



### Continental Breakfast & Registration – *Atrium*

## Opening Announcements & Welcome Remarks – Auditorium

## Mc2 Opening Keynote - Auditorium

## The Importance of Collaboration Among Fundraisers

Speaker: **Tim Kachuriak**, Chief Innovation & Optimization Officer, Next After

## Q & A with Tim!

Moderator: **Aidan Wheeler**, Director of Account Management, SimioCloud

### Refresh & Connect Break – *Atrium*

## How Operation Smile Used Omnichannel Marketing to Maximize Donor Engagement at all Levels of the Funnel – Auditorium

Speakers: **Joanne Bowers**, Vice President, Mass Marketing Fundraising, Operation Smile; **Sofia Machado-Lemus**, Director, Multichannel Fundraising, Operation Smile; **Mark McLean**, Vice President, Media Strategy, Data Axle

**Q & A:** **Britt Vatne**, President of Account Management, Adstra

Operation Smile is a nonprofit dedicated to treating cleft conditions by providing safe surgery to people where it's needed most in more than 30 countries. In 2022, they enlisted Data Axle's help to enhance their donor programs and boost donor engagement at all levels of the funnel. Data Axle jumped at the opportunity and began delivering donor acquisition support in both the English- and Spanish-language donor acquisition programs and providing media planning, data processing, list management, modeling, and analytics, as well as consultative services.

Direct mail is, without a doubt, a very powerful tool for nonprofit organizations. However, Operation Smile & Data Axle saw an opportunity to diversify fundraising efforts. This helped raise organizational awareness and boost fundraising revenue for their target audiences.

Data Axle also collaborated with Operation Smile on developing targeted cross-channel audiences and measuring performance to gauge the overall success of the program. Such things as when and how to measure audience engagement and outcomes were instilled early on to demonstrate the value and inform future campaigns.

At the heart of the work was also creating cohesive and consistent messaging across all marketing channels, from email to digital to direct mail to television to ensure coordination. As a result, Operation Smile's omnichannel program is polished, efficient,



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## 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 Chidrawar**, 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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If you were tasked with increasing year over year donation revenue by an additional 50%, could you do it? In this entertaining and enlightening presentation, you will learn how one nascent veterans service organization went from \$47 million to \$375 million in revenues in just 5 years. The organization was the Wounded Warrior Project and the catalyst for this outstanding multi-channel revenue growth was Direct Response TV.





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## Thursday, October 24, 2024

In this session you'll see how the proliferation of so many unique channels have driven TV entry level costs down and driven audience selection options up. You'll learn how you can reach over 1,000,000 highly targeted households with a full two-minute compelling story for under \$15,000. Compare that to the cost of a million-piece mail package.

Attendees will see how effective DRTV creative closely parallels direct mail in structure and strategy. Many newcomers to TV find it to be a storyteller's ultimate playground, letting them tell their organization's story far more persuasively using pictures that move, words that are spoken, embellished with music that creates a conducive mood.

Participants will learn how production need not be expensive to be effective, especially when you convert highly effective content and messaging you've already developed.

The biggest question you'll get answered is: Do the biggest charities in America use television because they are the biggest... or did they become the biggest because they used TV. The answer might surprise you.

**Q & A:** **Meghan Buchheit, Senior Digital Account Manager, Lautman Masko Neil & Company**

**10:50 – 11:00 AM**

**Refresh & Connect Break – Atrium**

**11:05 – 11:50 AM**

**Tables Have Four Legs: Ensuring Your Program Isn't Dependent on One Channel – Auditorium**

Speaker: **Porter Mason**, Senior Vice President, Stagecoach Digital; **Megan Den Herder**, Director, Direct Response Fundraising, Wildlife Conservation Society

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

Sometimes, without warning, it dawns on you: Your fundraising program is wobbly. You've become too dependent on a particular channel to deliver revenue or bring new donors or generate leads. And then you start waking up in the middle of the night in a cold sweat thinking: "Wait a minute... what if that channel... stops working." All fundraisers have this anxiety, but the best programs work hard during good times and bad to constantly diversify. Listen to two fundraising experts explain how they stay ahead of the game, invest in new channels, and keep things stable and successful. Learn how to identify potential weak points in your existing channels like email and mail and get the scoop on exciting possibilities in new areas like connected TV and programmatic ads. Wobble no longer! Diversify your channels and stabilize your program.



