Monday December 6:

Keynote Speaker: Kay Sprinkel Grace

*Thanking for Little, Thanking for Much: The Ever-Expanding Importance of Donor Relations*

Kay Sprinkel Grace will launch our conference with a talk rich in ideas, humor, inspiration and strong evidence about the importance of donor loyalty — and the critical role of donor relations in the future of philanthropy. She will focus on the key role of donor relations in the overall development process, and why she believes that effective and widely-implemented stewardship is the most important step in building a solid base of loyal donor-investors. Kay brings to us her wealth of experience as professional and volunteer in working with donors at all levels.

**Session 1A: King of the Hill, Mary Solomons, Skidmore College; Darnell Hines, Wake Forest University; Angie Joens, Mercy Foundation; and Maureen Donnelly, Boston University**

Your acknowledgement letters bring donors to tears, your gift agreements are as solid as Fort Knox, and your events are the envy of Martha Stewart. You're at the top of the Donor Relations Mountain. So what's wrong with the view? Do you lie awake nights wondering how to mentor raw staff or afraid that your star employee will leave for greener pastures? Do you spend your days managing your boss or--worse!--under the thumb of someone who micromanages? Is this the end of the road or should you chart a course for other fields? In this interactive session senior level donor relations professionals will discuss the challenges of the job and career opportunities. *Leadership, All Sectors*

**Session 1B: Receipt-a-Palooza: 10 Things You Didn't Know You Wanted to Know About Receipt Design, Susan Quinn, Biologos Foundation**

Come and hear the results of a national survey of Donor Relations/Advancement Services Professionals to learn how others are using shape, color, and narrative to turn their gift receipts into powerful communication tools. With data from 184 unique institutions, the survey results reveal the most common practices in receipt design, as well as the creative and compelling use of photos, variable printing techniques, enclosures, and more to achieve maximum impact on donors. Along the way, we will take a tour of receipts from a variety of institutions and find out what we really think about receipts. Be sure to bring your own receipts for sharing. *Mid-career, All Sectors*
Session 1C: Making Sense of It All: Donor Relations 101, Nathalie Highland, Union of Concerned Scientists, and Andrea Orr, Mount Sinai Hospital Foundation

Newcomers to the field of donor relations often grapple with the variety of skills needed and the multitude of activities involved in the field. This interactive session will provide attendees with an overview of the basic principles of donor relations: acknowledgement, recognition, reporting, donor engagement, relationship building, and yes, cultivation! We’ll even share a few tips on how to integrate stewardship into the everyday activities of development staff. Whether you’re just starting out or looking to review the basics, this session will provide practical resources for you to bring back to your shop, helping you turn your job into your profession! Newcomer, All Sectors

Session 1D: Donor Relations and Stewardship Strategies for Addressing Donor Acquisition, Retention, Alumni Giving, Volunteer Participation, and Student Engagement, Paige Eubanks-Barrow, Carnegie Mellon University

As our profession has evolved we have moved away from what we were 20+ years ago - frontline fundraisers who had to make time to write thank-you notes, plan and execute events, manage giving programs, and report on funds while cultivating the next big gift. The advent of our profession has in many cases drawn us away from job functions that economic necessity is demanding that we take on once again. Gone are the days when organizations can afford to be siloed and donor services separate from fundraising. In this present economy - to keep our jobs, to prove our worth, and to guarantee success — we have to break down the barriers that we ourselves erected and join forces with the front line: hip to hip in the trenches. This session will focus on areas of partnership most likely to have the greatest impact in the shortest period of time, particularly with donor relations and stewardship programs pertaining to first-time donors, consecutive giving, alumni donors, volunteer participation, and student engagement. Secondarily, we will be discussing strategic partnerships, cross-organizational education, and achieving cultural change in institutions. Mid-career, Education

Session 2A: From Centerstage to "Yes!": How to Present with Confidence and Authenticity to Get the Response You Desire, Holly Thorsen, YMCA of the East Bay

