

## Development Day Chicago - 2017

8:30 - 10:45 Opening Keynote with Roundtable Discussions			
	<u>Lead the Gift</u> - Sponsored by Kellogg School of Management at Northwestern University	<u>Connected Fundraising</u> - Sponsored by Gesture	Fundraising by Segment - Sponsored by Pursuant
11 am - 12:15	<p><b>**Plan Your Work, Work Your Plan</b></p> <p>Panelists: <b>Steven George</b>, UIC - College of Nursing  <b>Maeven Sipes</b>, Northern Illinois Food Bank  <b>Barbara West Stone</b>, Metropolitan Family Services</p>	<p><b>What Board Members Really Want - The Real Story</b></p> <p>Moderator:  <b>Liz Livingston Howard</b>, Northwestern University – Kellogg School of Management</p> <p>Presenters:  <b>E.T. Franklin</b>, MediaVest/Spark  <b>Julian Posada</b>, The Resurrection Project</p>	<p><b>Technology on a Small Budget</b></p> <p>Moderator: <b>Robert A. Vitas, Ph.D., CAE, CFRE</b>  Presenters: <b>Sherry Budziak</b>, OrgCommunity  <b>Rupa Brosseau</b>, Foundation for Anesthesia Education and Research  <b>Michelle Domino</b>, Cancer Kiss My Cooley  <b>Brandon Stec</b>, MBA, Gesture</p>
12:30 - 1:30 Lunch			
1:45 - 3:00	<p><b>Donor Motivations: Understanding Today's Diverse and Divergent Individual Donors</b></p> <p><b>Megan Kashner</b>, Northwestern University, Kellogg School of Management</p>	<p><b>**Partnering for Success – CEO, CDOs and Organizational Strategy</b></p> <p>Presenters:  <b>Mary Ellen Caron</b>, After School Matters  <b>Anedra Kerr</b>, After School Matters  <b>Stephanie Sanderman</b>, The Cove School  <b>Dr. Sally Sover</b>, The Cove School</p>	<p><b>Multi Channel Fundraising: Connecting web, communications and fundraising messaging</b></p> <p>Presenters:  <b>Lori Kleinerman</b>, The Goodman Theater  <b>Jeremy Langford</b>, Jesuits USA</p>
3:15 - 4:30	<p><b>After the Ask... That Awkward Silence</b></p> <p>Moderator:  <b>De-Anthony King</b>, Northwestern University</p> <p>Panelists:  <b>Liz Adams</b>, Illinois State University  <b>Charles L. Katzenmeyer</b>, The Field Museum  <b>Christopher Toft</b>, Advocate Illinois Masonic Medical Center and Advocate Charitable Foundation</p>	<p>Job crafting: how to connect your team to impact (aka mission!)</p> <p>Presenter: TBD</p>	<p><b>**Stewardship in a new age: retaining mid-level donors</b></p> <p>Moderator: <b>Judy Lindsey, CFRE</b>, Methodist Hospitals Foundation</p> <p>Panelists:  <b>Betsey Harman</b>, Feeding America  <b>Paula Starkey</b>, DePaul University  <b>Catherine Winge</b>, Aria Communications</p>
4:30 - 5:30 Development Download Reception			

\*\* For the advanced fundraiser  
Sponsor of the Advanced sessions is CCS