



GIVECAMPUS

GCPC 2024 AGENDA

Monday, July 29

🕒 TIME	★ SESSION	👤 SPEAKER(S)	📍 LOCATION
5:30 - 7:30	Welcome Happy Hour		GiveCampus HQ, 99 M Street SE, Washington, D.C., 20003

Tuesday, July 30

🕒 TIME	★ SESSION	👤 SPEAKER(S)	📍 LOCATION
8:00 - 9:00	Breakfast		Capital Turnaround, 700 M Street SE, Washington, D.C., 20003
9:00 - 9:30	Opening Welcome		Main Quad
9:40 - 10:25	Session #1A: From Student to Alumni: Cultivating a culture of philanthropy	Leah Wittenberg, Assistant Director of Volunteer Management, Tufts University Ally Richardson, Deputy Director, Phillips Exeter Academy Kim Casey, Assistant Director, Phillips Exeter Academy	Main Quad
9:40 - 10:25	Session #1B: Student Initiatives Unleashed: Crowdfunding that empowers, engages, and elevates	Kelly Thomalla, Senior Manager of Marketing and Communication, University of St. Thomas Lindsey Donovan, Assistant Director of Development, University of St. Thomas Rosa Conrad, Partner Success, GiveCampus	Study Hall
9:40 - 10:25	Session #1C: Campus Tour: A Refresher on the GiveCampus Platform	Christiana Brueggemann, Partner Success, GiveCampus	Homeroom
10:25 - 10:40	Coffee Break		
10:40 - 11:25	Session #2A: The Subscribe Vibe: Appealing to the set-it-and-forget-it crowd	Sarah Herbert, Assistant Director of Development & Alumni Relations, Trinity Episcopal School	Main Quad
10:40 - 11:25	Session #2B: Synergy in Action: Collaborating with Advancement Services	To Be Announced!	Homeroom
10:40 - 11:25	Session #2C: ICYMI: GiveCampus product updates	Karl Vela, Partner Success, GiveCampus Jamie Williams, Partner Success, GiveCampus	Study Hall
11:25 - 11:40	Coffee Break		
11:40 - 12:25	Session #3A: Lessons Learned: A giving day masterclass	Nicole Duhamel, Director of Digital Fundraising, Villanova University	Main Quad

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11:40 - 12:25	Session #3B: The Perennial Volunteer: Sowing the seeds for lifelong support	Sarah Herbert , Assistant Director of Development & Alumni Relations, Trinity Episcopal School	Homeroom
11:40 - 12:25	Session #3C: The Event Most Likely to Succeed: Leveraging nostalgia, segmentation, and technology to drive alumni engagement	Courtney Hunter , Assistant Director of Reunion Giving and Engagement, The Westminster Schools Tiffany Wooten , Director of Annual Giving, The Westminster Schools	Study Hall
12:30 - 1:30	Lunch & Networking Roundtables: Join your K-12 or Higher Ed peer table groups for lunch! Tables will be marked day-of with signage.		Study Hall
1:45 - 2:45	Plenary #1: The Donor Journey: Elevating the moments that matter		Main Quad
2:45 - 3:00	Refreshment Break		Main Quad
3:00 - 3:45	Session #4A: On the Campaign Trail: Making asks in an election year	Julie Knight , Executive Director of Annual Giving, Carnegie Mellon University Ann Lawrence Grasty , Executive Director, University Annual Giving, University of Virginia Laura E. Christian , Director of Annual and Leadership Giving, The Winsor School Felicity Meu , Sr. Director of Partner Success, GiveCampus	Main Quad
3:00 - 3:45	Session #4B: From Clicks to Classrooms: The impact of influencers on independent school fundraising	Leighann Swanson , Director of the Country Day Fund at Charlotte Country Day School	Homeroom
3:00 - 3:45	Session #4C: Evaluating Workplace Giving Practices to Grow Your Fundraising	Julia Beltran , Partnerships Manager, Double the Donation	Study Hall
4:00 - 4:45	Session #5A: Done, Dusted, and Data-Driven: Leveraging FYE reports to plan for the year ahead	Felicity Meu , Sr. Director of Partner Success, GiveCampus Casey Fish , Director of Partner Success, Enterprise & Enablement, GiveCampus	Main Quad
4:45 - 5:15	Closing Day Remarks & Announcements		Main Quad
6:30 - 8:30	Dine About Town (Pre-Event Signup Required)		Various Restaurants

