



## DEVELOPMENT DAY CHICAGO

Friday, September 14, 2018  
Renaissance Chicago Downtown



### HOW FUNDRAISERS SHOULD ACCOMMODATE DEMOGRAPHIC CHANGES IN THE U.S.

America has become more diverse over the past few decades and millennials' relationship with technology is changing the way we do business. Learn about shifting demographics in America and discover ways to draw these new prospects to your organization and convert them to donors.

By the end of this session, participants will:

- Identify and adapt giving vehicles that older Americans and younger Americans use
  - Examples: Gift appreciated stock, traditional IRA to charity VS. peer-to-peer fundraising, mobile and online giving
- Showcase mission driven values to connect authentically with various age groups
- Learn to build connections, find what matters, and tailor messages for women and racial/ethnic minorities

#### PRESENTERS:

**Doug H. Adolph**, Senior Vice President, CCS Fundraising

**Meghan Davison**, Vice President, CCS Fundraising

**Anna Edwards**, Chicago Council on Global Affairs



**Doug Adolph** is a Senior Vice President at CCS Fundraising. Doug's passion for giving back is a quality that has been with him since childhood. He is committed to supporting the community and returning good deeds by paying them forward.

Doug has invested his entire career in the service of nonprofit organizations. For more than 10 years, he has assisted some of the nation's largest charities in meeting their development goals. His areas of expertise include fundraising planning for nationwide chapter-based organizations, development staff coaching and management, leadership and major gift strategy, volunteer mobilization, donor stewardship, and maximizing event success.

Prior to CCS, Doug worked with the Alzheimer's Association providing direct management, leadership, and direction for the overall development platform and fundraising team. In his role, he worked to design and implement local and national fundraising strategies, as well as best practices for staff leadership and development, board administration, and data analysis. His efforts resulted in a 76% revenue growth.

Doug also assisted the American Cancer Society in maximizing their grassroots and mass-market fundraising efforts. Doug provided on-the-ground support and training to nearly 2,500 volunteers. His efforts resulted in a 38% revenue growth. Doug was the recipient of the Society's annual award for Excellence in Stewardship, as well as a Distinguished Service Award for Income Development.

Doug received his B.A with honors, in Communications & Politics from Lake Forest College. He is a native Chicagoan and serves as President for the Lake Forest College Alumni Board and the Vice President of Membership of the Alzheimer's Association Junior Board. He is a triathlete and an avid traveler.



**Meghan Davison**, Vice President, joined CCS in 2012. She grounds each of her engagements with quantitative and qualitative analysis to inform the best path forward. Recently, Meghan has been working with the Rock and Roll Hall of Fame which has raised \$56 million on a \$55 million goal. She has conducted over a dozen development assessments to help clients better understand and tackle their opportunities and challenges. She has also advised clients during all phases of campaigns, including campaign planning, campaign management of quiet and public phases, and pre- and post-campaign assessments. Before joining CCS, Meghan spent three years with CharityWatch, a watchdog group that evaluates the financial efficiency of nonprofits.

Meghan loves partnering with her clients to find new and innovative ways to meet their extraordinary goals.

Meghan received her M.A. from Cornell University and her B.A. from the College of William and Mary.

Originally from Kansas City, Meghan now lives in Chicago with her husband and two daughters.



**Anna Edwards** joined the Chicago Council on Global Affairs in 2011 and is currently the vice president of development. She has worked for the National Democratic Institute for International Affairs as a trainer, long term election observer, and campaign consultant to candidates, MPs, and political parties in the Middle East and North Africa. Prior to her international experience, Edwards worked as the development director for the Center for American Progress, America Votes, and Progressive Majority. She graduated from Scripps College in Claremont, California.