



## **Fundraising Day Schedule**

Saturday, October 17, 2020 10:00 a.m.–5:00 p.m.

*All times listed are Eastern Time.*

10:00–10:15 a.m.

**Stacy LeBaron**

Welcome, opening remarks, and cat trivia

10:15–11:15 a.m.

**Sandy Rees, Get Fully Funded**

### **Be Effective, Not Just Busy: Why a Strategic Direction Helps You Save More Lives**

Making a difference and saving more animals can be tricky when your nonprofit is new, growing, or underfunded. There are a hundred things to do each day and it's tough to hit the “pause” button long enough to think further ahead than tomorrow. What you need is a high-level strategy and a plan so you can make sure you're moving in the right direction. In this session, I'll show you a fun way to take a big-picture look at where you want to go so you can figure out the right road to get you there even during the COVID pandemic. You'll get practical ideas you can use right away including my GOAT formula for planning.

### **About Sandy Rees**

Sandy is the Founder of Fundraising TV and the Chief Encouragement Officer at Get Fully Funded where she shows passionate nonprofit leaders how to fully fund their big vision, so they can spend their time saving lives instead of worrying about money. She has helped dozens of small animal welfare nonprofits go from “nickel-and-dime fundraising” to adding 6 figures to their bottom line. As a trainer, she shows her students how to find ideal donors, connect with them through authentic messaging, and build relationships that stand the test of time so that fundraising becomes easy and predictable. Sandy has served as a volunteer and Board member for a variety of animal rescue nonprofits including Animal Legal Defense Fund. Sandy is based in Loudon, TN. Find out more about her fundraising system at [GetFullyFunded.com](http://GetFullyFunded.com).

11:15 a.m.–12:00 pm.

**Bonney Brown & Diane Blankenburg, Humane Network**

**Getting Your Paws on More Money: You Can Raise Funds for Animals Even During a Pandemic**

People haven't stopped caring about animals in spite of the current public health crisis. Many are looking for a way to make a difference. This session will help you do that.

You'll learn:

- Why and how raising funds during COVID-19 is achievable
- How to reach out to and engage potential major donors in light of the current pandemic
- How to create effective fundraising strategies for the next two months
- And more

**About Bonney Brown & Diane Blankenburg**

Bonney Brown and Diane Blankenburg are co-founders and together lead Humane Network, a team of expert consultants that help organizations across the country to be more successful in a wide range of ways through a variety of affordable services. Bonney was the CEO and Diane was the Development and Community Programs director of Nevada Humane Society. They both worked for Best Friends Animal Society in key roles. Respectively, they have 30 and 20 years of experience in the field of animal welfare to draw upon to help organizations achieve their goals.

12–12:30 p.m.

**Lunch break**

12:30–1:30 p.m.

**Emily Miller, Humane Rescue Alliance**

**Rebecca Ramach, Oregon Humane Society**

**Ellie Smith, Animal Humane Society**

**Panel: Navigating Events in a COVID-19 World: Best Practices for Navigating Virtual Events**

Is your organization wondering what to do about fundraising events? Can a gala go virtual? How do you turn in-person events into a successful money maker online? In this discussion, Ellie Smith of Animal Humane Society in Minneapolis, Minn. will talk about that group's successful 2020 Walk for Animals, which went virtual with only a few weeks to spare. Emily Miller of the Humane Rescue Alliance in Washington D.C. will talk about planning Meow DC and how intense planning turned that popular in-person cat party into an online festival.

**About Emily Miller**

Emily Miller is the director of special events at the Humane Rescue Alliance (HRA). Emily joined the organization in 2010 and has been in the special events industry for twenty years. Prior to joining the HRA team, Emily worked as an event marketing manager at VeriSign, an internet technology company in Dulles, VA. Emily attended George Mason University and received her Event Management Certificate from The George Washington University. Emily has always loved animals and currently has four cats of her own: Peeper, Penny, Millie, and Buckeye. Emily says, "Working at the Humane Rescue Alliance has given me the ability to do what I love for those that I love—the animals. It's the best feeling!"

### **About Rebecca Ramach**

Rebecca has been with the Oregon Humane Society (OHS) for 14 years, helping them grow their events and outreach programs. She has been the organization's special events coordinator, events manager and is currently their marketing and communications associate director.