Ever resorted to imagining your audience in their underwear just to muster the gumption to speak? Have you ever walked out of a meeting thinking, “How did we get so far off track?” In this interactive, hands-on session, Holly Thorsen will give you the skills to stand in front of the room and connect with your audience as fully-dressed human beings. You'll also learn practical facilitation skills, giving you the tools to use your audience's responses to advance your presentation rather than take it off-track. With your new toolkit, you'll be able to deliver a presentation with the confidence, authority, and authenticity to get the response you desire. All Levels, All Sectors
Session 2B: Oh the Places You’ll Go!: Practical Advice on the Development Career Journey, Lynne Wester, Yeshiva University, and Darnell Hines, Wake Forest University

Today, the field of development is in many ways a very different place, with greater value being placed on graduate education, innate skills, applied technology, and sound donor relations skills. Given this increasingly professionalized and competitive environment, what are the prospects for those who wish to move within the development field? What development specific information does one need to know that isn’t always covered by the job search websites and books? Presented by professionals who have recently gone through the trials of job hunting, this session will focus on career exploration and job search, strategies such as informational interviewing, networking, and conveying one’s professional self. This session is designed for individuals considering a career change or progression in development, current professionals interested in enhancing their knowledge base, and administrators who wish to understand the experiences and perspectives of potential future staff. All Levels, All Sectors

Session 2C: Help Me Help You: Persuading Major Gift Officers to Let Go, Nathalie Highland, Union of Concerned Scientists; Maureen Donnelly, Boston University; and Kathleen Hughes, Dana Farber Cancer Institute

The role of donor relations inherently intersects with other branches of development, particularly with the major gifts team. At its best, this relationship can work harmoniously to serve the needs and expectations of donors and result in lasting philanthropic commitments to the institution. Unfortunately, we often run into challenges as colleagues become territorial about their donors or constituencies and tensions develop between functions that ideally should complement each other. This session will provide a look at some of the common points of conflict between donor relations staff and their colleagues, and offer concrete suggestions for how to create a harmonious working relationship. Mid-career / Leadership, All Sectors

Session 2D: Writing Boot Camp, Part 1 Debbie Meyers, Carnegie Mellon University, and Diana Elvin, Williams College

In this two-part workshop, learn the basics of clear, effective communication: Get it right, keep it tight, make it bright! Part I – What to Write. This session will concentrate on the content of a variety of stewardship letters and reports, from gift acknowledgements to special occasions to condolences to complaints. Looking at actual cases, participants will be challenged to think through the messages and content that will most closely match their desired outcomes. Learn to think from the institution’s perspective as well as from the donor’s perspective. Newcomer / Mid-career, All Sectors

Session 3A: Effectively Stewarding Donors Whose Endowments Are Underwater, Keiko Weil, University of Nevada, and John Carothers, University of Nevada

This presentation will discuss a process for underwater endowment reporting: developing a timeline, drafting endowment reports, including your development officers in the notification process, writing personal notes, and providing options to donors about their underwater endowments. We will discuss how endowment funds are distributed and UPMIFA — the 2006 Uniform Prudent Management of Institutional Funds Act. Mid-career, Education
Session 3B: “Raising the Bar” Together in Special Events, Rachael Scheffler, Lehigh Valley Health Network, and Sandi Marsh, Lehigh Valley Health Network

Fundraising and stewardship events need to remain fun, engaging, attractive, and meaningful. Donors and sponsors should feel appreciated and thanked, and should walk away from an event feeling proud to be associated with your organization. This session will focus on the ways in which you can make your special event one to remember. We will walk you through key elements in making your next fundraising or stewardship event excellent. We will highlight some of our $1M+ events and help you find ways in which you can keep your creative thinking a step ahead of the competition. Newcomer / Mid-career, All Sectors

Session 3C: Transitional Giving for Building Strong Fundraising Pyramids, Lawrence Henze, Blackbaud

