



HOSPICE WORKSHOP

October 2, 2022

7:30 AM – 4:00 PM

Royal Sonesta New Orleans

New Orleans, Louisiana

CONFERENCE AGENDA

Sunday, October 2, 2022

7:30 AM – 8:30 AM

Breakfast

8:30 AM – 9:00 AM

Welcome, Opening Remarks

Jake Lyons, CFRE, CNP | *President & CEO* | Pride Philanthropy

9:00 AM – 10:00AM

Grateful Family Gifts – How Soon is Too Soon?

Giving our families the opportunity to honor and grieve a loved one paired with the celebration and appreciation of the care team through philanthropic support is one of the most beautiful “transactions” we help facilitate. Walk through this process with us, including the ever-elusive debate of “how soon IS too soon”?

Shawna Bullard, CFRE, CNP, MS | *Executive Director of Client Relations* | Pride Philanthropy

10:00 AM – 10:15 AM

Break

10:15 AM – 11:00 AM

Converting a One-Time Gift to a Lifelong Donor

Imagine if we could get repeat gifts from all of our donors...it takes time and effort, but the investment is well worth it! We will explore engagement strategies for moving past a transaction and into a relationship with our donors by inviting them into our organizational family.

Marti Barrow, CFRE | *Vice President of Client Services* | Pride Philanthropy



11:00 AM – 12:00 PM

Fundraising with a Small Staff

In this session, we will walk participants step-by-step through putting a fundraising structure in place for a hospice organization without having to hire a large development team. The key is streamlined efforts that result in sustainable day-to-day activities to support driving revenue to the organization. Learn how to get started and keep growing!

Jake Lyons, CFRE, CNP | *President & CEO* | Pride Philanthropy

12:00 PM – 1:30 PM

Lunch

1:30 PM – 2:15 PM

What is the Most Effective Way to Work with Our Bereavement Staff – Panel

They know what we need to know and who we need to know, and we can make their jobs easier and quality of care higher through philanthropic support. How do we bridge the gap between philanthropy and front-line care?

MODERATOR: **Shawna Bullard, CFRE, CNP, MS** | *Executive Director of Client Relations* | Pride Philanthropy

2:15 PM – 2:30 PM

Break

2:30 PM – 3:15 PM

Defining Your Campaign: Hospice Homes vs. Endowment Programming

Our funding needs are endless so how do we build our campaigns for optimal impact? From capital needs to program support and investing in the future, if we can define our needs we set ourselves up for inspiring gifts to make it all possible.

Marti Barrow, CFRE | *Vice President of Client Services* | Pride Philanthropy

3:15 PM – 4:00 PM

How Do We Involve Hospice Volunteers in Philanthropy?

We have so many wonderful volunteers supporting us, but how much of their job is actually philanthropy? How can we leverage their efforts in a way that feels appropriate? What results should we expect if we do it all correctly? And can they be involved in our planned giving? Join us and find out!

Jake Lyons, CFRE, CNP | *President & CEO* | Pride Philanthropy

4:00 PM

Adjourn




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