

Annual Giving: Building a Successful Year
AT&T Executive Education and Conference Center
10:00am - 3:00pm
Conference Room 301
AGENDA

THURSDAY, APRIL 30, 2015

9:30 – 10:00	Registration
10:00	Introductions and Overview of the Day
10:10	Annual Giving in the big picture of philanthropy
10:20	Session #1: Know your Audience Who are your audiences? What is effective segmentation?
11:15	Session #2: Stop Channel Fighting – Building a Cross-Channel Annual Giving Calendar How do mail, calling, and sending emails work together? What is sequencing all about?
12:15	Buffet Luncheon
1:00	Session #3: Budgeting and Annual Plan Putting strategy and budget together
2:00	Break
2:10	Session #4: Great Expectations Industry trends Managing leadership's expectations
3:00	Workshop concludes