



DEVELOPMENT DAY CHICAGO

Friday, September 14, 2018
Renaissance Chicago Downtown



FUNDRAISING IN OUR NEW MEDIA WORLD

How do you reach donors in a digital world? Some of us have been tempted to think of email, text-to-give and social media as “channel substitutes” for more traditional methods such as mail, phone and face-to-face fundraising. Many of us have not given enough thought to our overarching goals for donor engagement to effectively integrate new media in our fundraising strategies. Good news! — We’ve pulled together a panel of experts to enlighten us.

By the end of this session, participants will:

- Learn how to use social media and email effectively in your fundraising.
- Understand the value of testing content.
- Discover how your landing page can enhance your results.
- Learn the critical metrics to guide you in using digital channels for fundraising.
- Understand the value of landing and successfully managing a Google grant.
- Be motivated to take something back and try it out immediately.

PRESENTERS:

Matthew Beatty, Senior Director of Communications, The Miami Foundation

Timothy M. Kachuriak, Chief Innovation and Optimization Officer, NextAfter

Jassen Strokosch, Director of Strategic Communications, Engagement and Operations,
Children’s Home & Aid

MODERATOR:

Michelle Sherbun, PCC, ELI-MP, President of Michelle Sherbun, LLC, Founder of The Leadership Design Alliance



Matthew Beatty is the Senior Director of Communications for The Miami Foundation. Matthew manages communications and engagement for the \$360 million community foundation. A native Miamian, Matthew attended The Cushman School, where he now serves on the board of trustees, Ransom Everglades School and earned his B.S. in management and M.B.A. in marketing at Florida A&M University. His public relations career includes managing outreach for the Florida Department of Health, National Environmental Education Foundation and numerous other organizations across the U.S. Matthew has presented seminars at Miami Dade College and Florida Memorial University, speaks on panels regarding communications strategy, and was named one of South Florida’s 40 Under 40 Black Leaders by Legacy magazine of the Miami Herald. He also serves on the board of Leadership Florida Connect, the premier statewide resource for educating, engaging and inspiring Florida’s top emerging leaders.



Tim Kachuriak is the founder and Chief Innovation and Optimization Officer for NextAfter, a fundraising research lab and consulting firm that works with businesses, nonprofits and NGOs to help them grow their resource capacity.

A nonprofit thought leader, Kachuriak is the lead researcher and co-author of the Online Fundraising Scorecard, Why Should I Give to You?, and The Midlevel Donor Crisis.

Kachuriak is also the co-founder and Vice Chairman of the Human Coalition, a member of the board of directors for Open Doors USA and the Halcyon Movement, an Advisory Board Member for the SMU Digital Accelerator, Advisory Board Member for Kids Prosper Kids, and is on the Blackbaud Institute for Philanthropic Impact.

Kachuriak lives in Prosper, TX with his wife Rebecca, and their four children: Max (12), Charlie (11), Gracie (9), and Joey (4).



Jassen Strokosch, Director of Strategic Communications, Engagement and Operations at Children's Home & Aid, is an award-winning communications executive with over 20 years of experience leading communications efforts at social-impact nonprofits and groundbreaking companies. He is a veteran of political and public policy campaigns, organizational repositioning, rebranding, product launches, crisis communication challenges, organizational mergers and storytelling initiatives. With expertise in public relations, marketing and digital communications, he has led dozens of integrated campaigns blending digital and traditional communications elements.



Michelle Sherbun, PCC, ELI-MP is the President of Michelle Sherbun, LLC, a social benefit coach with nearly 40 years of experience. She provides individual and team coaching support to social entrepreneurs and nonprofit leaders, and offers organizational development insights and assessments to nonprofits experiencing or planning for growth. She brings philanthropists, advisors, businesses, and nonprofit leaders together in radical collaborations that turn good ideas into great solutions. Together with her clients, she builds socially conscious public/private partnerships that strengthen the mission, capacity, and social leadership of nonprofit organizations.

Michelle believes that each and every challenge presents organizations with opportunities to transform. And she believes that successful people and organizations grow from the inside out. She helps clients inspire and motivate themselves and others by tapping into their strengths, focusing much of her work on leadership development, creative problem solving, and the newest techniques for leading change.

Michelle's organizational clients have included Northwestern University's Kellogg Office of Advancement, World Business Chicago, Marwen, ACCION Chicago, Chicago Shakespeare Theatre, Heartland Alliance, Metropolitan Family Services, and Neighborhood Housing Services of Chicago.

A published writer and accomplished speaker on topics related to fundraising, marketing, and personal development, Michelle is past president of the Chicago Chapter of the Association of Fundraising Professionals (AFP). In 2016, AFP Chicago recognized Michelle with the Benjamin Franklin Award for her contributions to the fundraising profession. She earned the AFP Chicago President's Award in 2017 for her contributions to the chapter.

Michelle is a member of the Association of Philanthropic Counsel, Women in the Development Profession, the Community Memorial Foundation Capacity Building Initiative Advisory Board, and the International Coaching Federation. She is also a trained facilitator in the ToP Method (the Technology of Participation) and a certified executive leadership coach.