19th Annual Bridge to Integrated Marketing & Fundraising Conference

Educational Program | Champions in Change

*(As of 3-21-2024; Schedule subject to change)*

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|  **THURSDAY August 1, 2024** |  |
|  | **Track1: AI + New Tools****TrueSense**  | **Track2:****Renewal/Reten- tion****Newport ONE** | **Track 3: Audience** **Path2Response** | **Track 4: Donor Relations** | **Track 5: Creative**  | **Track 6: Mid/Major** | **Track 7: Leading Nonprofits** | **Track 8: Nuts & Bolts Tactics** **The Harrington Agency**  | **Track 9: Inclusion Diversity Equity and Access** | **Track 10: Sustainers**  | **Track 11: Main Stage****ROI Solutions** | **Track 12: BridgeTECH**  | **Track 13:** **Faith & Fundraising** | **Track: 14****Professional Development |TNPA** |
| Breakout 18:45 AM– 9:45AM | **Using Twitch, TikTok, Tiltify, & influencers to Raise Money and Engage Supporters** Yoonhyung Lee, *M+R* Anita Yankova, *International Fund for Animal Welfare*  | **Expect the Unexpected: How to Prepare for Emergency Response Fundraising** Bryan Evangelista, *Lautman Maska Neill & Company* Gemma Smart, *Doctors Without Borders* | **How to (Really!) Convert Fans to Donors: A Fundraiser's Guide to Social Media**Julia Campbell, MPA, *Nonprofit Nation Podcast* Stephen Knight, *JustLeadershipUSA*  | Curate: Borrowing from the Marketing Playbook – Elevating Philanthropy Through Compelling Storytelling Sarah Sexton, *Sexton Strategies* Tina Morrison, *NC State College of Sciences Foundation* | **Words That Work: Fundraising Edition, Updated for 2024**Yvonne Garrett, *O'Brien Garrett* Gina Trujillo, *Natural Resources Defense Council* | **What Inspires Big Gifts? Big Ideas**Megan Simmons, *Benefactor Group*David Hutchison, Ed.D., *Lyon College* | **Unleashing the Power of Digital Content: Elevating Your Non-Profit's Mission**Angela Starkey, *Boys and Girls Clubs of America* Hally Spiller, *Boys and Girls Clubs of America*  | **Every Test, Everywhere, All at Once: How to Rethink an Entire Program in Just One Campaign** Porter Mason, *Stagecoach* Digital Laura Wiese,*Arbor Day Foundation* Suk Wortman, *Arbor Day Foundation* | **The Power of Inclusivity in Strategic Planning** So Jung, *Schultz & Williams* Tracie Chandler, *Methodist Home for Children//Methodist Services* Lauren Hansen-Flaschen, *Schultz & Williams* | **Harnessing the Power of Data in Telefundraising: How to Use Your Donor Data to Connect with Donors and Maximize ROI** Letal Zidkony, *Planned Parenthood Federation of America* Ashley Fedrigo, CAUSEWORX Tanya Tucker, *The Hospital for Sick Children* | **What Do Midlevel Donors Really Want?** Mark Rovner, PCC, JD *Sea Change Strategies* Michelle Ehrhardt, *National Audubon Society*Lori Hutson, *Planned Parenthood of the U.S.* | **Fundraising Reimagined: the AI Advantage****Amina Alavi, Associate Director of Analytics and Data Science**Amina Alavi, Associate Director of Analytics and Data Science, *Doctors Without Borders (MSF)* | **You Can Use Puppies, Kittens and Critters Too! How a Faith Based Organization Grew Their List with a Pet Campaign**Maan Sacdalan, *The Order of Friars Minor of the Province of the Most Holy* *Name* Paul Burke, *Franciscan Friars Charities* Caitlin Kustes, *Engaging Networks*  |  |
