

NEAGC



2023

20th Anniversary

Monday, March 27

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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 Burdinski, Vlad Jirinic, Stephanie Senserini
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
5:00-7:30 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 Continental Breakfast			
9:00 a.m. - 9:30 a.m.	Opening Welcome	Opening Welcome and Introductions Bob Burdinski and Skylar Beaver With a Welcome from UMBC			
9:30-10:30 a.m.	Opening Plenary Session	Presentation of the 2023 Diane Thompson Award, and 20th Anniversary Award Recipient Reunion! Tammi Ruda, Colin Hennessy, Angie Myers, Bob Burdinski and 2023 Recipient			
10:30-11:00 a.m.	Break	Refreshments in Exhibit Area			
11:00-12:00 p.m.	Breakout Sessions	Tips for Designing A/B Tests and Pitfalls to Avoid Ramy Rahal Franklin and Marshall College	Hall of Famer  A Love Connection: Annual Giving & Engagement Within an Advancement Model Colin Hennessy, EdD University of Iowa Center For Advancement	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, Pitt	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 Dan Burgner, GWU	Hall of Famer  Building, Retaining and Motivating Annual Giving Teams Elaine Ezrapour Fordham University
2:30-3:00 p.m.	Break	Refreshments in Exhibit Area			
3:00-4:00 p.m.	Breakout Sessions	Hall of Famer  2023 Thompson Award Winner Session TBA	Hall of Famer  Topping Off the Pyramid: Annual Leadership Gifts Tammi Ruda Westwind 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	Transforming Your Annual Giving Processes Elizabeth Keppel and Aly Harant, Johns Hopkins University	Cause-Based Crowdfunding: A Crowdfunding System to Educate and Inspire Jon Gregory, Cornell University	Hall of Famer  Anatomy of a Digital End-of-Year Campaign Stephanie Rasamny MainSpring Media Comm	Independent Schools Annual Giving Forum Moderators TBA
5:15-6:30 p.m.	Reception	Conference Reception <i>Sponsored by TBA</i>			

Wednesday, March 29

Time (All EDT)	Activity	Ballroom	Room 310	Room 312	Lounge
8-9:00 a.m.		Registration, Exhibit Area Open and Continental 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	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, Moderator with Skylar Beaver
10:00-10:30	Break	Refreshments in Exhibit Area			
10:30-11:30 a.m.	Breakout Sessions	Building the Future Donor Pipeline – Successful YA and Student Philanthropy Topics Marissa Fitzgerald, Fairfield University, Madeline Sanzo, UConn Foundation & Julie Knight, Carnegie Mellon U.	Hall of Famer  Direct Mail: Start Looking at Your Appeals from Your Donor's Perspective Paul Barry Cape Cod Mail Group	Hall of Famer  Phonathons and Engagement Centers Angie Myers LEAD Philanthropy	Digital Fundraising Forum Moderator TBA
11:30-12:00	Break	Refreshments in Exhibit Area			
12:00-1:00 p.m.	Breakout Sessions	Hall of Famer  The Recurring Riddle of Regular Giving Bob Burdinski	"Videos, GIFs & More, Oh My!" – Engaging with Tech Tools Emma Barnes 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	Conference Concludes			