Data analysis suggests that many organizations have difficulty in identifying transitional giving prospects — individuals emerging from the annual fund process who demonstrate potential to become mid-to-high-level donor pyramid prospects in the years to come. History further suggests that we are often content to allow these prospects to self-identify through their first transitional gift, rather than using research to seek emerging prospects so that targeted development strategies – donor relations, personal cultivation, and cultivation events – can be implemented to encourage more prospects to reach this goal more quickly. Mid-career / Leadership, All Sectors

Session 3D: Writing Boot Camp, Part 2, Debbie Meyers, Carnegie Mellon University, and Diana Elvin, Williams College

In this two-part workshop, learn the basics of clear, effective communication: Get it right, keep it tight, make it bright! Part II – How to Write It. In addition to enhancing readability, good grammar and usage promote credibility. The second session of Boot Camp will offer hands-on practice at making the craft of writing right, tight, and bright. Topics include style, grammar, sentence construction, conciseness, consistency, and usage. Presenters will provide lists of resources that every good writer should have. Newcomer / Mid-career, All Sectors

Session 4A: Putting What’s Practiced on Paper: Documenting Stewardship and Recognition Policies and Procedures, Gina Galluppi, University of Chicago, and Mary Weingartner, University of Chicago

So many of us step into our roles as stewardship and donor relations professionals and have to "hit the ground running." We put processes and policies in action, but due to time, staff/resource constraints, or lack of support from leadership, we may not be able to put them down on paper. The need for transparency with our internal constituents is just as important as it is with our external constituents. In this session, learn practical steps and how to anticipate any challenges, in order to develop and gain approval for your own policies and procedures. All Levels, All Sectors
Session 4B: Career Strategies 101: How to Market Your Skills to Any Organization, Panel Discussion, Rose Dalba, Feeding America, (moderator); Tony Englert, Loyola University Health System; Karen Lewis Alexander, Loyola University Health System; and Carmen Creel, University of Chicago

One of the strengths of being in the donor relations profession is that we are highly trained generalists. We are required to be "experts" in a variety of areas to fulfill our challenging roles, from relationship management, to financial management, to cultivation and recognition strategist, to communication specialist. Our skills encompass a diverse range of key areas within the development field.

Knowing how to leverage your many types of expertise is key in positioning yourself to change careers, including moving to a different type of organization. Join a panel of experienced professionals who have successfully transitioned from the corporate world to nonprofits, or from one type of nonprofit to another, as they share their strategies and tips for taking your career to the next level. All Levels, All Sectors

Session 4C: Selling Stewardship: Using Unusual, Unorthodox, and Sometimes Downright Wacky Ways to Communicate the Value of Stewardship to Your Organization, Kathleen Diemer, University of Maryland

Stewardship? Sure, Donor Relations professionals know it is important. But how do you get development officers and other campus colleagues to understand the value of stewarding donors? How do you make your message fun and memorable? Is it possible to slowly seep stewardship into the culture of your organization? Find out how the Office of Donor Relations at one university took a different approach to selling stewardship and why the fresh approach appears to be working. Mid-career / Leadership, Education

Session 4D: Hold Tight and Don’t Be Afraid to Scream — Donor Relations: a Fresh Perspective, Karen Gruner, CHOC Children’s Hospital Foundation, and Laura Roston, Phoenix Children’s Hospital

Have you just inherited a new donor relations program and are you not sure where to begin? Are you a donor relations representative with less than 2 years experience? Two fellow colleagues who have been in your shoes look forward to sharing their experiences, and provide valuable information that has helped transform their donor relations programs from new and underdeveloped to centralized and consistent. You'll hear stories of challenges faced early on that helped them focus on the development of comprehensive programs, created to help strengthen donor connection and engagement. Mission-oriented engagement opportunities in support of the cultivation and retention of donors will also be shared. Newcomer, Healthcare
Tuesday December 7, 2010

Keynote Speaker: Thomas Mitchell

Becoming the Wizards of Wow

Thomas Mitchell, Vice President for Development and Alumni Affairs at the University of Florida, will discuss the attributes of top-performing stewardship programs, and coach us in becoming the Wizards of Wow. He’ll provide a management tool to evaluate your program and outline suggested next steps toward a vision of becoming the best. There will be something for everyone – start up, emerging, and mature programs. We will also exchange ideas on the following thought-provoking questions: What is our name? Where do we belong? How do we get to the decision-making table? What is our value added proposition? What are the established measures of quality? How will we measure success?