| Breakout211:35 AM– 12:35PM | **Real Stories** **on Making a Case for Investment/****New Channels** Craig A. Zeltsar, *NNE Marketing* Dana Bunke, *Easterseals* Sue Swan, *American Lung Association* | **The Multiverse of Multivariant Testing** Corey O'Brien, *O'Brien Garrett* Cheryl Lovinsky, *AARP Angela Neal, AARP* | **Seven Things We Think We Know About Our donors and Prospects That Are Absolutely, Totally, 100% Not True** Nehal Mahmoud, M+R Milo Sybrant, *Fos Feminista* | **The Incredible Power of the Values Connection to Deliver Big Growth in Legacy** Niambi Martin-John, *Stephen Lewis Foundation* Kimberley Blease, *Blakely Inc.* | **A Guide to Trauma-Informed Storytelling**Kristin Sukraw, *StoryFind Films* Renee Gugliotta, *Homes For Our Troops* | **To Mid-Level and Beyond: Real, Audience-First Donor Journeys** Margaret Chialastri, *Moore* Alan Stininger, *Shriners Children's* Jon Thompson, *Children's Hospital of Philadelphia* | **Making Your Case to Powers That Be: How to Unlock Investment and Grow Your Program**Porter Mason, *Stagecoach Digital* Megan Den Herder, MS Nonprofit Management *Wildlife Conservation Society* Suk Wortman, *Arbor Day Foundation* | **Three Proven Practices for Gaining and KEEPING Loyal Donors**Mike Schmersahl, MEd *American Bible Society* Jane McGrath, MBA *American Bible Society* | **Accessibility By Design: Breaking Barriers by Crafting Inclusive Donor Experiences** Meghan Sharon, *TrueSense Marketing* Amanda Swadlo*, TrueSense Marketing* Sandy Shin, *Braille Institute of America*  | **Digital Sustainers. A Lifeline During Economic Uncertainty** Laura Cole, *Sanky Communications* Carol Marchesano, *North Shore Animal League America* | **Bridging Generational Gaps in Philanthropy: Strategies for Engaging the Next Generation of Donors** Alyssa Boger, *Allegiance Group + Pursuant* Tina Barber, *The Trevor Project*  | **Stop Thinking Like a Nonprofit! (You’ll Raise More Money)**Dave Martin, Vice President of Marketing, *Charity Engine**Need NP* | **How Much Do You Know About American Muslim Giving? Are you Missing Out on Potential Donors? American Muslims Donated Over 1.8b USD in 2022.** Oussama Mezoui, CFRE, *Mezoui Consulting Inc* |  |

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| THURSDAY, August 1, 2024 (continued) |  |  |
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| Breakout 32:30 PM– 3:30PM | **How to Use Interactive Content to Boost Online Donations** Claire Kerr, *Care2* Marji Beach, *Animal Place* | **Game, Set and Match - Thinking Differently to Ace Your Matched Giving Campaigns***.*Cathy Lee King, *Heart & Stroke*, *Canada* Maeve Strathy, *Blakely Inc.* Rachel Hunnybun, *Blakely Inc.* | **Building Capacity & Sustainability in a Challenging Economy** Lisa Hunter, CFRE *BGCA* Lauren Hackney, *Boys & Girls Clubs of America* Larry Kent, *Boys & Girls Clubs of America* | **I’m Sorry, Have We Met?****Innovative Storytelling Tactics to Capture the Hearts and Minds of Donors**Lauran McHaffie, *WriterGirl & Associates* Danielle Gentry-Barth, CFRE, *Easterseals Redwood* | **Breathing New Life Into Your Cornerstone Campaign**Tiffany Reed, *Mal Warwick Donordigital*  Leigh Corrigan-Owens, *Mal Warwick Donordigital Zoe Clarke, Mal Warwick Donordigital* Mark Graham, *American Friends Service Committee*  | **Creating a Branded Giving Ecosystem to Attract, Retain, and Upgrade Donors** Farra Trompeter, MS, *Big Duck* Ishmam R. Rahman, *International Rescue Committee* | **Unleash Your Nonprofit Superpower: Strategic Planning for Trailblazing Leaders** Sabrina Walker Hernandez, MPA, Supporting World Hope Felida Villarreal, M.Acc., CPA, Valley Initiative for Development and Advancement: VIDA | **Moving Beyond Google Grants & Boosted Social Posts - Paid Advertising 201**Joseph Frye, *Town Hall Agency* Kunal Kumar, *Town Hall Agency*Jonny Yaollen, *Share