

STAFF Conference

July 18-20, 2004

Union College

Saturday, July 17, 2004

2:00 p.m. Conference Planning Committee Meeting

Reamer Campus Center Room 410

Registration packet assembly, dorm room set up etc.

Sunday, July 18, 2004

11:00 a.m.-1:00 p.m. Conference Planning Committee Meeting & Luncheon

Reamer Campus Center Room 410

1:00-4:00 p.m. Registration

Reamer Campus Center Foyer

Registration will be available for late arrivals; please let us know on your registration when you will be arriving.

4:00-5:00 p.m. Mentoring Sessions

Reamer Campus Center Foyer

Mentors/protégés are paired prior to the conference. If you pre-registered for this great opportunity, please attend this session.

5:30 p.m. Welcome Reception

Nott Memorial

7:00 p.m. Dinner

Old Chapel

Welcome: William D. Danko, Ph.D. is associate professor and chair of marketing at the University at Albany, State University of New York. Co-Author of *The Millionaire Next Door*, *The Surprising Secrets of America's Wealth*.

«Each school will receive one copy of Bill Danko's book at registration.»

10:00 p.m.-2:00 a.m. Trolley into Town for informal gatherings and networking

Hospitality Suite will be open in dormitory

Monday, July 19, 2004

7:45 a.m. Breakfast

Reamer Campus Center 2nd Floor

Roundtables:

Athletic Fundraising

Facilitator: Joe Samaritano, Director of Annual Giving – Lafayette College

Alumni Relations/Annual Giving Combined Offices

Facilitator: Elizabeth Anema, Director of Annual Giving – Amherst College

8:30-9:45 a.m. Breakout Sessions I

Email Solicitation

Social Sciences room 014

Shawn Dailey, Associate Director of Alumni & Parent Programs – Kenyon College

This session will be an in depth session on email solicitations including the technology to make it happen, appeal strategies, and measuring its success. Come prepared to discuss your successes and pitfalls.

Educating Current Students about the Annual Fund and How They Transition to Young Alumni

Social Sciences room 010

Nancy Fox, Assistant Director of Annual Giving – Colby College

Jeff Abke, Associate Director of Alumni and Parent Programs – St. Lawrence University

Preparing and nurturing current students for Alumni Fund participation once they graduate is critical. Come learn about some Student Alumni programs, successful Sr. Pledges, appeal strategies, and recruiting and training volunteers.

Post-Reunion Blues and Volunteer Engagement

Social Sciences room 012

Ryan Hart, Director of Annual Giving – Vassar College

Discuss ways to minimize the usual drop-off in donors and dollars by focusing on the retention of gift committees and the retraining of volunteers.

Leadership Donors – Solicitation and Stewardship

Social Sciences room 110

Kathy Marcello, Director of Annual Giving – Dickinson College

Joan Callahan, Director of Annual Giving – Williams College

The backbone of everybody's Fund, come exchange ideas for cultivating, soliciting, and stewarding this critical group.

9:45-10:00 a.m. Coffee Break

Olin Center Rotunda

10:00-11:00 a.m. Plenary Session I

Disenchanted Donors

Olin room 115

Robert (Bob) Burdenski, Robert Burdenski Annual Giving

Bob is a nationally recognized consultant in annual giving fundraising, having served more than 100 clients since 1994. Based in St. Paul, Minnesota, he works with colleges and universities and other not-for-profit organizations to improve their annual giving performance, using a variety of data analysis tools, program evaluation and planning methods, and best practice examples collected through his years of consulting work. Bob also serves as the moderator of FundList, the largest email listserv for fundraisers, with more than 2,000 subscribers. Bob's just completed his first book for CASE, Innovations in Annual Giving: Ten Departures that Worked.

For further discussion, please attend the follow-up "Building Participation – Reclaiming Disenchanted Past Donors" breakout session at 11:15 a.m.

11:00-11:15 a.m. Coffee Break

Olin Center Rotunda

11:15-12:30 p.m. Breakout Sessions II

Volunteers and Technology

Social Sciences room 014

Marcy Herlihy, Associate Director of Annual Giving – Wesleyan University

John Murphy, Director of Annual Giving – Hamilton College

Technology develops in leaps and bounds. This session explores the latest in volunteer support, web based reporting, and online donor rolls via password protected electronic access.