Session 5A: A Tale of Five Continents: Stewardship of International Donors, Carmen Ruiz, Food Policy Research Institute

This session aims to make the case for stewardship of international donors. Bilateral donors could be key for social organizations and think tanks, and international alumni could be crucial for the success of fundraising campaigns in academic institutions. Building on Carmen Ruiz’s experiences at the Donor Relations Office of the International Food Policy Research Institute, and other international organizations, the goal is to show why reaching out to international donors is important, and provide an overview of the nuts and bolts of stewardship of international donors. Mid-career / Leadership, All Sectors

Session 5B: To Infinity and Beyond: Engaging Donors Beyond the Life of Their Gift, Ashleigh Manktelow, McGill University

What does comprehensive stewardship mean? How can we ensure that our top donors are fully engaged with our institutions? This session will explore the many ways in which we can creatively steward our donors by engaging them beyond the life of their gift. We will explore creative use of video recognition, visual compilations of donors’ involvement and investment, and the use of customized stewardship plans to ensure an effective and meaningful stewardship strategy for all of your top donors. Newcomer / Mid-career, All Sectors

Session 5C: Donor Retention Goes Social, Robert Weiner, consultant; Christina Sponselli, UC Berkeley; and Jana Byington-Smith, Second Gift

Even small changes to your advancement program can have significant impacts on donor retention and giving totals. This session will help you make the case for better donor retention policies at your organization, and show you tools you can use to improve donor retention, including new developments in social media. All Levels, All Sectors
Session 5D: Reporting Inside and Out, Carrie Collins, Duquesne University, and Mark Jolly-Van Bodegraven, The Children’s Hospital of Philadelphia

It is well established that reporting on how donors' money has made a difference is one of the most powerful ways to earn another gift, and as a result, nearly everyone in development says they want to emphasize stewardship. But the way most stewardship reporting is handled leaves tremendous potential unmet. In this session, you will learn how to build the pipeline that will lead to tomorrow’s major gifts by stewarding a wider donor base with innovative methods, including "mass-personalized" reports and creative touches outside traditional reporting. To free up the time to take these new approaches, you will also learn tips and tricks for efficiently stewarding your organization's current major donors. In addition to growing your reporting out, you will also learn how to expand reporting inside your organization to illustrate the value of stewardship to your leadership and to improve beneficiaries’ use of donated funds. The end of the session will include time for discussion of creative approaches that you have used and the results you have seen so we can all learn from the most cutting-edge work being done by our colleagues. Newcomer, All Sectors

Session 6A: Donor-Centered Interactive Multi-Media Recognition Display, James Beckham, University of Louisville, and Tom Harney, Information Technology professional

We will explore the use of touch-screen technology for engagement, recognition, and cultivation of donors, as well as cultivating new donors by featuring current donors with video testimonials. Multi-media is always engaging donors by telling a story of the great things that have been accomplished with their gifts. Also, it can tell the stories of beneficiaries and how donors’ gifts have affected them. Learn how to include messages from institutional leaders or influential supporters such as organization executive staff (i.e. presidents, board members, celebrities, donors, community leaders). Mid-career, All Sectors

Session 6B: Stewardship Prerequisites: The GEORGE Technique, Mark Longo, Georgetown University, and Kirsten Rasmussen, The George Washington University

