

2021 Meeting of the Minds Conference At-A-Glance

Monday, March 15 - All times are Pacific Time

Time	Activity	Annual Giving	Digital	Advancement Services	Sponsor Sessions
9:00-10:15 a.m.	Opening Session	Welcome and Introductions Be Mindful: All of This Year's Sessions You Don't Want to Miss Bob Burdenski, Taylor Stayton & John Taylor			
10:15-10:30	Screen Break				
10:30-11:45 a.m.	Breakout Sessions	An Annual Giving Writing Forum Jonathan Thomas, Westmont College, Carter Stripp, CalTech and Sarah Nash, Mills College	A Crowdfunding Check-In: Chaos, Calamity, & Covid Taylor Stayton, UCLA & Ryan Lawrence, Berkeley	Portfolio Hygiene and Management Suzanne Stone & Meliza Trimidal, University of San Diego	How Texting for Stewardship and Fundraising Nets a Return on Investment Lauren Jaeger & Jeff Meece, Mongoose
11:45-1:00 p.m.	Lunch Break (On your own.)				
1:00-2:15 p.m.	Breakout Sessions	Let's Pivot: But What Does That Actually Mean in 2021? Justin Marquart, RNL	Connect the Dots: Donor Relations Strategies for Relationship-Building Success Eliza McNulty, Stanford	Gift Agreements Michele Wanner, Chapman University	Sponsor Session Ricky Martinez Hustle
2:15-2:30	Screen Break				
2:30-3:45 p.m.	Breakout Sessions	Finding Alumni Engagement Success... During a Pandemic? Sarah Sturm USC Dornsife	Why Can't We Be Friends? Collaboration is the Best Digital Fundraising Tool Jake Blodgett & Team City of Hope	The New Advancement Services Organization – It's a New World! Maureen Procopio, University of Oregon	The World is NOT Your Oyster – Stop Fundraising Like It Is Nathan Chappell DonorSearch
3:45-4:00	Screen Break				
4-5:00 p.m.	Virtual Reception	The Meeting of the Minds Zoom Conference Reception: A Sampling of Virtual Networking Ideas Sarah Sturm, USC Dornsife and Bob Burdenski			

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9:00-10:15 a.m.	Breakout Sessions	An International Independent School Fundraising Forum Laura Wensley, The Webb Schools, Diana Colmenares Velez, Colegio Nueva Granada, Doug Hupke, Moreau Catholic HS and Sam Davies, The Girls' Day School Trust	Social Media & Search Engine Marketing: Putting It Together Brittany Shaff, Victor Collado, Stephanie Zapata, Caldwell Jackson, U of Miami	Getting More Blood Out of That Turnip – Keeping Up w/Volume While Reducing Staff Debbie Garcia, APU Kirsten Jasna & John Taylor	The Appeal Road Map Christina Brandel MCR
10:15-10:30	Screen Break				
10:30-11:45 a.m.	Breakout Sessions	Personal Prospect Engagement: Pandemic Edition Ray Watts, CMC Jennifer Greenspan, USC	A Phonathon Forum Torrey Hood, UNR	AAA to the Rescue: Data You Can Trust Shalonda F. Martin, USC	Turn off the TV – What to do With all These Channels Jonathan Van Oss, Pledgemine and Stormie Harless, Ball State University
11:45-1:00 p.m.	Lunch Break (On your own.)				
1:00-2:15 p.m.	Breakout Sessions	Smart Fundraising Videos We Love, and the People Who Made Them Bob Burdenski	Student Philanthropy Andre Khatchaturians CSU Dominguez Hills Torrey Hood, UNR	What Does it Take to Succeed in Advancement Services? Valerie Nguyen, Dominguez Hills	Direct Mail Appeal Share Dan Noonan, BCG Connect, Jessica Jordan & Sophia De Quattro, Dominican U. of California, Jenn Morehead, Hendrix College, & Elizabeth Burns Frey, York College
2:15-2:30	Screen Break				
2:30-3:45 p.m.	Breakout Sessions	The LA ZOOM Story and Other Online Engagement and Prospecting Strategies Robin Savoian, LA Zoo, & Eliza McNulty, Stanford University	Prospect Pipeline: Leveraging LinkedIn, Predictive Models & Engagement Ecosystems Laurent "Lo" DeJanvry, UC Berkeley	Don't Shoot the Messenger – Dealing with IRS Issues and Staff-Created Conundrums Natalie Graff, Cal Poly-Pomona and John Taylor	What's Next for Text? Lessons Learned From 2020, and Texting Strategies for the Year Ahead Christian Perry Get Thru
3:45-4:00	Screen Break				
4-5:15 p.m.	Breakout Sessions	Understanding Cultural Differences in Fundraising Marina Tan Harper, PhD UC Davis	Swag in A Zoom World Brian and Amy Williams AB Unlimited	The "New and Improved" (?) CASE Guidelines John Taylor	Student Engagement & Philanthropy: The Keys to Unlocking "The Next Generation" Seth Newman, GiveCampus

Wednesday, March 17 - All times are Pacific Time

Time	Activity	Annual Giving	Digital	Advancement Services	Sponsor Sessions
9:00 - 10:15 a.m.	Breakout Sessions	An Annual Giving Forum Torrey Hood, UNR Cameron Hall, Texas Tech & Jill Boline, MOTM	Creative Ways to Engage Your Community & Donors With Video JD Beebe, ThankView	It's All About the Data – Strategies for Identifying, Collecting, and Maintaining Advancement Data Laura Carlson-Weiner, Shalonda Martin, Jeff Callaghan & John Taylor	Setting Student Fundraisers up for Success Rachel Spencer VanillaSoft
10:15-10:30	Screen Break				
10:30 - 11:45 a.m.	Breakout Sessions	Diversity, Equity and Inclusion in Advancement Perry Radford Scripps College	A Digital Fundraising Forum Taylor Stayton and Mike Gyulai, UCLA & Emily Parris Sandler, City of Hope	Student Affairs Fundraising & Capturing Student Data, Interests & Activities in the CRM Monica Alejandre & Terri Carlos, CSUSB	Making the Case for Using the Right Data Tessa Burke Anthology
11:45-1:00 p.m.	Lunch Break (On your own.)				
1:00-2:15 p.m.	Closing Session	Closing Panel Discussion Fundraising, the Economy, and the Coronavirus: Where Do We Go From Here? Bob Burdenski, John Taylor with Rodger Devine, USC, Jeff Shilling, UCSC			

Sponsor Products and Services Sessions: Thursday, March 18 - All times are Pacific Time

VanillaSoft 9 a.m.	MCR 10 a.m.	Pledgemine 11 a.m.	RNL Noon	Mongoose 1 p.m.	DonorSearch 2 p.m.
Bob Burdenski 9 a.m.	Get Thru 10 a.m.	ThankView 11 a.m.	Hustle Noon	John Taylor Consulting 1 p.m.	GiveCampus 2 p.m.