





# Experience the *extraordinary* at Multi-Channel Mini-Con! Wednesday, October 23, 2024 Program

and achieves substantial results. This has stayed true as the post-COVID donor and fundraising climate continues to recover.

1. Learn the importance of modeled audience development and how to measure audience engagement: What, when, and how to measure and interpret the data to understand the impact and overall ROI.
2. Best practices for an omnichannel strategy and how to create cohesion across multiple channels, efficiently, and effectively.
3. Practical lessons and learning from successes and failures: Measurement, benchmarking, and gathering program results from facts and figures.

## **Breakout Session #1 – *Mc2 Learning Lab***

### **Workshop: Email Optimization**

Speaker: **Katelyn Baughan**, CEO, KB Digital

Learn how to use your email list to raise more funds and improve donor retention. Your email list has the potential to generate \$44 in ROI for every \$1 spent. It's a vital resource, a revenue-generating asset, and an engagement catalyst that can help you drive growth and achieve your nonprofit goals.

In this workshop, we'll guide you through a comprehensive email strategy audit, helping you uncover what's working, identify areas for improvement, and discover hidden revenue streams. By the end of our journey together, you'll have a clear roadmap to optimize your email marketing and maximize your ROI.

You'll gain a deep understanding of your email list, including key metrics, segmentation, and campaign performance. You'll learn how to set meaningful goals, choose the right KPIs, and design effective emails that drive engagement and conversions.

Don't let your email list sit idle – take the first step towards cultivating a loyal community and driving growth for your nonprofit organization.

1. Understand your email list and its potential
2. Set clear goals and KPIs to measure success
3. Create a well-structured segmentation strategy to personalize your emails

**11:00 – 11:10 AM**

**Refresh & Connect Break – *Atrium***



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**11:15 – 11:45 AM**

## **Mini-Con Exclusive: K2D Donor Advised Fund Donor Study – Auditorium**

Speakers: **Karin Kirchoff**, Founder & President, K2D Strategies; **Mitch Stein**, Head of Strategies, Chariot

Q & A: **Teresa Weaver**, Vice President of Client Strategy, O'Brien Garrett

In 2024, K2D Strategies & Chariot launched the inaugural Nonprofit DAF Benchmark Study with 20 leading organizations around the country. Through our comparative historical analysis of all individual giving at participating organizations over the past 5 years, we unearthed the first ever data insights on DAF donor behavior from the nonprofits perspective.

We can finally answer questions like what's working best to attract new DAF donors or convert existing donors to use their DAF if they have it? In this session we will share our top takeaways from the study, how participant organizations are acting on this new insight and what's next for fundraisers and DAFs.

1. Build your knowledge of the latest industry trends around DAFs from your peer's historical data.
2. Learn the best practices for data tracking and analysis of DAF giving, which is quite nuanced.
3. Understand what has been proven to drive increased DAF giving and DAF donor engagement.

## **Breakout Session #2 – Mc2 Learning Lab**

### **Workshop: From Silos to Synergy: Creating Alignment Across Teams From Within**

Speakers: **Katy Jordan**, Principal & Founder, Katy Jordan Consulting  
**Kerry Lenahan**, Interim Chief Growth Officer, PAN Foundation

Sound familiar?

"That's a great idea, but it'll never work for our team."

"We've had so much change this year; we just can't weather another new initiative."

"It makes so much sense to stop budgeting and reporting by marketing channel, but our C-suite will never let us do it differently."

Do you ever feel like your biggest obstacle to change is your own organization? While many of us desire to improve, experiment, innovate, and evolve our programs, driving lasting change can be challenging for many reasons.

Whether you're an individual contributor, team lead, or senior executive, you play a different role within the organization. Each role comes with a sphere of influence and a sphere of control, which can feel limiting. How can you harness your role, unique skill set, and connection with colleagues to build consensus for change, create alignment



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within the organization, and sell your vision to leadership? More importantly, how can you make that change successful?