Our Strength* | **Combatting Bias in Direct Marketing Fundraising** Kerri Kerr, *Avalon Consulting* *Group* Alex McNeill, *AMP Coaching*Chioma Iwuoha, *Bread for the City* | **Understanding How AI Can Transform Your Canvassing and Donor Experience** Nabila Tisha, CFRE, *Globalfaces Direct* Amy Korosi, *Globalfaces Direct*Hayley Riolo, *Plan International Canada* | Curate: Lisa Greer to send session information by March 11Mary Getz, President & Founder, MESG Marketing | **Don't Get Left Behind: Leveraging Automation to Prepare For Unexpected Fundraising Opportunities**Dan Rocklin, Marketing Manager, *Concern Worldwide US* | **Finders Keepers: 7 Ways to Find and Keep Exceptional Team Members**Louise Moore, CFRE, *Huntsinger & Jeffer* Don Fulford, *Association of the Miraculous Medal* |  |
| Breakout 44:10 PM– 5:10PM | **Unveiling Nonprofit Broadcast Text Messaging Benchmarks** Mike Snusz, *Tatango* *Need NP – by Feb. 20* | **After the Peak: Using Paid Digital Media to Extend the Life Cycle of Rapid Response Moments** Caitlin Cleaver, *Chong + Koster* Jolina Blier, *Doctors Without Borders* | **Common Challenges and Shared Solutions - Corporates and Nonprofits on Donor/Customer Centric Marketing**Sonya Burke, *Daryl Upsall International* *Need NP – by April 1st* | **From Plan to Pivot** Sarah Harris, *The Harrington Agency* Ryan McGuire, *The Harrington Agency* Melanie Halpern, *Central Park Conservancy*  | **I Wish I'd Thought of That!**Steven J. Maggio, *DaVinci Direct, Inc.* Dom Spinosa, *Pursuant* Jenny Allen, *Mission Wired* *Need NP* | **Fundraising Successfully During a Strategy Shift** Chelsey Gibson, MPA *Global Witness*  | **ROI of Strategic Action Planning: Preparing Teams to Dramatically Increase Impact and Revenue in 12 Months** Teri M. Beckman, MRP, *HIGOL* Ron L. Pringle, *Inter-Faith Food Shuttle* | **Industry Misconceptions 2023: I'll Take Measurement For $1,000**, **Ken** Stephen Ferrando, *TrueSense Marketing**Need NP* | **Working Parents and the Workplace: Navigating Challenges, Overcoming Guilt, and Advocating for Yourself** Jade L. Nguyen Swanson, *MESG Marketing* Rebecca Shapalis, *Avalon* *Consulting Group* Mikaela King, *Sierra Club* | **JAM Collective – Sustainer Retention and Upgrade Benchmarking: How Does Your Sustainer Program Measure Up and Where Can You Grow?** Jessica Tiberio, *ST* Katherine Maddox, *Trillium Health Partners*  | **Building Your Fundraising Brand** Kyla Shawyer, *Philanthropy & Fundraising North America* Sean Coveleski, *Stand Up To Cancer* Adrian J. White Slagle, *USO* | **Transforming Philanthropy: Navigating Change with Data-Driven Strategies and Technologies**Marissa Maybee, MBA, Director, Nonprofit Customer Success, *Windfall Data*, Lani McWilliams, Associate Vice President of Advancement Services, *The National WWII Museum* | **Goodbye Premiums, Hello Loyal Donors - Moving Your Acquisition Program Away from Premiums**Gretchen Soter-Moody, *Concord Direct* Allison Bessette, *Concord Direct* Aimee Nichols, *Trinity Missions | Missionary Servants of the Most Holy Trinity* |  |

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| **FRIDAY, August 2, 2024** |  |  |
|  | **Track 1: AI + New Tools** | **Track 2: Legacy**  | **Track 3: Audience**  | **Track 4: Donor Relations** | **Track 5: Acquisition** | **Track 6: Mid/Major** | **Track 7: Leading Nonprofits** | **Track 8: Nuts & Bolts Tactics****Further Digital** | **Track 9: Inclusion Diversity Equity and Access** | **Track 10: Sustainers**  | **Track 11: Main Stage** | **Track 12: BridgeTECH** | **Track: 13** **Faith & Fundraising** | **Track: 14****Professional Development |TNPA** |