**Bold Idea: Responsive Tactics to Retain Today's Donor: The surprisingly simple strategy to improve donor retention.**

As nonprofits look to grow, it is more critical than ever to understand the motivations of the modern donor and to build hyper-personalized relationships at scale.

Retaining donors will require nonprofits to build deeper connections by fostering relationships that are transformational, not just transactional.

**11:25 – 11:50 AM**

### Bold Idea: How to Improve the RFP Process

Are you an organization overwhelmed at the idea of putting out an RFP? Are you an agency or vendor struggling with the proliferation of RFP's and wish there was a better way to showcase your skills without depleting your team and budget? If so, join us for an engaging and collaborative discussion at DMAW Multi-Channel Mini-Con. This unvarnished session will invite you to re-imagine the RFP process, create transparent and simpler ways to create new partnerships while respecting the time and attention of all involved. You'll leave with some clear actionable tips and some questions to consider whether you are an organizational leader, consultant or vendor participant.

- 11:50 – 12:40 PM**

**12:50 – 1:05 PM**

**1:05 – 1:55 PM**

**Mc2 Nonprofit** All-Star Panel: Innovation in Action – Auditorium

Speakers: **Geoff Handy**, Head of Mass Marketing, IRC; **Karen Barr**, Managing Director, Individual Giving, Share Our Strength; **Drew Daniels**, Digital Communications & Strategy, Kennedy Center

Moderator: **Victoria Vincent**, Sales Operations Director, RKD Group

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

**1:55 – 2:05 PM**

**Refresh & Connect Break – Atrium**

**2:10 – 2:35 PM**

## **Mc2 THOUGHT LEADSHIP POWER HOUR**

### **Power Hour 1A - B2C Test Ideas for Non-Profits – Auditorium**

Speaker: **Rachel Kottler**, Vice President, Sage Communications

As consumers, we are constantly bombarded with outreach from brands to get us to get their products. And as fundraisers, we're tasked with cutting through the noise to solicit donations – often at a fraction of the budget that corporate brands have. In this power hour session, you'll learn about multi-channel test ideas and strategies that are working for fortune 500 companies – that you can try too.

1. Participants will learn strategies that are working in B2C marketing to bring back to their organizations
2. Participants will learn more about how nonprofits can take inspiration from direct marketing promotions they're receiving
3. Participants will leave with test ideas to try out

**2:10 – 2:35 PM**

### **Power Hour 1B – Direct Response is Your Major Gift Pipeline – Mc2 Learning Lab**

Speaker: **Austin Detwiler**, Senior Director, AmPhil, and Editor, Philanthropy Daily

Most organizations receive 80% or more of their revenue from major gifts—which means that the biggest growth for your mission will come from building a strong major gifts program. But an important rule of thumb is that your next major donor is likely already giving to you. So how do successful nonprofit organizations find new major donors and increase their revenue? This session will review how your organization's direct response program can serve as a thriving major gifts pipeline.

**2:35 – 3:00 PM**

### **Power Hour 2A Gaming Fundraising 101 – Auditorium**

Speaker: **Marc Almanzor**, Owner, Make Gaming About Fundraising

The video game industry is a multi-billion-dollar market, yet the nonprofit world has barely scratched the surface of its potential. Participants will get a high-level overview of what a video game fundraising program is like. Attendees will learn some basic tips, tricks, and strategies for using a variety of channels including social media, direct mail, and corporate partnerships. We will also look at examples of successful programs to demonstrate what is possible in this space and hopefully inspire you with creative ideas. This session is perfect for nonprofits looking to tap into the dynamic and vibrant world of video games to support their missions.

1. The basic components you need to get your gaming fundraising program started
2. What this audience looks like and how to engage them
3. How to integrate with MarCom and Direct Mail



1. Discover practical AI tools for improving notetaking and time management, enhancing your organization's daily operations.



- 3:50 – 4:15 PM**

Speaker: **Myles King**, VP Strategic & Fundraising Comms, Kennedy Center

**4:15 PM – 4:45 PM**

## Closing Remarks & Decadent Desert Bar!



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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)