1. How to deliver context around change and clarity in decision-making to gain buy-in across teams.
2. Ways to create alignment from within and across teams, regardless of your role within the organization.
3. Strategies to create *lasting* change for your team or organization through the right balance of risk, innovation, prioritization, and communication.

**11:45 – 12:50 PM**

**Lunch & Networking Time – Atrium**

**1:00 – 1:15 PM**

**Shared Learning Roundtable Discussion – Auditorium**

**1:15 – 1:45 PM**

**After Lunch Keynote – Auditorium**

**Where Did the Donors Go? Meet Donors Where They Are; Social Media**

Speaker: **Nick Black**, Founder & Vice Chairman, Stop Soldier Suicide & Founder & CEO, GoodUnited

Nick is a two-time Founder of both Stop Soldier Suicide (501c3) and GoodUnited, the only fundraising CRM for social media.

Join Nick on a wild ride to hear how his experience as a Soldier in Afghanistan led him to start a nonprofit which made him so frustrated, that he started a company to better serve nonprofits by reimagining the donor experience.

1. Where the donors have gone
2. How to reimagine the donor experience without doing more work
3. What your organization can do to win now, and in the future

**1:45 – 1:55 PM**

**Q & A with Nick!**

Moderator: **Brenna Holmes**, Advisory Consulting

**2:00 – 2:30 PM**

**Strategies for Engaging Younger Donors – Auditorium**

Speaker: **Capin Alexander**, Vice President, Nonprofit, The Lukens Company

Q & A: **Katie Tamaro**, Digital Fundraising Manager, Citymeals on Wheels

Curious about how to connect with Millennials and Gen Z? This session is all about unlocking the secrets to winning their hearts! We'll dive into fresh market insights on what drives these generations to give.

Expect lively discussions, practical tips, and creative ideas on how to engage younger audiences around your mission, and how to make your nonprofit stand out. Whether



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you're looking to attract their attention or secure their long-term support, this session will give you the tools to make it happen.

1. A peek into what makes Millennials and Gen Z tick when it comes to giving.
2. Tips on storytelling that feels genuine and connects with their values.
3. Creative strategies to up your engagement game and keep younger donors interested.

### **Breakout Session #3 – *Mc2 Learning Lab***

#### **Digital Printing: Not Your Grandmother's Direct Mail Appeal**

Speaker: **Heather Schichtel**, National Sales Director, IWCO

In our hyper-connected world, the digital noise can be deafening and the opportunity to develop a 1 to 1 relationship with a donor can be lost. How can your cause rise above the clatter?

Let's revisit the mailbox!

I pause for a sigh or two from the audience. Traditional nonprofit direct mail is cumbersome and expensive. It speaks to the masses and might make a donor feel that you don't really know them or what about your cause compels them to engage. But what if direct mail was no longer traditional? What if it integrated seamlessly into your Martech Stack? And worked with your other channels to determine attribution?

Let's use this time to envision how a digital print platform could ignite your DM strategy. From 1:1 content that speaks directly to a recurring donor to relevant, regional messaging personalized to each animal welfare consortium, a digital platform marries audience, content and creative into a relevant, timely story.

Let's recreate your story!

**2:30 – 2:45 PM**

**Refresh & Connect Break – *Atrium***

**2:50 – 3:35 PM**

**BoysTown and Fundraise Up Case Study: Harnessing New Technologies and Platforms for Digital Fundraising – *Auditorium***

**Speakers:** **Jasonea Shockey**, Director of Digital Marketing, BoysTown; **Ajay Chidwarar**, Chief Customer Officer, Fundraise Up

**Q & A:** **Jean Qiao**, Digital Account Manager, Lautman Maska Neill & Company

In this session, we'll explore the latest advancements in digital fundraising and how emerging technologies can transform online giving. We'll present a case study featuring Boys Town, detailing their journey to revitalize their online giving experience. Confronted with outdated technology, Boys Town upgraded its platform to better meet donor needs,



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significantly boosting conversion rates, driving significant increase in donation volume and recurring donors. We'll also discuss how the new platform was chosen for its ease of implementation and innovation, demonstrating how even non-technical staff can manage and enhance the donor experience effortlessly. Join us to discover how these advancements can revolutionize your fundraising efforts.