Parents – The Parent Trap

Social Sciences room 010

Adele Einhorn, Director of Annual Giving – Skidmore College

Susan Regier – Middlebury College

Join a discussion focusing on parent cultivation and establishing a strong committee. Explore which types of events work best and forms of communications that keep them engaged.

Multi-Year Planning for Key Reunions

Social Sciences room 110

Eric Foushee, Director of Annual Giving – Bowdoin College

Kelly Dodge, Director of Annual Giving – Colby College

Explore the tremendous fundraising benefits of establishing multi-year Reunion fundraising that involves not only annual giving, but planned giving and capital giving as well. See how various schools structure their programs, volunteers and training.

Building Participation – Reclaiming Disenchanted Past Donors

Olin room 115

Robert (Bob) Burdinski, Robert Burdinski Annual Giving

This session will continue the discussion begun in Plenary Session I.

12:45-1:45 p.m. Informal Lunches

Directors
Everest Lounge

Associate and Assistant Directors
Hale House Dining Room

2:00-3:00 p.m. Plenary Session II

The Annual Fund and Major Gifts: Working Together as a Team
Olin room 115

Facilitator: Jocelyn Kane, Director of Annual Giving – Trinity College

Panel:

Michael P. Archibald, Vice President for University Advancement - St. Lawrence University

Anne M. Berry, Vice President for Advancement - Lebanon Valley College

Tom Gutenberger, Vice President for College Relations – Union College

3:30-5:15 p.m. Free Time

5:15 p.m. Depart for dinner at Glen Sanders Mansion (bus service provided)

Buses will depart promptly at 5:15 p.m. from the Nott/Seward parking lot.

5:30 p.m. Reception

6:30-10:30 pm. Dinner – Clambake

10:30 pm.-2:00 a.m. Trolleys into Town for informal gatherings and networking

Hospitality suite will be open in dormitory

Tuesday, July 20, 2004

8:00 a.m. Breakfast

Reamer Campus Center, 2nd Floor

Roundtables:

Phonathons

Facilitator: Jane Morse, Asst. Director of Annual Giving – Union College

George Tiggler, Asst. Director of Annual Giving – Union College

Technology

Facilitator: Jeff Zufelt, Director of Development – Lebanon Valley College

9:00-10:15 a.m. Breakout Sessions III

Annual Fund During a Campaign

Social Sciences room 010

Elizabeth Parker, Associate Director of Annual Giving – Wellesley College

Michaela Masi, Director of Annual Giving – Simmons College

Many of us are in or preparing for a campaign. Learn about the strategies employed with establishing comprehensive asks, multi-year asks, how they dovetail with Reunion giving, and coordinating efforts with your Major Gifts office.

Solicitation Strategy

Social Sciences room 014

Ray Brownell, Executive Director of Development – Susquehanna University

Henry Eberhardt, Director of Development – Greenfield Center School

D. Scott Peters, Director of Annual Giving – Pomona College

Ideas will be shared on making preparations for solicitations. How to do your homework in advance, scheduling the meeting, integrating the message, honing it for different constituencies, and closing the ask.

Volunteer Program

Social Sciences room 110

Chris Clark, Director of Annual Giving – Carleton College

Leah Gailey, Assistant Director of Alumni & Parent Program – Bates College

This session will explore the frequent topic of volunteers. How programs are structured, which ones are the most effective, how your staff manages them, how they are motivated, and quite frankly, how effective they are.

Phonathons

Olin room 115

George Nehme, Principal – The Nehme Group

Whether you use student phonathons, volunteer phonathons or a combination of both, they are critical for most of us in reaching our annual goals. George has been a frequent speaker at STAFF and always a favorite and will share some valuable information on recruiting, hiring and keeping the best callers.

10:30-11:30 a.m. Planning Session for S.T.A.F.F. 2005 Conference – Lafayette College

Olin room 115

11:30 a.m. Lunch

Reamer Campus Center porch

12:30 p.m. Conference Planning Committee Meeting

2:00 p.m. Conference Adjourns