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🕒 TIME	★ SESSION	👤 SPEAKER(S)	📍 LOCATION
8:00	Doors Open		Capital Turnaround, 700 M Street SE, Washington, D.C., 20003
8:00 - 9:00	Breakfast & Networking Roundtables: Join us for breakfast roundtable discussions to kick off the day. Tables will be marked day-of with signage to indicate topic. No reservation is needed; simply show up and join the conversation!		Study Hall
9:00 - 10:25	Power Hour Sessions: At this year's event, we are launching a new session type: The Power Hour! During this time, attendees will pick from a variety different sessions and will rotate to a different session of their choosing every 20 minutes . These sessions will not be your typical PowerPoint presentations. They are intended to be discussion-based, hands-on learning opportunities that will deep dive into best practices. <small>*This is a working session where we'll be answering your questions! To get the most out of the session, bring your computers and any materials you need help with (sample constituent file, gift file, etc.)</small>	<ul style="list-style-type: none">• Text Appeal: Crafting SMS strategies that attract presented by Caroline Santoro, Assistant Director, Skidmore Fund, Skidmore College• Personal Best: Winning examples of tailored outreach presented by Tara Michels, Associate Director of Marketing, and Jill Schulz, Associate Director of Homewood Annual Giving at Johns Hopkins University• "Everything looks different!": Moving to GiveCampus presented by Austin Brown, Director of Annual Giving, Olivet Nazarene University• Pass the Popcorn: Fun, new use cases of GC Video presented by Karl Vela, Partner Success at GiveCampus• Beat the Model: Are you smarter than an algorithm? presented by Casey Fish, Partner Success, GiveCampus and Michael Firn, Senior Data Scientist, GiveCampus• Click, Click, Click–Done: Targeted outreach made easy with GC Outreach presented by Lauren Callahan, Product Management, GiveCampus• What's New with GC Events? presented by Dan Gardiner, Partner Success, GiveCampus• Data Importer Office Hours* with Cori Gacad and Travis Sewell from the GiveCampus Partner Success Team• GC Volunteer Management Office Hours* with Rosa Conrad, Partner Success, Erin Harper, Partner Operations, and Jessi Lazaroff, Business Development, GiveCampus• VIP Strategy Session*. Meet with a GiveCampus teammate to discuss what solutions will help you raise more dollars from more donors in FY25.	Various Locations
10:25 - 10:35	Coffee Break		
10:35 - 11:20	Session #6A: Field of Dreams: How tiny teams hit home runs	Lindsay Johnson , Director of Development, Cape Eleuthera Foundation Jenny Carlson , Director of Alumni Relations, Adrian College	Main Quad
10:35 - 11:20	Session #6B: Getting Your Affairs in Order: Event best practices	Randa Hammett , Senior Director for Alumni Engagement and Communications, DePauw University	Homeroom
10:35 - 11:20	Session #6C: Revolutionizing Donor Engagement for Frontline Fundraisers	Jenny Alstad , Director, Prospect Management & Research at the College of Charleston Margie Hamlin , Gift Officer Business Lead, GiveCampus Billy Tabrizi , Head of Operations, GiveCampus	Study Hall

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Wednesday, July 31

🕒 TIME	★ SESSION	👤 SPEAKER(S)	📍 LOCATION
11:30 - 12:30	Plenary #2: Times have changed. Have we?	Kestrel Linder , CEO & Co-Founder, GiveCampus Tracy Barlok , Senior Vice President and Chief Advancement Officer, Syracuse University Dr. Aaron Conley , Founding Partner, Academic Advancement Partners & Faculty Member, The Fund Raising School at Indiana University	Main Quad
12:30 - 1:30	Lunch		Study Hall
1:45 - 2:30	Session #7A: Transition Time: Tennessee's shift to GiveCampus	Kate Brimer , Associate Director of Digital Strategy & Innovation, University of Tennessee Foundation Kelley Dickman , Senior Digital Strategist, University of Tennessee Foundation	Main Quad
1:45 - 2:30	Session #7B: Oh My Alumni: How to inspire gifts at milestone reunions	Anna Andrasek , Associate Director of Annual Giving, Blair Academy Courtney Stanford , Director of Alumni Relations, Blair Academy	Homeroom
1:45 - 2:30	Session #7C: Data Decoded: What it means to be a data-driven fundraiser	Kily Battista Tolentino , Assistant Director of Advancement, Georgetown Visitation Casey Fish , Director of Partner Success, Enterprise & Enablement, GiveCampus	Study Hall
2:30 - 2:45	Refreshment Break		
2:45 - 3:30	Session #8A: For the Fun of It: Infusing joy and authenticity into every appeal	Andrea Toivakka , Director of Advancement Communications, The Bryn Mawr School Deanna M. Boyd , Director of Alumnae Engagement, The Bryn Mawr School	Main Quad
2:45 - 3:30	Session #8B: Thank U, NXT! The much requested direct Raiser's Edge integration	Troy Steinmetz , Partner Success, GiveCampus Lauren Callahan , Product, GiveCampus	Homeroom
2:45 - 3:30	Session #8C: Make Me Peer-istible: Essential gear for the savvy volunteer	Jamie Williams , Partner Success, GiveCampus Rosa Conrad , Partner Success, GiveCampus	Study Hall
3:40 -4:10	Closing Conference Remarks and Thank Yous!		Main Quad

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