In this session participants will learn about “The GEORGE Technique,” which supports the thesis that effective donor relations and stewardship begins before the gift is made. Utilizing quotes from famous Georges in history, as well as direct experience from two “George” universities, “The GEORGE Technique” will introduce concepts that are critical to effective and donor-centered stewardship. We will discuss the importance of building organizational relationships, effective internal communications, policies and procedures, assessing the readiness of your organization, the value of having a donor agreement, and why training staff is essential. Newcomer / Mid-career, Education

Session 6C: Donor Development - Moves Management and Stewardship: Tracking Your Data, Jeff Gignac, JMG Solutions, and Kourtney Beckman, St. Mary’s General Hospital Foundation

In this session we will take a hands-on approach to Raiser's Edge for managing your prospects and donors. If you have your key information in Excel or your head, this session will show you how Raiser's Edge can manage this data for you. It is not as hard as you might think. Newcomer / Mid-career, All Sectors

Session 6D: Knock Their Socks Off: Creating an Innovative and Meaningful Donor Recognition Program, Jerisha Gordon, The Children’s Hospital of Philadelphia, and Eliza McNulty, Loyola University Health System

Connect with your most ardent supporters through meaningful donor recognition. Tried and true strategies such as giving societies, yearly honor rolls and recognition opportunities can be spiced up with a little imagination. Jerisha and Eliza will share with you what's worked (and hasn't) at their institutions. Bring your innovative ideas to share with the group! Newcomer, Healthcare
Session 7A: Engaging Tomorrow’s Donors, Allison K. Lewis, Pursuant Agency

The Millennial generation of donors learned about its favorite nonprofit in childhood! Each Millennial already supports 3.6 charities, expects to be solicited for a gift face to face, and wants to receive communication electronically. Gen Xers also exhibit some of these preferences. How will you capture the attention, interest, and lifelong support of these young alumni? Building relationships with the next generation of donors now is imperative to ensure the future donor base, but do we understand their philanthropic motivations? Are we prepared to communicate impact and stories of lives changed in compelling and meaningful ways? Explore the ways every nonprofit can integrate relevant stewardship practices into existing plans and how to develop new strategies to engage tomorrow’s major gift donor today. Mid-career, All Sectors

Session 7B: Gift Acknowledgement: Building a Better Mousetrap Julia Emlen, Julia S. Emlen Associates

Acknowledging gifts is among the most critical activities in stewardship. An efficient and effective acknowledgement process can build trust between the institution and the donor. In addition, corresponding with donors at the time of their giving can extend and expand the relationship as a step toward continued philanthropy. This session examines one institution’s experience in developing an efficient and effective electronic acknowledgement system, using letter templates as well as special correspondence. Find out what issues this institution faced in acknowledging gifts, how the stewardship staff made decisions in structuring its technology-based acknowledgement system, and how the system is working today. Newcomer / Mid-career, All Sectors

Session 7C: Measuring Up: Mindful Metrics to Prove Your Worth in Tough Times and Good Times, Lynne Wester, Yeshiva University

In this difficult economy, more than ever we as donor relations professionals are being asked to justify our actions, budgets, and at times, existences. In this, we face the challenge of not having easy metrics to measure, such as dollar amounts, participation rates, and others. Instead we must come up with a systemic approach to justify and make the case for the support of donor relations. This session will give useful tools and tactics and demonstrate a tiered metric approach that you can apply to your office. Mid-career / Leadership, All Sectors

Session 7D: Using Legacy Societies to Engage Gift Planning Donors — The Nature Conservancy’s Success, Meg Thomson, The Nature Conservancy, and Beth Posniak Fiencke, The Nature Conservancy

