ISANNE Advancement and Communications Conference
#RelationshipsMatter
Westin Portland Harborview Hotel
November 12-13, 2015

Wednesday, November 11, 2015

7:30 – 9:00 pm       Cocktails at The Top of The East (top floor of the Westin Hotel)
                        Hosted by Winkler Group

Thursday, November 12, 2015

Breakfast on your own

9:00 – 10:00 am       Registration

10:00 – 11:30 am      Welcome by Laurie Hurd, ISANNE Executive Director

Introductions by Committee Co-Chairs
David Perfield, Assistant Head of School for External Relations, Cardigan Mountain School
Greg Pollard, Director of Advancement, Kimball Union Academy

Keynote Presentation: Julie Dixon, National Journal
The Art and Science (and Systems!) of Successful Storytelling
Description: These days, it seems like everyone is talking about the power of storytelling. On the one hand, telling stories can be one of the very best ways to convey impact to donors and supporters, but on the other, there’s very little concrete guidance for organizations on what makes a story “good,” or on how to collect, produce and share stories in a sustainable way. Drawing on comprehensive research conducted on what works and what doesn't when it comes to telling a successful nonprofit story, this session will inspire and equip attendees to re-think their organizations’ approaches to storytelling, to take steps toward creating a more sustainable storytelling culture, and to use stories to foster deeper relationships with donors, supporters, students and alumni, volunteers, parents, and our many other key audiences.
11:30 – 12:30 pm  **Round Table Lunch** - Join a table discussion relevant to you!

**2015 ISANNE Advancement and Communications Conference Round Table Discussions**

**Alumni**
- Strategies For Informal Ways of Staying Engaged With Young Alumni
- Reengaging “Lost” Alumni—Is It Worth The Effort?
- Leveraging LinkedIn & Online Alumni Networking Platforms

**Marketing**
- Media On The Fly: Phone Apps & Quick Editing Tools
- Why Stories Matter: Teacher, Student, and Alumni Profiles
- If The Medium Is The Message, What Medium Should I Use?

**Development**
- Sustaining Donors: How To Avoid Donor Fatigue
- Developing A Culture of Philanthropy
- Strategies For Cultivating Giving In China
- Head Transitions: Opportunities and Challenges

12:30 – 1:00 pm  **Session I: Data**

**Database Relationship Status: “It’s Complicated”**

**Presenters:** Will Redway, Blackbaud; Bonny Morris, Proctor Academy; and Erika Rogers, Dublin School

**Description:** A high performing, integrated, reliable, timeless database has never been more vital to advancing the mission of our schools. We all have one, each is different but like all successful long-term relationships it takes time, constant care, realistic expectations, creativity, and in most cases “a village” approach.

1:00 – 1:30 pm  **Session I: Team Debrief**

1:30 – 2:00 pm  **Session II: Internal**

**On the Same Page**

**Presenters:** Rob DiMartino, Finalsite; Tammi Cady, St. Johnsbury Academy; and Sarah Evans Moore, Kimball Union Academy

**Description:** Schools of all sizes benefit from shared messaging between Advancement, Admission, Academic, and Athletic offices. Understanding who hears what and when can make a huge difference in achieving each individual department's goals and creating a stronger external message. Instead of adding more to our lengthy to-do lists, how can we manage public vs. private content and increase engagement from all constituents both internally and externally? Hear strategies and examples of ways to utilize new media to get "on the same page," so your external message is that much more powerful.
2:00 – 2:30 pm  Session II: Team Debrief

2:30 – 2:45 pm  Break

2:45 – 3:15 pm  Session III: External
Volunteers Matter

Presenters: Suzanne Miller, President of the Berwick Parent Community; Keith Barrett, Proctor Academy; and Amy Smucker, Berwick Academy

Description: While volunteer management can be a challenge, engaging the community with volunteer opportunities is extremely rewarding. Volunteers can be an essential tool to help schools live their missions and achieve their visions. Suzanne Miller, a member of the Parents Independent Schools Network will talk about how she partners with the Advancement Office to help the school raise significant and meaningful funds and build parent relationships and morale.

3:15 – 3:45 pm  Session III: Team Debrief

3:45 – 4:45 pm  Keynote Presentation: Andrew Sohn, Co-Founder, Due West

#RelationshipsMatter with International Families

4:45 – 6:00 pm  Free Time – Exercise, Check-in at School, Emails, Relax before a night full of fun!

6:00 – 7:30 pm  Corporate Partner Reception and Showcase
No formal sit-down dinner – Heavy Appetizers

7:30 pm  Scavenger Hunt and Group Events in Portland’s Old Port

Friday, November 13, 2015

7:30 – 8:30 am  Breakfast

8:30 – 9:00 am  Check-out (The Hotel check-out is at 11:00 am. You can check-out now and leave your bags with the bellman or request a later check-out time from the front desk.)

9:00 – 9:30 am  Session IV: Stewardship
Stewardship 101 - The Love is in the Details

Presenters: Beth Hayes, Brewster Academy and Sarah Smith, Proctor Academy

Description: Whether you are a small shop building from scratch or a large shop retrofitting an existing program, we all know that our relationship with our donors is critical to our fundraising efforts. We will share a variety of ways, some simple, some more complex, that you can utilize to steward your donors. Many times it’s not about working harder, but working smarter to use resources within your office and community to
cultivate and steward donors.

9:30 – 10:00 am  Session IV: Team Debrief

10:00 – 11:00 am  Affinity Group Discussions
Join one of these groups and discuss topics important to you today!
- Communications and Marketing
- Alumni and Constituent Relations
- Campaign and Major Giving
- Annual Giving
- Directors

11:00 – 11:30 am  Full Group Debrief/Take-aways/Adjourn