

# Advance

DATE/TIME	ANNUAL GIVING TRACK	ROAD WARRIORS TRACK
<b>Wednesday, March 27</b>		
7:00 am - 11:00 am	Registration	
8:00 am - 11:00 am	PRE-CON: Annual Giving Orientation	PRE-CON: Face-to-Face Fundraising Orientation
11:00 am - 12:30 pm	Welcome, Lunch and Keynote: Navigating the Profession	
12:30 pm - 1:30 pm	Opening Session: Case for Fraternal Support	
1:30 pm - 3:00 pm	<b>Direct Mail Breakouts</b> 101: Fundamentals Workshop 201: Trends, Best Practices and Special Initiatives	<b>Face-to-Face Fundraising Workshop 1</b> Major Gifts Infrastructure: Maintaining Quality Data, Portfolios, Individualized Donor Plans, Moves Management
3:00 pm - 3:30 pm	Break	
3:30 pm - 5:00 pm	<b>Digital Marketing Breakouts</b> 101: Fundamentals Workshop 201: Advanced Concepts Workshop	<b>Face-to-Face Fundraising Workshop 2</b> You've Got the Meeting, Now What? Casual v. Philanthropic Conversations, Making the Ask, Creating Proposals that Work
5:00 pm - 6:30 pm	Networking Reception	
6:30 pm	Dinner-On-Your-Own Groups	
<b>Thursday, March 28</b>		
7:00 am - 8:00 am	Breakfast	
8:00 am - 9:30 am	<b>Stewardship Breakouts</b> 101: Fundamentals Workshop 201: Trends, Best Practices and Special Initiatives	<b>Face-to-Face Fundraising Workshop 3</b> Navigating Potential Barriers: Securing the Meeting, Responding to Objections, Converting Restricted to Unrestricted Donors
9:30 am - 10:30/11:00 am	<b>Annual Giving Strategy Breakouts</b> Annual Giving Calendar & Metrics Data Integrity Impact Reporting	<b>Face-to-Face Fundraising Workshop 4</b> Major Gifts Success: Building Donor Affinity with the Org v. the MGO, Personalized Stewardship, Tracking and Communicating Performance
10:30/11:00 am - 11:45 am	<b>Annual Giving Strategy Roundtables</b> Days of Giving Events Role of the Telephone	<b>Face-to-Face Fundraising Roundtables</b> Health and Wellbeing on the Road Remote Work Success Travel Intelligence
11:45 am - 1:00 pm	Closing Session: Donor Relations During Organizational Turbulence	
1:00 pm - 4:30 pm	POST-CON: Mid-Level Professionals Leadership Workshop	