



DEVELOPMENT DAY CHICAGO

Friday, September 14, 2018
Renaissance Chicago Downtown



21ST CENTURY STEWARDSHIP: USING TECHNOLOGY, AUTOMATION AND INNOVATION TO BUILD EFFICIENCIES IN HIGH-TOUCH DONOR RELATIONS

Thought leaders across the industry agree that donor retention and ongoing cultivation increasingly rely on meaningful, consistent donor contact—and putting resources behind a high-touch donor relations program can pay dividends. But reality can bite! Budgets are tight and organizational appetite for investment in donor relations programming can vary widely. This session will feature a panel of experts who will share their successes—and a few challenges—in using innovative approaches to efficiently influence the greatest number of donor relationships.

By the end of this interactive panel session, participants will:

- Learn about smart segmentation to maximize your time on donor communications;
- Discover new ways to use social media channels and multi-media communications to engage and thank donors;
- Find new approaches to using your database to improve tracking and follow through on major donor stewardship;
- Understand the pros and cons of digital donor recognition displays.

Attendees will be encouraged to share their challenges and successes in the interactive Q&A portion.

PRESENTERS:

Analisa Gama, Manager of Donor Relations, Rotary Foundation

Fiona Royer, Manager, Stewardship, Lincoln Park Zoo

Mary Weingartner, Director of Donor Relations, University of Chicago

MODERATOR:

Elizabeth Middleton, Senior Director of Donor Relations and Research, NorthShore University HealthSystem



Elizabeth Middleton has been working in donor relations and stewardship in complex healthcare and higher education institutions for more than a decade. She is presently Senior Director of Donor Relations and Research at NorthShore University HealthSystem (NorthShore), a four-hospital, integrated academic health system headquartered in Evanston, IL. Prior to joining NorthShore in 2017, she was on the advancement leadership team at the University of Illinois at Chicago (UIC) where she managed donor relations, communications and special events during the planning and launch of the current \$750 million IGNITE campaign. She has also held donor relations and development roles at Ann & Robert H. Lurie Children's Hospital of Chicago and Northwestern University. Elizabeth has been a proud member of the Association of Donor Relations Professionals since 2008. She received her BFA in Theatre Performance from Roosevelt University.



Analisa Gama, is the Manager of Donor Relations, at Rotary International in Evanston, Illinois, where she has worked since 2010. Analisa has worked in the donor relations and stewardship field for five years and has been in her current role since 2015. In this role, Analisa is responsible for the management of the Arch Klumph Society, Rotary's premier giving society, as well as facilitating stewardship events and activities for Rotary's top-tier donor groups. She also spent several years working directly with gift officers supporting Rotary's major gifts initiative. Prior to joining Rotary, Analisa worked in development at the Art Institute of Chicago. Analisa received her bachelors in psychology from Roosevelt University and her master's in international public service from DePaul University. From 2013-2016, she served as Vice President of Board of Directors for Esoteric Dance Project, a small Chicago-based performing arts non-profit. Additionally, as an active member of the Association of Donor Relations Professionals, Analisa works with local members to organize their annual Midwest regional event.



Fiona Royer is the Stewardship Manager at Lincoln Park Zoo - the first person to hold a dedicated stewardship role at the organization. Originally from the United Kingdom and now a citizen of the United States, Fiona holds qualifications in the diverse subjects of Economics and Interior Design, and has experience as a writer. She enjoys putting her business and design backgrounds to good use initiating creative ideas for donor engagement that deliver appreciable returns. She is a proud member of the Association of Donor Relations Professionals (ADRP), taking an active role in organizing the Midwest Regional Forum the past three years.



Mary Weingartner is the Director of Donor Relations at the University of Chicago. She began her career in stewardship at the University of Illinois Foundation in 2006 and has since held donor relations positions at Loyola University and YMCA of the USA. Mary has a BA in philosophy and religion from Truman State University and is president of their Chicago Alumni Chapter. She is an active member of the Association of Donor Relations Professionals (ADRP) and is chairing the 2018 International Conference in St. Louis.