

SOUTHEAST ANNUAL GIVING CONFERENCE

2025

Monday, September 22

SEAGC



TIME	ACTIVITY	Ballroom A			
8:00-9:00 a.m.	Registration	Pre-Conference Workshop Registration and Breakfast for Attendees			
9-11:30 a.m.	Preconference Workshop	Annual Giving 101 - Pre-Conference Workshop with Gloria Goosby, Obama Foundation			
11:30-1 p.m.	Break				
Noon	Registration	Registration and Sponsor Tables Open			
1-2:00 p.m.	Plenary	Opening Plenary and Conference Preview With a Welcome from Joe DeMedeiros, VP for University Advancement at St. Edward's University			
2-2:15 p.m.	Break	Break Refreshments in the Foyer			
2:15-3:15 p.m.	Plenary	Above the Annual Giving Trees - An Advancement Leaders Forum Harold Williams, Old Dominion University (Moderator) with Astria Smith, SMU, Miriam Smith, Austin Community College Foundation and Amber Countis, Texas A&M University-Victoria			
3:15-3:45 p.m.	Break	Break Refreshments in the Foyer			
		Ballroom A	Ballroom B	Ballroom C	Multipurpose Room
3:45-5 p.m.	Breakout Sessions	Matrices, Metrics & Behavior-Based Recognition: Donor Engagement & the Future Sarah Sims Texas State University	Building the Team Behind the Teams: Unlocking Annual Giving Potential in Athletics Robin Gordon Campbell University	Donor Journeys: Green Lights, Cross Roads and Stop Signs Rachel Spencer, VanillaSoft	Raise the Sails: Charting the Course to Student Philanthropy & Gratitude Letitia Evans, Elizabeth City State University
5-5:30 p.m.	Break				
5:30-9 p.m.	Special Event	Welcome Evening - Scoops and Sips in SoCo - Sponsored by Blackbaud and VanillaSoft			

Tuesday, September 23

TIME	ACTIVITY	Ballroom A	Ballroom B	Ballroom C	Multipurpose Room
8-9 a.m.	Breakfast	Breakfast Charcuterie Board and Discussion Roundtable Topics - Ballroom B&C			
9-10:15 a.m.	Breakout Sessions	Sandbox Fundraising: The Creative Ask James Wasilewski VCU	A Chat About CFRE Gloria Goosby CFRE Obama Foundation Cameron Hall CFRE U. of South Carolina	Ditch the Guesswork: Leveraging Benchmarks to Make Smarter Fundraising Decisions Catherine Ross Blackbaud	Thriving in a Small Shop Environment: Strategies, Successes, and Support Ric Stewart, Shelia-Marie Stacy, ERAU, Kanisha Fowler, Gardner-Webb U
10:15-10:30 a.m.	Break	Break Refreshments in the Foyer			
10:30-11:45 a.m.	Breakout Sessions	Inside "Forever ETSU" - A Week of Giving and Gratitude Desmond Pierce, ETSU	Roundin' Up the Team to Grow Reunion Giving Cynthia Uviedo Trinity University	Principles of Ethically Influencing Annual Giving Clark Gafke, LEAD Philanthropy	A.I., Annual Giving & You: A Snapshot Bob Burdenski & Bethany Wallace, John Brown University
11:45-1:15 p.m.	Lunch	Lunch in Ballroom B&C			
1:15-2:15 p.m.	Breakout Sessions	Navigating the Space: Identity, Challenge, and Purpose in Advancement Harold Williams, Old Dominion University	Talk Data to Me: Annual Giving Data and Segment Analysis that Matters Amy Marks Space Center Houston with Bob Burdenski	Trendy with a Chance of Impact: A Practical Guide to the Big Picture Felicity Meu GiveCampus	Boost Your Fundraising Efficiency With ChatGPT Bethany Wallace John Brown University
2:15-2:30 p.m.	Break	Break Refreshments in the Foyer			
2:30-3:45 p.m.	Breakout Sessions	Career Paths in Annual Giving James Wasilewski, VCU Laurie Soenen, College of Charleston, Heather Locke Green, UTSA	Loyalty Societies in Higher Education Kanisha Fowler Gardner-Webb University	Donor Personas and Journey Mapping: What It Is and How to Do It James Barnard BWF	Fundraising at the Edge: Real-World Ethics in Advancement Nikki Rader, Ed.D John Brown University
3:45-4:00 p.m.	Break	Break Refreshments in the Foyer			
4:00-5:00 p.m.	Breakout Sessions	Giving Days! Shayna Long & Sharon Horinka, UNC Charlotte	Fundraising During Times of Change Amber Countis, Texas A&M Victoria	Direct Mail: 5 Things You Should be Testing Sara Pond and Matt Sulzer, MCR	GetThru Sponsor Session Matt Hirsch, GetThru Boardroom Healthcare Fundraising Forum Paige Rowell & Bob Burdenski

Wednesday, September 24

TIME	ACTIVITY	Ballroom A	Ballroom B	Ballroom C	Multipurpose Room
8-9 a.m.	Breakfast	Breakfast Tacos and Discussion Roundtable Topics - Ballroom B&C			
9-10 a.m.	Breakout Sessions	Integrated Marketing on Giving Day and Beyond Anessa Rios-Ezeude & Karras Mayes University of Houston	Two-Steppin' Through the Crowdfunding Campaign Trail Sharon Horinka and Jasmine Amaniampong UNC Charlotte	Beyond the Envelope Scratching the Surface of Effective Campaigns Gail Siegel C.I. Partners Direct	Fundraising for "Other" Audiences Cameron Hall U of South Carolina
10-10:15 a.m.	Break	Break Refreshments in the Foyer			
10:15-11:15 a.m.	Breakout Sessions	A Digital Fundraising Forum George Crocker, ECU Anessa Rios-Ezeude & Karras Mayes University of Houston	Do's, Don'ts, and Delights of Launching DXO Programs in Higher Ed: A Playbook in Progress Nicole Sprowl, SMU	Putting the Pieces Together: Omnichannel Fundraising with NC A&T Ryan Talbert, Excalibur & Bridgett H. Williams, MPA North Carolina A&T	Annual Giving Goals in a Capital Campaign Shayna Long UNC Charlotte
11:15-11:30 a.m.	Break	Break Refreshments in the Foyer			
11:30-12:30 p.m.	Breakout Sessions	Favorites From the 26th Annual Giving Idea Exchange Bob Burdenski	Rivalry With a Purpose: Huddle Against Hunger Heather Locke Green UTSA	How ETSU Turned a Canceled Print Campaign into a 60% Open Rate & Campus-Wide Change Desmond Pierce, ETSU Jen Lesshaft, Evertrue	Gratitude for Growth - Stewardship and Recognition in Annual Giving Paige Rowlett St. Joseph's/Candler Foundations
12:30-1 p.m.	Closing	Closing Session - Ballroom A			