#### **Breakout Session #4 – *Mc2 Learning Lab***

##### **Workshop: BEATS Model for Attribution**

Speaker: **Jennifer Boland**, Owner, Boland Solutions, LLC

Many in the nonprofit sector are acutely aware that the conventional last-click attribution method falls short of painting a comprehensive picture of a donor's path to giving. In an era where GDPR compliance, enhanced privacy features from browsers like Firefox, Apple's robust Privacy Protections, and Chrome's phase-out of third-party cookies complicate digital analytics, the task of accurately measuring engagement and conversion is increasingly complex.

In this session, attendees will be introduced to the BEATS model, an innovative framework for measurement that circumvents these modern challenges. BEATS stands for Business Financials, Experiments, Analysis, Technology, and Surveys—each a critical pillar in the quest for meaningful data interpretation.

1. Understand why last-click, view-through, and other attribution techniques may be misleading you
2. Learn about lift testing and how it can help you understand the incremental value of your marketing efforts
3. Find out how survey data helps you identify your donors' awareness channels, and their motivation to contribute

**3:45 -4:20 PM**

#### **Day 1 Closing Keynote - *Auditorium***

##### **Unlocking Fundraisers: A Deep Dive into the Relationship Between Fundraiser Behavior and Donor Engagement**

Speaker: **Mallory Erickson**, CEO & Founder of the Powers Partner Formula, Mallory Erickson Coaching

It's time to explore the heart of successful fundraising - you, the fundraiser. In this session, we will unravel the fascinating interplay between your behavior and donor connection. This isn't just about strategies and tactics; it's about understanding the human element that drives philanthropy.

We'll navigate the principles of behavior design to help you refine your interactions in ways that inspire and mobilize donors. You'll uncover the transformative power of habit formation, feedback loops, and small yet impactful changes that can supercharge your fundraising efforts. At the core of this session are the executive coaching principles that help you connect more deeply with your donors to become a more effective and engaged



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fundraiser. Plus, did we mention that this way of fundraising also decreases stress and burnout? Yup, it's all connected. This is a unique look at how to unlock your potential and, in turn, unlock the funding that propels your mission forward.

**4:20 – 4:30 PM**

**Q & A with Mallory!**

Moderator: **Justin McCord, SVP, Marketing & Communications, RKD Group**

**4:30 – 5:30 PM**

**Mc2 Happy Hour! *Atrium***



## **Not a member yet? JOIN DMAW TODAY!**

DMAW stands out as the premier organization, uniquely positioned to educate as well as foster meaningful connections among professionals across marketing and fundraising teams.

Our commitment goes beyond imparting knowledge; we provide a dynamic platform – like today's Mini-Con – where industry experts converge to share insights, best practices, and innovative strategies. DMAW serves as the nexus where collaboration thrives.

Elevate your impact... strengthen your network... and be at the forefront of marketing and fundraising excellence. Join DMAW to harness the power of this nexus where professionals in marketing and fundraising converge to share insights, explore innovative strategies, and drive excellence.

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# Experience the *extraordinary* at Multi-Channel Mini-Con! Thursday, October 24, 2024

Badge Wallet



Tote Bag



Happy Hour



Coffee Sleeve



MINI-CON Lounge



MAL WARWICK • DONORDIGITAL

Opening Keynote (Day 1)



Closing Keynote (Day 2)



Lunch Day 1



Lunch (Day 2)



Water Bottle



Session Partners



Continental Breakfast (Day 1)



Continental Breakfast (Day 2)



Morning Refreshment (Day 2)

Afternoon Refreshment (Day 1)



Decadent Dessert Social (Day 2)

