? Unsure of where to begin with segmenting and capturing data and who to partner with to create a digital acknowledgment program? In this session, members of the CU Anschutz Benefactor Relations Team will share how we developed and implemented a program to acknowledge benefactors that would have otherwise gone un-recognized through a digital acknowledgement system. We will discuss our process from project conception, to audience segmentation, creation of digital tools, partnerships made around campus, and the roadblocks we encountered along the way with the goal of preparing your organization for a smooth implementation of your own digital acknowledgement system.

### A World of Good: Globalizing Your Donor Relations Practices

DEC 13

*Analisa Gama & David Bender, Rotary International*

In today's virtual environment, donors from around the world are just one email or Zoom meeting away. Interested philanthropists from all corners of the globe can learn about your organization and contribute to it but then how should you approach these new donors. What assumptions do you make about how these donors want or need to be stewarded to keep them engaged? In this webinar, we will learn about the needs of donors from various regions and how to engage and communicate with them in a culturally competent way. Join us to learn some triumphs and tribulations with engaging donors across seven languages and through the lens of multicultural donor relations.

Full participation in the ADRP 2022 Webinar Series is equivalent to 12 points (one point per webinar) of education credit for the CFRE International application for certification and/or re-certification.

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