Nearly every charity with a gift planning program has a legacy society to recognize its donors. These societies help us to engage donors in our organizations’ missions, help ensure that revocable gifts come to fruition, and can sometimes even lead to additional planned or outright gifts, ultimately bringing in revenue for our causes. We will provide examples of strategies that some charities use to steward and build relationships with these especially loyal donors. Drawing on our experience working with The Nature Conservancy’s 18,000-member Legacy Club and conversations with staff from a few other organizations, we will discuss what charities are doing with their legacy societies, and what types of communications and activities have proven successful. We will discuss proactive and reactive outreach opportunities, some of the challenges and rewards of the techniques we have used, and what we have learned about stewarding gift planning donors during times of economic turbulence. Mid-career / Leadership, All Sectors
Session 8A: Scholarships at Work, Danna Grant, The Ohio State University

If you’ve ever found it challenging to get scholarship recipients to write acknowledgement letters, or to get the right folks within the institution on board with your scholarship process; or question if your scholarship donors are receiving the recognition they deserve and desire, then this session is for you! This presentation will focus on how to change culture, increase involvement, and fulfill personal missions at the college, donor, and student levels. Tackling these key concepts will ensure that a scholarship program will thrive, and ultimately, that donors are satisfied and remain loyal. Scholarships are the heartbeat of any institution. It’s time you start putting scholarships to work. Newcomer / Mid-career, Education

Session 8B: One is the Loneliest Number, Carol Perry, Gannon University

Are you a do-it-yourselfer? Acknowledgement letters, thank-you notes, student thank-you notes, endowment reports, special events . . . everything falls on your shoulders. Those of us in one-person shops must be masters at prioritizing and time management. Try as we may, we can never accomplish everything we want to. In this session, we will discuss where to find free support outside and inside your organization and how to advocate for more resources. Participants will be encouraged to share their challenges and best practices. Newcomer, Education

Session 8C: Donor Relations Meets Stewardship: An Essential Partnership, Steve Elwell, End Start, and Kate Judge

Our session will cover how stewardship and donor relations provide a complementary and essential partnership in the changing world of successful relationships with donors. We will review how the donor’s desire for information has changed, and the challenges this presents to organizations and donor relations professionals. We will have case studies of new methods of providing information to donors and how this information relates to increasing regulatory and legislative initiatives. Mid-career, All Sectors

Session 8D: Getting Things Done, Andrea Laine, development services professional

Whether you are a generally organized person or not, today’s information age will challenge your ability to stay on top of every project on your to-do list. Guess what? We are not wired to multitask! So, we need a really good system in place to process and organize all the information that crosses our desks during a typical work week. Getting Things Done is based on personal productivity guru David Allen’s book of the same name. Let me show you how Allen’s method has helped me become more productive and quite a bit less stressed. All Levels, All Sectors
Wednesday December 8, 2010

Keynote Speaker: Pierre Khawand

Productivity in the Digital Age

Productivity expert Pierre Khawand, founder of People-OnTheGo, will walk us through some key principles that can help us, help our teams, and our organizations overcome the challenges of information overload, and work efficiently together to achieve the desired results. When it comes to the information overload, there is light at the end of the tunnel! You’ll not only get a glimpse of this light, but will learn some thought-provoking principles and techniques that will get you there.

Session 9A: Your Most Valuable Technological Asset: The Gold Mine in Your Database, Hillary New Sinclair, Papilia, and Dan Perry, Hispanic Scholarship Fund

How would you like to increase your donations by up to 10 times, slash your costs in half and delight your constituents? It’s easily possible if you can use the one asset to your fullest advantage: data. We’ve analyzed donor behaviors across multiple years and multiple clients, and have seen the results again and again. You’ll see the impact of simply having an email address, collecting useful data from your constituents and using it all to its fullest advantage. And the best part? Your bottom line will show the difference. Mid-career / Leadership, All Sectors

Session 9B: The Dream Team: Engaging the Right People to Successfully Steward Healthcare Philanthropy, Kristen Darmody, California Pacific Medical Center Foundation

What makes healthcare philanthropy so special? Plenty! You have the unique opportunity to build key partnerships with medical and administrative staff to ensure your major donors receive the ultimate in both philanthropic satisfaction and patient care. In this session, you will learn about building your stewardship team, drawing your major gifts roadmap, and turning one gift into a lifetime of giving. Newcomer, Healthcare

