

# NEAGC



# 2023

20th Anniversary

Monday, March 27

Find the Latest Info at [neagc.org](http://neagc.org)

Time (EDT)	Activity	Pre-Conference Session and Opening Reception
2:00-4:30 p.m.	U. of Maryland System	University of Maryland System Annual Giving Forum Bob Burdenski, Vlad Jirinic, Stephanie Senserini (Room 312)
2:00-4:30 p.m.	Pre-Conference Workshop	An Introduction to Annual Giving and the Northeast Annual Giving Conference Hall-of-Famer Skylar Beaver, The Lawrenceville School (Room 310)
5:30-7:30 p.m.	Reception	Opening NEAGC Networking Reception Fish Head Cantina

Tuesday, March 28

Time (All EDT)	Activity	Ballroom	Room 310	Room 312	Lounge
8-9:00 a.m.		Registration, Exhibit Area Open and Breakfast			
9:00 a.m.-10:00 a.m.	Opening Welcome	Opening Welcome and Introductions Bob Burdenski and Skylar Beaver With a Welcome from UMBC			
10:00 a.m. - 10:30 a.m.	Opening Plenary Session	Presentation of the 2023 Diane Thompson Award, and 20th Anniversary Award Recipient Reunion! Colin Hennessy with Tammie Ruda, Angie Myers, and Bob Burdenski			
10:30-11:00 a.m.	Break				
11:00-12:00 p.m.	Breakout Sessions	Hall of Famer A Love Connection: Annual Giving & Engagement Within an Advancement Model Colin Hennessy, EdD University of Iowa Center For Advancement	Building, Retaining and Motivating Annual Giving Teams Elaine Ezrapour, Fordham U. Daniel Burgner, GWU Lauren Grabowski, UConn Fdn. Carmela Rossi, Colby College	Direct Mail: Tips, Tricks, and Tactics Matt Sulzer, MCR	Great Giving Days: A Forum Alyssa Breunig Quinnipiac University Jon Gregory Cornell University
12:00-1:30	Lunch Break	Lunch Break (On your own.)			
1:30-2:30 p.m.	Breakout Sessions	Let's Talk About Digital Gift Officers Janelle Stevenson University of Connecticut Jake Strang, U. of Pittsburgh Lane Sulzer, Vassar College Sarah Harlan, UC Davis	Volunteer Management Across the Decades: Using Customized Approaches Dominique Marcial-Clark, The Lawrenceville School	Launching a Donor Engagement Center at GWU Justin Ware and Sophia Macek, Firstname and Daniel Burgner, GWU	RetriEVER Grateful Tour - Hybrid Regional Programs & Engaged Leadership Stanyell Odom, Carl Fowlkes, Poulomi Banerjee, UMBC
2:30-3:00 p.m.	Break				
3:00-4:00 p.m.	Breakout Sessions	Hall of Famer The Recurring Riddle of Regular Giving Bob Burdenski	Hall of Famer Topping Off the Pyramid: Annual Leadership Gifts Tammie Ruda West Wind Consulting	Fundraising BS: Leveraging Behavioral Science to Drive Donor Conversion Rates Jamie Williams, GiveCampus	The Spaghetti Method: Creative Brainstorming to See What Sticks Diana Forbus, University of Maryland
4:00-4:15 p.m.					
4:15-5:15 p.m.	Breakout Sessions	Setup for Drinks Reception	Transforming Your Annual Giving Processes Elizabeth Keppel and Aly Harant, Johns Hopkins University	Hall of Famer Anatomy of a Digital End-of-Year Campaign Stephanie Rasamny MainSpring Media Comm	Independent Schools Annual Giving Forum Skylar Beaver with Laura Christian, The Winsor School Katie Grant, The Peddie School & Amily Dunlap, Groton
5:15-6:30 p.m.	Reception	Conference Ballroom Drinks Reception Sponsored by MCR			

Wednesday, March 29

Time (All EDT)	Activity	Ballroom	Room 310	Room 312	Lounge
8-9:00 a.m.		Registration, Exhibit Area Open and Breakfast			
9:00-10:00 a.m.	Breakout Sessions	Don't Corner Yourself Dawn Baumgarten, Jennifer Boscia Smith, Kristen Murphy and Nicole Shepherd, The University of Buffalo	Leadership Annual Giving Forum Dulcie Meyer, Hobart and William Smith Colleges and Bob Burdenski	How to Talk Good -or- Crafting a Message that will Connect with Donors Jon Hann Vinyl Marketing	Ask Us Anything! Your Conference, Your Session Jake Strang, U of Pitt. with Skylar Beaver, Elizabeth Keppel, JHU and Simone Moran, York U.
10:00-10:30	Break				
10:30-11:30 a.m.	Breakout Sessions	Building the Future Donor Pipeline - Successful YA and Student Philanthropy Topics Marissa Fitzgerald, Fairfield U. Madeline Sanzo, UConn & Julie Knight, CMU	Hall of Famer Direct Mail: Start Looking at Your Appeals from Your Donor's Perspective Paul Barry Cape Cod Mail Group	Phonathons and Engagement Centers Clark Gafke LEAD Philanthropy	Cause-Based Crowdfunding: A Crowdfunding System to Educate and Inspire Jon Gregory, Cornell University
11:30-12:00 p.m.	Break				
12:00-1:00 p.m.	Breakout Sessions	Hall of Famer Favorites from the 23rd Annual Giving Idea Exchange Bob Burdenski	"Videos, GIFs & More, Oh My!" -- Engaging with Tech Tools Emma Barnes O'Neill Blair Academy	Best Job on Campus: Why Students Belong in Annual Giving Emily Etzkorn, VanillaSoft	Give Now, Pay Later: Flexible Giving for the Digital Wallet Adam Martel Givzey
1:00-1:30 p.m.	Closing	Sponsor Drawing and Conference Concludes (Ballroom)			