In addition to events, Rebecca also oversees community events/promotions, outreach programs, offsite adoptions, corporate relations, media relations, and e-communications and fundraising strategies. OHS hosts several annual events every year including a summer gala, an awards luncheon, a fundraising walk, and a telethon. They recently went virtual with their summer gala for the first time ever. Rebecca has three cats, each of which were from litters of kittens she bottle fed. Rebecca admits she's a sucker for bottle babies!

### **About Ellie Smith**

Ellie is the events manager at Animal Humane Society, located just outside of Minneapolis, MN. where she oversees all major fundraising and community events. She manages and executes the organization's three major events, which are responsible for generating more than \$1.5 million every year. The events include the country's largest walk for animals (with more than 10,000 participants), an invite-only wine dinner for AHS's exclusive donors, and the very popular Whisker Whirl gala, which sells out every year. Ellie has been working feverishly to adapt to the new normal of COVID-19, which has meant reorganizing events to be virtual.

Prior to her role at AHS, Ellie was the promotions director for iHeartMEDIA radio stations in the Twin Cities area, where she coordinated more than 500 events for six radio stations during her term. Ellie received her bachelor's degree in mass communications and public relations from Saint Cloud State University in Minnesota. She lives in Corcoran, MN with her husband Forrest, their dogs Mabel and Major, and cat Nala.

1:30–2:00 p.m.

### **Karen Kraus, Feral Cat Coalition of Oregon**

#### **Creating a Virtual Catio Tour**

Catios are a rapidly growing trend. Learn how you can use these great home and yard additions to improve the lives of cats and wildlife while raising funds for your program.

#### **About Karen Kraus**

Karen has been with the Feral Cat Coalition of Oregon (FCCO) since its founding in 1995, and she has served as executive director since 2002. She has grown community support to ensure funding for expanding spay/neuter services, a capital campaign for FCCO's new clinic, and has raised more than \$12 million dollars overall, with the majority coming from individual donors.

Through Karen's leadership, FCCO has developed a decades-long partnership with Portland Audubon to address issues that impact cats and local wildlife, and created and launched the original and very popular Catio Tour in 2013. She oversaw the transition to a Virtual Catio Tour this year.

Karen has more than thirty years of management, development, and marketing experience with nonprofit animal organizations.

2:00–2:15 p.m.

**Stacy LeBaron, Community Cats Podcast**

### **Unique Fundraising Strategies**

During this session, Stacy will discuss unique ways to raise funds during the COVID-19 era, including the giving grid and #coincats, a new campaign idea from CCP.

2:15–2:30 p.m.

**Break, cat trivia**

2:30–3:30 p.m.

**Noah Barnett, Virtuous Software**

### **Understanding Today's Donor: How to Design Systems That Build Lasting Donor Relationships at Scale**

Today's donor is distracted. Hyper-connectivity, micro-consumption, fractured attention, and fierce competition are namesakes in our connected economy. This is now compounded due to the upheaval the 2020 global health and economic crisis sparked with no clear end in sight. Amidst uncertainty and shifting donor expectations, how can you ensure your organization is prepared for these changes, and able to scale deeper, more personalized donor relationships? We'll address these challenges head-on, then share a fundraising system modern nonprofits are using to scale personalized donor relationships, build a foundation of flexibility, resilience, and responsiveness, and grow mission-critical funding.

#### **About Noah Barnett**

Noah Barnett is the CMO at Virtuous, the responsive CRM and fundraising platform designed to help you grow giving and create a personalized donor experience at scale, and the co-host of The Responsive Fundraising Podcast. Previously, Noah spent ten years in fundraising and marketing leadership roles at CauseVox, World Help, HubSpot, and The Adventure Project. He knows firsthand the challenges nonprofits face and is passionate about equipping them with the resources and insights they need to rally people around their cause.

3:30–3:45 p.m.

**Break, cat trivia**

3:45–4:15 p.m.

**Julia Campbell, Marketing Consultant**

### **How to Drive Donor Engagement with Social Media**

Social media was once promised as the silver bullet for nonprofits. Start posting, start tweeting, start Instagramming - and like magic, the donations will just roll in! Then reality set in. In our current attention economy, organic (unpaid) reach is down, algorithms prioritize updates from friends and family over businesses and brands, and millions upon millions of pieces of content are uploaded every single day.

