



2023 Southeast Annual Giving Conference



Tuesday, November 14

TIME	ACTIVITY	Promenade	Point Ballroom	Breakout 3	Breakout 4
9-10 a.m.	Registration	Registration, Networking Breakfast and Sponsor Exhibit Tables Open			
10-10:45 a.m.	Opening Welcome	Opening Welcome and Conference Preview			
10:45-11:15 a.m.	Break				
11:15-12:30 p.m.	Breakout Sessions	Racial Equity & Philanthropy: Identifying Initiatives Gaps Maia McGill, Florida International University	An Introduction To Annual Giving Bob Burdenski	Direct Mail: Identifying the Right Frequency to Optimize Results Sara Pond & Colin Waite, MCR	Crowdfunding Forum Shayna Long, UNC Charlotte
12:30-2 p.m.	Lunch	Lunch (on Your Own)			
2-3:15 p.m.	Breakout Sessions	The Annual Giving Pivot – From Participation to Pipeline Yoon Van Hout, University of Florida	Leadership Annual Giving Kathleen Howley & Nick Herman, RNL Sharon Horinka, UNC Charlotte	Fundraising BS: Leveraging Behavioral Science to Drive Donor Conversion Rates Troy Steinmetz, GiveCampus	A DEI Forum Cameron Hall, USC Harold Williams, ODU Gloria Goosby, The Obama Foundation
3:15-3:45 p.m.	Break				
3:45-5 p.m.	Breakout Sessions	Multi-Channel Anniversary Campaigns Hannah Davis Ashley Watts Georgia State U.	Volunteers and Ambassadors for Giving Days & Crowdfunding Brittany Stagers, U. of South Carolina	From Disengaged to Donors: Using Digital Data to Unlock Affinity and Engagement Kyle Vaughn, Vinyl Marketing	A Healthcare Annual Giving Forum Smilka Melgoza Barry University
5-5:30 p.m.	Break				
5:30-6:30 p.m.	Special Event	Beach Welcome Reception <i>sponsored by MCR</i>			

Wednesday, November 15

TIME	ACTIVITY	Promenade	Point Ballroom	Breakout 3	Breakout 4
9-10:15 a.m.	Breakout Sessions	Annual Giving Stewardship: Collaboration and Coordination Harold Williams, Old Dominion University	Pairing Engagement and Tech with Text Sharon Horinka, UNCC Charlotte, Morgan McSweeney, and KJ Moses, Mongoose	Transformational Philanthropy Through Annual Giving Brandy Miller & Josephine Halsor Pine Crest School	A Parent Giving Forum Bob Burdenski Moderator
10:15-10:30 a.m.	Break				
10:30-11:45 a.m.	Breakout Sessions	Impact of the US News Alumni Participation Change Panel TBA	A Student Giving Program Case Study Caroline Smoak and Ellen Eigner, The Citadel Foundation	Building a Better Donor Experience James Barnard BWF	Independent Schools Forum 1 George Montes & Juan Gomez Palmer Trinity School
11:45-1:15 p.m.	Lunch	Lunch (on Your Own)			
1:15-2:30 p.m.	Breakout Sessions	What's Missing in Digital (DXO) Fundraising: Opportunities for Success Josh Privette, NC State	Maximize Your Giving Day Robin Gordon Campbell University Sharon Horlicka, UNC Charlotte	AI and Fundraising Cameron Hall, University of South Carolina Catherine Smoak, Citadel Foundation Harold Williams, Old Dominion University	Independent Schools Forum 2 Jessica Burns Fugate Academy at the Lakes Brandy Miller Pine Crest School
2:30-3:00 p.m.	Break				
3-4:15 p.m.	Breakout Sessions	Writing for Annual Giving Shannon Dale, Grand Valley State U.	Doing More With Less in a Small Shop Shelby Orlando, UMW Tyler Davidson, Stillman College	What's the Big Deal? Key Differences Between Call & Engagement Center Jeff Pacini, David Wishart, Kindra Samons, LEGENDS	An Interactive DXO Forum Gloria Goosby, The Obama Foundation Raphael Walters U of Miami
4:15-6:45 p.m.	Break				
6:45-8:30 p.m.	Special Event	Fort. Lauderdale Canals Excursion on the Jungle Queen			

Thursday, November 16

TIME	ACTIVITY	Promenade	Point Ballroom	Breakout 3	Breakout 4
9-10 a.m.	Breakout Sessions	Gen Z in Advancement: Cultivating Success for Next-Gen Professionals Josh Privette, NCSU	"Our Gift, Our Legacy" A Story of Student Philanthropy Danielle Williams Spelman College	Planning a Successful Giving Day Shelby Orlando and Cadi Treviño Pinto U of Mary Washington	ChatGPT Forum Cameron Hall University of South Carolina
10-10:15 a.m.	Break				
10:15-11:15 a.m.	Breakout Sessions	Using Alumni Engagement Data in Annual Giving Heather Smith Junod UCF	"Out of the Box" Appeals – What Worked... & Didn't Shelia-Marie Stacy, Flagler College with Bob Burdenski	Empower the Future: Unleashing the Potential of Student Fundraisers Ashley Devenport U of South Florida Fiona Tibble, VanillaSoft	Curious about Coding? An introduction to Python for Annual Giving Hannah Davis, Georgia State U.
11:15-11:30 a.m.	Break				
11:30-12:30 p.m.	Breakout Sessions	Donor Acquisition Heather Kopec University of Miami	Other Duties As Assigned Justin Ferrell, Coker University	Talent Management Shayna Long, UNCC C. Renee Foster Spelman College	
12:30-1 p.m.	Closing Session	Closing Session (Promenade Ballroom)			