| Breakout 58:00 AM– 9:00AM | **Beyond Devices: How CTV, Audio, and Digital Out-of-Home Can Supersize Your Campaigns** Matt Derby, *M+R* Allyson Goldsmith, *International Rescue Committee* Emily Martin, *International Rescue Committee* | **Surviving and Thriving the “Silver Tsunami”** Renee Durnin, CFRE, *The Stelter Company* Laura Spellings, *World Wildlife Fund* | **Donor-Advised Fund Donors - Where and How to Find Them** Mitch Stein, *Chariot* Trish Ellis, *Susan G. Komen* | **Communicating Impact: Crafting Competitive & Compelling Grants That Get Funded** Nadine Gabai Botero, MA, CFRE *Focus Fundraising* Amber Haywood, *Howard University* | **Grassroots Fundraising in a Divided and Distracted Country: A Tale of Two Cities**Ben Deutsch, *ABD Direct* Brandy Swimeley, *Defenders of Wildlife* Cathy Finney, *ABD Direct* Brianna Shamsuddoha, *National Democratic Redistricting Committee* | **Go With the Flow: Embracing Change to Grow Your Mid-Level Program** Sarah Hartke, *Schultz & Williams* Denise Taylor, *American Rivers* Bruce Leathwood, *American Rivers* | **When Fundraising is Not the Problem: Why Holistic Organizational Health Matters for Growth** Charisse Brown Marcus, *Good Scout Group* Dana Bond, MBA *First Book* Christopher Plamp, *USO* | **Text Me, Maybe? How to Integrate Mobile (SMS) into Your Fundraising and Event Strategies** Sandi Fox, MPA *Smart As A Fox LLC* Jon Wheeler, *Save the Children* | **Implementing IDEA Initiatives in Your Fundraising Plans: Navigating Challenges Towards Equitable Fundraising** Veronica Kannan, *CCS Fundraising* Israel Jiménez, *Round House Theatre* | **Sustain Your Sustainers - How Machine Learning and Automation Can Maximize Success** John McCarthy, *ROI Solutions* Daren Winckel, *Contributor Development Partners* Emily Courville, *The Humane Society of the United States* | **Economic Update, Its Correlation to Philanthropic Giving, and Outlook for 2024/2025**CJ Orr, *Orr Group* Tisha Hyter, *PNC Institutional Management**Need NP* | **Crafting Extraordinary Fundraising Campaigns: Lessons from a Nonprofit Trailblazer**Christopher Fink, *Arreva* David Blyer, *Arreva* Sonya Rivera-Moya*, Ronald McDonald House Charities of South Florida* | **How Technology Empowers Jewish-Based Organizations for a Data-Driven Future** Mick Benvenuto, *Cloud for Good* Etan Harmelech, *Hillel International* |  |
| Breakout69:10 AM– 10:10AM | **Harnessing AI for Creative Impact and Ethical Excellence** Erica O’Brien, *Fuse Fundraising*Cherian Koshy, CFRE*, iWave* Ebenezer Dadzie*, World Food Program USA* Goldie Pyka*, World Food Program USA*  | **Blended Gifts** Pedro J. Rivera, *George Mason University* Aquanetta Betts, *George Mason University* | **Unlocking the Mystery of Successful Gen Z Engagement** Lori Poer, *Blackbaud* Nicole D'Andrea, *God's Love We Deliver* | **The Art & Science of Inspiring Upgrades in Giving** Garth Allen, *Schultz & Williams* Melissa R. Walker, *Cornell University Lab of Ornithology* | **From the Ground Up: Building Resilient Acquisition Programs** Nancy Eiring, *Fuse Fundraising* Robin Benatti, *World Food Program USA* Jacob Geers, *USA for UNFPA*  | **Case Studies: Real Conversations with Major Donors**Victoria Dietz, *The Curtis Group*James Smith, *Easter Seals DC MD VA*  | **Fundraising Talent - Identifying, Attracting, Hiring & Retention**Kat Landa, CFRE, *Dickerson Bakker**Need NP* | **Beyond CRM Data: Fundraising Strategies for the Future**Philip King, MBA, ePMT, PADI, *ST* Natalie St