

NEAGC



2024

21st Anniversary

Monday, March 4

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Time (EDT)	Activity	Pre-Conference Session			
9:30-11:30 a.m.	Pre-Conference Workshop	An Introduction to Annual Giving and the Northeast Annual Giving Conference Skylar Beaver, The Lawrenceville School (Separate Registration) Danforth Room			
Time	Activity	Rangos Ballroom	McKenna/Peter/Wright	Connan Room	Danforth Room
Noon - 1 p.m.	Registration	Registration and Sponsor Area Open (Lunch on your own.) - Rangos Ballroom			
1:00 - 2 p.m.	Opening Welcome	Opening Welcome, Introductions and Conference Preview - Rangos Ballroom Skylar Beaver and Bob Burdenski With a Welcome from Scott Mory, Carnegie Mellon University			
2:00-2:15 p.m.	Award	Presentation of the 2024 Diane Thompson Award - Rangos Ballroom			
2:15-3:15 p.m.	Plenary Session	A Chief Advancement Officer Panel: What Next For Annual Giving? - Rangos Ballroom Colin Hennessy Ed.D. The University of Iowa Center for Advancement, with Kristin Davitt, University of Pittsburgh, Chris Biehn, St. John Fisher University, Mario Hicks, Deamen University and Meghan Bollens, St. Edmund's Academy			
3:15-3:45 p.m.	Break				
3:45-4:45 p.m.	Breakout Sessions #1	Empowering the Next Generation: Student Engagement & Philanthropy on Giving CMU Day Julie Knight, CMU	No Session	A New High Score: How an Urban Research University Grew its Annual Giving Program Molly McGarry, Kean University Foundation	Why Data is the 4-Letter Word Savvy Fundraisers Swear By Lauren Milione GiveCampus
4:45-5:30 p.m.	Break				
5:30-7:00 p.m.	Reception	Opening NEAGC Networking Reception University of Pittsburgh			

Tuesday, March 5

Time	Activity	Rangos Ballroom	McKenna/Peter/Wright	Connan Room	Danforth Room
8-9:00 a.m.		Registration, Exhibit Area Open and Breakfast			
9:00-10 a.m.	Breakout Sessions #2	AG Directors' Forum: Life After the US News Participation Decision Kellie Sullivan, Boston University Megan Rajski, Fairfield University Dominique Matteson, UConn Jake Strang, Pitt	A TikTok Dance? Driving Donor Engagement Through Brand-Appropriate Social Media Content Sally Neidhard, St. Edmund's Academy	Forum: Annual Giving Stewardship Moderators TBA	Data Overload? Stephanie Rasamny MainSpring Media Communications
10-10:30 a.m.	Break	Refreshments in the Exhibit Area			
10:30-11:30 a.m.	Breakout Sessions #3	Emerging Digital Marketing Trends Jon Gregory Cornell University	Black Philanthropy in Action: Annual Giving Excellence and Community Impact Dieter Cantu, UTSA	What's the Big Deal? Differences Between Call Center & Engagement Center Jeff Pacini, David Wishart and Kindra Samons, Legends	Direct Mail: Going Beyond the Envelope to Optimize Results Sara Pond and Matt Sulzer, MCR
11:30-1:30 p.m.	Lunch Break	Lunch Break (On your own.)			
1:30-2:30 p.m.	Breakout Sessions #4	Does Your Annual Giving Program "Lift?" Allison Kolb, Stevens Institute of Technology	Ethics of Discovery in a Digital World: Elevate Your Donor Connections and Receive Impactful Contributions Julia Tauriello & Caleb Landmesser University of Pittsburgh	Testing Can Be as Simple as A/B (...C) Ramy Rahal The Bushnell Performing Arts Center	Fighting the Donor Downturn: How to Leverage Your Community Ellie Ballard, The Williston Northampton School, Holman Gao, Boost My School
2:30-3 p.m.	Break	Refreshments in the Exhibit Area			
3:00-4 p.m.	Breakout Sessions #5	Advanced Email Strategy and Writing Ashley Budd, Cornell University	Forum: Independent Schools Sally Neidhard, St. Edmund's Academy Skylar Beaver, The Lawrenceville School	Forum: "Plannual" Giving - The Synergies Between Planned Giving and Annual Giving Fundraising Moderators TBA	From Buzzwords to Brass Tacks: Real Solutions to Challenges in Individual Giving Megan Sanko, Gravty, Kellie Sullivan, BU, and Chris Biehn, St. John Fisher University
4-4:15 p.m.	Break	Refreshments in the Exhibit Area			
4:15-5:15 p.m.	Breakout Sessions #6	Planting Seeds: Purposeful Programing to Create a Culture of Philanthropy in Students and Recent Grads Sarah Cullen, University of Pittsburgh	Forum: Annual Giving and Marketing Moderators TBA	Bringing Back Your Phonathon/Engagement Center at a Small Scale Kaylee Collins, Rowan University and Kathleen Howley, RNL	Non-stop Lead Generation: Embracing Personalization to Build Your Pipeline Dawn Baumgarten, Emily Tucker, Amy Harvey, University at Buffalo Carissa Snarski, EverTrue
5:30-6:30 p.m.	Reception	Conference Reception TBA			

Wednesday, March 6

Time	Activity	Rangos Ballroom	McKenna/Peter/Wright	Connan Room	Danforth Room
8:00-9 a.m.		Registration, Exhibit Area Open and Breakfast			
9:00-10 a.m.	Breakout Sessions #7	Nerdy Numbers Julie Knight, CMU and Jake Strang, University of Pittsburgh	Utilizing Volunteers with a Purposeful Commitment to Giving Carolyn Garibaldi, Fairfield University	Tackling Texting! Kellie Sullivan Boston University	Donor Journeys: From the Engagement Center to Leadership Giving (and everything in between!) Rachel Spencer VanillaSoft
10-10:30 a.m.	Break				
10:30-11:30 a.m.	Breakout Sessions #8	Favorites from the 2023 Annual Giving Appeal and Idea Exchange Bob Burdenski	Let's Talk About Incorporating Engagement Goals into Comprehensive Campaigns Colin Hennessy E.D. University of Iowa Center for Advancement	Forum: Annual Giving in a Decentralized Campus Simone Moran York University (Canada)	Level-Up With Video Alan Ham, The George Washington University and Justin Ware, (firstname)
11:30 a.m.-Noon	Closing	Sponsor Drawing and Conference Concludes (Ballroom)			