



## National Philanthropy Day Conference Session Schedule - Wednesday, November 1, 2017

|                        |   |  |  |   |
|------------------------|---|--|--|---|
| 7:30 AM                | REGISTRATION & NETWORKING   |  |  |   |
| 8:45 am - 10:30 am     | <b>FEATURED PRESENTER: GAIL PERRY, MBA, CFRE</b><br><b>Rock the Boat: 5 Face-to-Face Fundraising Conversations that Inspire Your Donors To Give Generously</b><br><br>Fundraising conversations can be nerve-wracking. How do you really engage with a donor? How do you build their interest? How do you inspire your donor to say "how can I help?" And what's the best way to ask? Learn Gail Perry's secrets to seamless and natural conversations with donors. You'll discover – and practice – 5 interactive conversations that can light a fire with your donors, and inspire them to offer more support than ever. Learn how to build up to an easy, donor-centered ask where the donor is ready and happy to help your cause.  |  |  |   |
| 10:45 am - 11:00 am    | <b>A Special Address by Micah Kane, Chief Executive Officer of the Hawai'i Community Foundation</b>   |  |  |   |
| 11:05 am - 11:45 am    | PLENARY SESSION KEYNOTE <i>(to be advised)</i>  |  |  |   |
| 11:45 am - 12:00 pm    | VISIT BOOTH SPONSORS/NETWORKING   |  |  |   |
| 12:00 pm - 1:30 pm     | <b>NATIONAL PHILANTHROPY DAY AWARDS LUNCHEON</b><br><br><i>Honorees: Outstanding Philanthropist - Ginny Tiu; Outstanding Volunteer Fundraiser - Danny Kaleikini &amp; Linda Wong; Outstanding Corporation - Matson, Inc.; Outstanding Small Business - Skyline Eco-Adventures, LLC; Outstanding Youth - Nicki Lee, Sacred Hearts Academy; Outstanding Philanthropist In Memoriam - Henry B. Clark, Jr.; Paulette V. Maehara Award - Kelvin H. Taketa, Former Chief Executive Officer, Hawaii Community Foundation; Outstanding Professional Fundraiser - Michelle Morihara, MBA; and AFP President's Award - Barry Taniguchi, President &amp; CEO KTA Super Stores</i>  |  |  |   |
|                        | <b>HONOLULU ROOM</b>  | <b>KAHUKU ROOM</b>   | <b>OAHU ROOM</b>   | <b>WAIALUA ROOM</b>   |
| 1:45 pm - 3:00 pm      | <b>Multichannel Fundraising Integration Strategies</b><br><i>Shawn Reed, Senior Vice President, TrueSense Marketing</i><br><br>To engage all your donors, you need to be where they are--mail, online, broadcast, telephone, and print. Some donors respond to mail. Some prefer email and online. Others, a variety of channels. Still others switch between channels. Shawn Reed, Senior Vice President of TrueSense Marketing, will share fundraising strategies, techniques, and tactics to find the most effective ways to engage your donors through channel-specific creative and analytics that will help to generate growth for your organization.   | <b>The Fundraising Effectiveness Project and How It Can Help Your Organization</b><br><i>Jim Greenfield, ACFRE, FAHP</i><br><br>In 2006 the Association of Fundraising Professionals (AFP) and the Center on Nonprofits and Philanthropy at the Urban Institute established the Fundraising Effectiveness Project (FEP) to conduct research on fundraising effectiveness and help nonprofit organizations increase their fundraising results at a faster pace. After ten years, the FEP has gathered results from more than 27,000 nonprofits with over 100 million gift transactions. This rich database enables nonprofits and their fundraising staff to compare performance calculations of donor loyalty as well as reliable gift income. Session goals will illustrate fundraising effectiveness measurements in three areas: 1) How multi-year giving results can illustrate overall program performance; 2) How tracking donor acquisition and retention results can improve revenues; 3) How upgrading analysis and gain/loss metrics can increase fundraising returns. | <b>Advocacy Hacks:</b><br><b>10 New Ways to be More Effective at the Capitol</b><br><i>Melissa Pavlicek, SHRM-CP, CEO, Hawaii Public Policy Advocates</i><br><br>This session will cover the effective use of apps, platforms and publicly available information in advocacy and offer practical tips for achieving non-profits' legislative goals. Through an interactive exercise, participants will frame their top advocacy issues to more closely align with key decision-makers' priorities and discuss opportunities to use technology to transform advocacy processes. Participants will gain insights into federal, state and city grant funding opportunities and learn strategies for improving the effectiveness of their issues advocacy.   | <b>Panel Discussion: How to Connect with Wealth Managers &amp; Professional Advisors</b><br><br><i>Facilitator: Curtis Saiki, Vice President of Philanthropy and General Counsel, Hawaii Community Foundation</i><br><i>Panel: Eric X. Fujimoto, CFP, CFS, MBA, Private Wealth Advisor, Ho'ea-Wealth Advisory Group, Ameriprise Financial Services, Inc.; Kyle Karioka, Divisional Director of Gift Planning, The Salvation Army-Hawaiian and Pacific Islands Division; Jen-L Lyman, Esq., CTFA, Director of Philanthropic Partnerships, Hawaii Community Foundation</i><br><br>(Session description to come) |
| 3:15 pm - 4:30 pm      | <b>Digital Fundraising: How to Apply Traditional Direct Mail Strategies to a Growing Online Audience</b><br><i>Ben Nishimoto, Director of Philanthropy &amp; Mariko Chang, Membership and Events Manager, Honolulu Civil Beat</i><br><br>In 2010, only 6% of donors said that an e-appeal motivated a gift. In 2015, that jumped to 20%. In 2016, the number was 28%. As your donors begin to migrate to online giving, what is your nonprofit doing to build meaningful connections with current and prospective donors in the digital space? In this session, Honolulu Civil Beat director of philanthropy Ben Nishimoto and membership and events manager Mariko Chang will share strategies and tools to help other nonprofits build personalized-yet-automated online fundraising campaigns. | <b>Forensic Philanthropy: What Killed Your Donor? How To Extend The Life of Donor Relationships</b><br><i>Monica Grant, CEO, San Luis Obispo YMCA</i><br><br>You have a great mission. You need you donors more than ever. But donors can go away quietly and sometimes not-so-quietly and we are left scratching our heads, or dressing our wounds. What happened? Could this have ended differently? This interactive session explores the top pitfalls in why/how donor relationships become strained and end and how we as nonprofit professionals and volunteers can be proactive to avoid these "relationship killers", as well as how to best mitigate near-disaster situations when we get into them.  | <b>Driving Change Starts with You</b><br><i>Cindy Sakai, Co-Owner &amp; Co-Founder, THINK LLC</i><br><br>Mahatma Gandhi's quote, "Be the change that you wish to see in the world" inspires many to forge ahead passionately to bring to life the purpose-driven mission of their work. But being an agent of change is sometimes easier said than done. Whether you are driving change or leading an ever-changing environment, you need to inspire people around you to embrace and be excited by change in order to fuel productive action instead of resistance. Leaders in today's workplace do double duty when it comes to change. They are expected to champion the changes that the organization is initiating and to lead their co-workers through often stormy or confusing times. Successful change requires effective and consistent communication. | <b>Grant Writing Panel</b><br><i>Facilitated by Cathy Alsup, CFRE</i><br><br>(Panelists & session description to come)  |
| 4:30 pm - 5:00/5:30 pm | NETWORKING RECEPTION  |  |  |   |

Note: Sessions topics and descriptions are subject to change.