Amour, *Indspire* Lina Mohamed, *Canadian Cancer Society* Sam Patton, *Wikimedia Foundation* | **Four Years After George Floyd: Racial Justice & American Donors** Crashonda Andrew, CFRE, *NAACP* Ebony Ray, *NAACP* Andrea Washington, MS *O’Brien Garrett* | **Maximizing Monthly Giving: Leveraging Multi-Channel Strategies** James Read, *BDI* Jennifer Bedon, *Helping Up Mission* Mindy Sherfy, *BDI* | **Let AI Connect Your Fundraising Development and Direct Marketing Teams for Higher ROI Outcomes**Memo Diriker, *Salisbury University* Veronique Diriker, PhD., CFRE, *Community Foundation of the Eastern Shore* Irina Piatselchyts, MBA, *The StratACUMEN Group* | **Video is NOT the Future. It is Now.**Chris Miano, *MemoryFox* Maureen Lytle, *National WIC Association* Tim Ward, *National WIC Association* Carly Euler, *MemoryFox* | **Engaging Donors of Faith: Bridging Values and Impact in Secular Nonprofits**Vila-Sheree Watson, *Plan International USA* | **Dear Fundraiser: Your Toughest Career Conundrums, Answered**Eliza Slone, *MKDM* Amy Bobrick, , *ABD Direct* Beth Wrubleski, *Obama Foundation* |

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| Breakout 711:30 AM –12:30 PM | **You’ve been #influenced: Harnessing the power of word-of-mouth** Hyrum Lai, *Full Hearts* Michelle Larson, *Full Hearts*Mark Blair, *Mercy Ships* Amanda Lichtenstein, MA *Operation Smile* | **Using Direct Marketing to Grow Your Planned Giving Pipeline** Kathy R. Swayze, CFRE, *Imapct Communications* Mallory Henig, *Conservation International* Ashley Leonard, *EMILY's List* | **Bridging the Generational Gap: Balancing Tradition and Innovation in the Age of Wealth Transfer** Pat Duffy, *The Giving Block* Ettore Rossetti, *Save the Children* | **Shifting Sands: Critical conversations to change your game!** Rachel Hunnybun, *Blakely Inc.*Lacey Stone, *The UN Refugee* *Agency*  | **A Premium Evolution** Shari Grimes, *O'Brien Garrett* Mattie Black, *National Audubon Society* | **It Takes More Than Gold Foil and First-Class Stamps: Developing a Successful Mid-Level Donor Engagement Solution** Timothy Logan, MNO, ACFRE, CFRE, FAHP, FCEP, CFRE, *Synergy Direct Marketing Solutions* Justin Henry, *Synergy Direct Marketing Solutions* Nancy Jo Houk, *American Indian College Fund* | **How Leading Fundraisers Succeed with Direct Mail in a Time of Postal Transformation** Stephen Kearney, CFA, *Alliance of Nonprofit Mailers* Jerry Mathis, *ALSAC/St. Jude Children's Research Hospital* Tracey Burgoon, *Disabled American Veterans* | **Tackling Rising Costs…and Winning!** Nora Millwood, NNE Marketing Danielle Trafton, *Boston Children’s Hospital Trust* Meredith Piemme, *Production Solutions* | **Ethical Storytelling: Centering** **The Human Experience for Fundraising Success** Emma Hernandez Iverson, MooreRose Cashner, *Feeding America* | **Building out a Face-to-Face Fundraising Campaign: Everything You Need to Know to Launch Successfully** Sarah Flis, *Ascenta Group Inc* Meg Dukes, *ASPCA* Richard Renna, *Ascenta* | **30 Ideas That "Wow"ed Us!** Allison Porter, *Avalon Consulting* *Group* Tiffany Neill, *Lautman, Maska, Neill & Company* Mwosi Swenson, *Mal Warwick Donordigital* | **Geeking Out on GA4: CRM Data is no Longer the Only Game inTown -How Google Analytics Can Help You Raise More Online Revenue**Philip King, MBA, ePMT, PADI, *ST* Natalie St Amour, *Indspire* Lina Mohamed, *Canadian Cancer Society* Sam Patton, *Wikimedia Foundation* | **Starting a Legacy Society at your Religious Charity or Congregation**James W. Murphy, CFRE *Episcopal Church Foundation*  |  |