Session 9C: Your Donors Are Social. Are You? Christina Sponselli, UC Berkeley, and Laura Cerruti, Orbees

Do you have a plan for integrating social media into your donor and alumni relations work? There are no magic answers, but you can learn how to get started creating a plan that incorporates your institution's organizational structure and culture. All Levels, All Sectors
Session 9D: Case Studies: Best Practices for Donor Recognition Program Planning and Implementation, Anne Manner-McLarty, Robin E. Williams Incorporated, and Harv Mock, Planned Legacy

With the influx of new media, it is crucial to receive guidance from experts familiar with the design and implementation of successful donor recognition programs. This session is co-presented by leaders in the field of donor recognition: Anne Manner-McLarty of Robin E. Williams Incorporated and Harv Mock of Planned Legacy. They will illustrate best practices with examples from a variety of organizations, as well as address developing a master plan for donor recognition, consistent messaging and how to convey it effectively, design and enforcement of recognition guidelines, use of appropriate multimedia tools, and the donor recognition budget. Mid-career, All Sectors

Session 10A: Strange Bedfellows: How Facilities Management Met Stewardship, Susan Quinn, Biologos Foundation, and Corinne Cramer, UC San Diego

At the University of California, San Diego, we had a problem: We didn't know our own names. This session will focus on how UC San Diego got a grip on its naming history through an unlikely partnership with Facilities Management. With very little budget and staff, Stewardship was able to repurpose an existing central database to house naming records, launch a public website featuring donor-named buildings, complete a campus-wide audit of naming, and raise awareness of Stewardship across the campus. Mid-career, All Sectors

Session 10B: Staff Engagement Can Slay the Dragon of Economy-Induced Discouragement, Linda Coulter, The Beaumont Foundation, Beaumont Hospitals

Healthcare fundraisers have always struggled with the philosophical opinions of hospital staff, especially nurses. They often perceive requests made on behalf of donors as requests for better clinical care for these patients. It is important to communicate with hospital staff about the role of donor relations and the impact of philanthropic gifts on the institution. Tough economic times highlight the difference between the wealthy and the average guy. The last thing a hardworking nurse wants to hear is that there is a major donor on their unit. We can change that perception by making them keenly aware of what is really expected and how important they are in the patient decision to make a gift. Participants will leave with some strategies for making the nursing staff feel like partners with Development. Leadership, Healthcare

Session 10C: TCU's Clark Weekend: Dancing with the Frogs, Carrie Moore, Texas Christian University, and Anna Ruth Overbey, Texas Christian University

Familiar with the ABC hit reality show, "Dancing with the Stars"? This session will detail how the Texas Christian University Donor Relations staff staged a "Dancing with the Frogs" event for the Addison and Randolph Clark Society, a donor recognition group for annual gifts of $1,000 and above. Following nine months of intensive planning, a Horned Frog cast of 15 and crew of 14 came together for an unbelievable night of entertainment. With a goal of expressing gratitude to TCU donors, the 32nd annual Clark Weekend event wowed the audience and left attendees wanting more. One Clark Society member said, "I have been to numerous Clark Weekend events over the years, and that was the most clever and fun that I can remember. My cheeks hurt from laughing so much & laughter is food for the soul, and a lot of souls got fed Friday night! Do it again!!" Mid-career, Education
Session 10D: Scholarship Sense: How to Narrow the Middle Road Between the Student and the Donor, Katy Cronin, Lehigh University; Jenny Seay, University of Chicago; and Andrew Berg, University of Chicago

This presentation will be designated towards scholarship programs at universities. It is difficult to find the best way for students to thank their scholarship donors. I will go in-depth on what works best with students to help them be most thankful for the generosity of their scholarship donors. I will touch on what reports are most attractive to donors and how they want their student thank-you letters presented to them. I will also talk about the idea of a scholarship website and what boundaries not to cross in regard to security and privacy. Newcomer, Education