For nonprofits to effectively raise money and build community on social media requires thoughtful, strategic, and consistent effort and a boatload of creativity. In this workshop, social media and digital fundraising expert Julia Campbell will walk you through the secrets to successful donor relations with social media. Participants will also get digital access to her Social Media Checklist and Social Media Matrix.

Participants will learn:

- How to navigate the latest changes and trends in the social media landscape - what fundraisers need to know
- How to use social media to build and deepen relationships with current donors and prospects
- How to manage social media work at a small nonprofit with limited capacity
- Free and low-cost tools you can use to enhance your digital fundraising on a shoestring budget
- Real-world examples from small and mid-size nonprofits

### **About Julia Campbell**

Julia Campbell is nonprofit consultant and speaker focused on digital storytelling, social media marketing, and online fundraising. She is the author of two books, a mom of two kids, and a Returned Peace Corps Volunteer. Her passion is to get organizations and change makers to stop spinning their wheels and start getting real results using digital tools. You can check out her thoughts and ideas at [jcsocialmarketing.com/blog](http://jcsocialmarketing.com/blog).

4:15–4:30 p.m.

**Anna K. Domings, Grant Writer**

### **The First 100 Days: Early Lessons in Grant Writing**

Anna has loved writing for as long as she could hold a pencil. Nevertheless, each type of writing is its own beast, and her first three months as a grant writer served as a great crash course in the world of fundraising. Anna will share some of the most important lessons she took away from her first three months on the job. Whether you are an experienced grant writer, a beginning freelancer, or an animal welfare professional who wears many hats, she hopes that this back-to-basics presentation will remind you that the simplest way forward is often the best.

### **About Anna K. Domings**

Anna is a writer, translator, and steadfast cat guardian, who has loved writing and animals from a very young age. Since graduating from Hampshire College in 2017, she has held multiple jobs, from morning baker, to children's bookseller, to study abroad advisor. In spring 2020, Anna went back to her writing roots and began writing grants for the Pet Food Pantry Task Force and the Merrimack River Feline Rescue Society. Grant writing links some of Anna's biggest passions: writing, community development, and good causes. She lives in Western Massachusetts with her cat companion, Jingle Belle, who came from the Dakin Humane Society in Springfield.

4:30–5:00 p.m.

**Jeff Hilperts, BWF**

### **Why a Global Pandemic Shouldn't Stop You from Fundraising**

What are the best fundraising practices for nonprofits at a time when unemployment is on the rise and people are facing uncertainty? Find out why it's important to keep fundraising during the pandemic to keep your organization viable and on the minds of your donors.

### **About Jeff Hilperts**

Jeffrey Hilperts is a vice president at BWF, a philanthropic consulting firm with years of experience working with large animal welfare nonprofits. Jeff's work focuses on campaign readiness, feasibility studies, increasing meaningful volunteer engagement, and campaign communications. His clients include Animal Humane Society, Best Friends Animal Society, California State University-Northridge, Great Barrier Reef Foundation (Australia), National Parks Foundation (US), University of Sydney (Australia), and the University of Memphis.

Jeff served The Ohio State University for nearly 15 years in numerous leadership roles, most notably as the campaign director for the But for Ohio State campaign. In that role, Jeff orchestrated campaign planning and volunteer engagement for the \$3.1 billion campaign, the largest in Ohio State's history. Also, while at Ohio State, Jeff served as the chief advancement officer for the Michael E. Moritz College of Law, leading the college to consecutive record-breaking fundraising years. Jeff also held the post of vice president of advancement at Spring Hill College, where he led alumni affairs, development, communications, and marketing for the 190-year-old Jesuit liberal arts college, attaining unprecedented fundraising success while rebranding the college.

As a thought leader in advancement, Jeff has volunteered in roles that span from the Association of Fundraising Professionals to the American Bar Association. Jeff has been elected to the boards of multiple nonprofit organizations. He holds a bachelor's degree in psychology from Spring Hill College and a master's degree in human services management from Franklin University.

5:00 p.m.

**Closing remarks**