



DEVELOPMENT DAY CHICAGO

Friday, September 14, 2018
Renaissance Chicago Downtown



TAKE IT TO THE NEXT LEVEL: BOOSTING LOYAL DONORS' SUPPORT

While finding new donors is important, making sure that your current donors keep giving – and keep giving more each year – is even more critical to the overall success of your fundraising program. But before you start asking donors to upgrade their gifts, it is essential to understand why donors may choose to increase their support. In this session, our presenters will speak to how their organizations (both a small shop and a mid-level organization) successfully upgraded a longtime individual, corporate, and foundation donor, sharing insights on effective identification, cultivation, stewardship, and closing strategies.

By the end of this session, participants will:

- Understand what compels a donor to upgrade their average gift size
- Know how to identify donors who have the capacity to increase their annual gift
- Learn how to leverage engagement opportunities to help make an increased ask
- Collect examples of successful donor cultivation and stewardship strategies
- Receive actionable next steps to take back to their organization to help strategize a donor upgrade process

PRESENTERS:

Marna Goldwin, Director of Advancement, Bernard Zell Anshe Emet Day School

Sara (Kandler) Meno, Director of Development, Noble Network of Charter Schools

Ken Modzelewski, Chief Development Officer, The Nature Conservancy



Marna Goldwin serves as Chief Advancement Officer for Bernard Zell Anshe Emet Day School, a Pre-K - 8 independent school in Lakeview. She joined the school in 2009 and currently oversees the school's external relations including all fundraising, admissions and marketing efforts.

Prior to this position, Marna worked in the financial services industry in product marketing and sales, overseeing relationships with mid-size companies. After working at LaSalle Bank and Bank of America for 13 years, Marna followed her passion to help nonprofit organizations with marketing and fundraising. This led her back to her alma mater, Bernard Zell Anshe Emet Day School.

Marna received her BA from the University of Pennsylvania, her MBA from Northwestern University and a Masters in Jewish Professional Studies from Spertus Institute.



Sara (Kandler) Meno is the Director of Development for the Noble Network of Charter Schools (Noble). She joined the External Affairs team as a Development Associate in 2010 and now she manages the team responsible for meeting the philanthropic needs of a network of 17 high schools serving 12,000 students. To meet an annual giving goal of \$5MM-\$7MM annually, her work requires close collaboration with and management of Noble's Board of Directors as well as the organization's individual, foundation, and corporate relationships. Beyond her work in fundraising, she has extensive experience guiding the organization through involved projects including numerous new campus approvals, the renewal of the organization's charter with Chicago Public Schools, and the revamp of Noble's portfolio of websites. Her work launched Noble's federal grants portfolio in 2010, which totals \$19.6MM in federal grants to date. Sara holds a Master's degree in nonprofit management from DePaul University and a Bachelor's degree from Marquette University. Sara and her family are proud residents of Albany Park on Chicago's northwest side.



Ken Modzelewski is The Nature Conservancy in Illinois' Chief Development Officer. He leads the fundraising team as well as TNC Illinois' \$100M campaign, as part of The Nature Conservancy's global Our World \$5B campaign.

Previously, Ken was Deputy State Director for Illinois with The Trust for Public Land, where he worked for over seven years, and led a fundraising campaign to create The 606 (www.The606.org), the third elevated urban park and trail system in the world.

His background includes fundraising, leadership and volunteer management at higher education, conservation, and health organizations. Prior to The Trust for Public Land, Ken worked for the University of Chicago Medical Center as Director of Major Gifts, and at The Nature Conservancy as Director of Major Gifts and Philanthropy Operations.

Ken has raised gifts—from grassroots campaigns to seven-figure pledges—from family foundations, major corporations, and individual philanthropists. He has managed teams in corporate, foundation, event, and individual fundraising efforts and managed nonprofit and fundraising boards for over 16 years.

In his volunteer time, Ken has served on the executive board of the Chicago Design Museum since 2014, and as an ex officio trustee of the Development Leadership Consortium. He was born and raised in the Chicago area and lives in Chicago with his wife Joanne Kiley and two children—10 and 13—who are big users of parks and natural areas and are not the least bit timid about debating any topic with their father.