



CONFERENCE AGENDA

September 29 – October 2, 2024
Henderson Beach Resort
Destin, Florida

Sunday, September 29, 2024



6:00 PM – 8:00 PM

Opening Reception

Monday, September 30, 2024



7:30 AM – 8:30 AM

Breakfast

8:30 AM – 8:45 AM

Welcome, Opening Remarks

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

8:45 AM – 9:45 AM

Major Gifts from Start to Finish

It's no secret that a Major Gifts program is by far the most important revenue driver for every fundraising program, but where do we begin? In this session, the PRIDE team will walk you through each component step-by-step starting with how to identify and sort prospects to how to engage with them, all the way to successfully receiving the gift. We break down the process, so you can start bringing in transformational gifts right away without any of the guesswork!

PRIDE Staff

9:45 AM – 10:00 AM

Break

10:00 AM – 10:45 AM

Building Trust and Deepening Relationships

Trust is foundational in relationships because it establishes a reliable foundation for mutual respect, safety, and open communication, which are essential for healthy, enduring connections. In relational fundraising, we must understand that people give to people – that they know and trust. Together, we will explore the key components of trust and its impact on donor retention and engagement. This interactive session will reinforce the importance of transparency, consistency, and responsiveness in communication with donors so that we can all work to ensure long-term support and engagement with our donors.

Marti Barrow, CFRE | *Senior Vice President* | PRIDE Philanthropy

10:45 AM – 11:45 PM

The Three C's of Fundraising

Based on Malcolm Gladwell's, "*The Tipping Point*", through this exercise we explore how three key participants – Connectors, Cultivators, and Closers – can lead to meaningful changes in our organization's fundraising efforts. Identify your strengths and the strategic ways that you and your fundraising team can partner to spread ideas and influence others.

MODERATOR: **Jena McKinzie, MS, CNP** | *Executive Director of Client Relations* | PRIDE Philanthropy

11:45 PM – 1:15 PM	Lunch
1:15 PM – 2:15 PM	Mastering Nonprofit Leadership Guest speaker details coming soon!
2:15 PM – 2:30 PM	Break
2:30 PM – 3:15 PM	Fearlessness in Asking for Gifts and Volunteers Do you know that you need to be making more asks, but are feeling stuck on where to start? It may be your psychology working against you, with just enough fear to avoid getting started. We all struggle with this, and by understanding how our brains work, we can find the spark to start and keep moving! There are several simple tricks to build some momentum and confidence that we will share, plus some actionable strategies to get over the procrastination hump in scheduling asks. Jake Lyons, CFRE, CNP <i>President and CEO</i> PRIDE Philanthropy
3:15 PM – 4:00 PM	Managing Up for Fundraising Success Fundraising leadership often requires that we skillfully manage up. In this panel discussion we will share strategies for successfully navigating relationships with internal leadership, board members, cross institution experts, and volunteers. Learn to set clear expectations while securing leadership and strategic volunteer support. This candid conversation will help you foster a culture of collaboration and accountability that will elevate your leadership skills and drive fundraising success. MODERATOR: Jena McKinzie, MS, CNP <i>Director of Client Relations</i> PRIDE Philanthropy
4:00 PM	Adjourn
6:00 PM	Beer and Wine Reception





7:30 AM – 8:30 AM	Breakfast
8:30 AM – 9:30 AM	<p>Elevate Your Volunteer Recruitment Efforts</p> <p>Do you feel stalled in your volunteer recruitment efforts or not even know where to begin? You're not alone! Discover actionable insights from industry leaders on how to attract, train, and retain dedicated volunteers who can amplify your fundraising efforts. Whether your program is already established or you're just starting out, this panel will offer valuable perspectives on making your volunteer program a powerful asset. Don't miss the opportunity to network with peers and uncover new recruitment techniques that can transform your fundraising approach.</p> <p>MODERATOR: Marti Barrow, CFRE <i>Senior Vice President</i> PRIDE Philanthropy</p>
9:30 AM – 10:30 AM	<p>Shark Tank</p> <p>Step into the fundraising spotlight where you pitch your nonprofit's vision to our panel of expert 'Sharks' from the fundraising world. This interactive workshop is designed to sharpen your "pitching" skills and talk about your mission in a concise but hard-hitting way, with direct feedback from seasoned professionals. Perfect for nonprofits looking to attract investments and partnerships, this session promises to be as fun as it is valuable. As a fundraiser, you are asking people to <i>invest</i> in your organizations, and this is a chance to refine that skill!</p> <p>MODERATOR: Jared Lyons <i>Executive Director of Client Services</i> PRIDE Philanthropy</p>
10:30 AM – 10:45 AM	Break
10:45 AM – 11:30 AM	<p>AI Tools to Boost Your Fundraising</p> <p>Artificial Intelligence has permeated every industry at this point, and everyone seems to have more questions than answers when it comes to how to use it ethically and effectively to save time and drive more revenue towards our mission. In this session, we'll cover some of the tools we use every day, how to use them, and the implications for the future. We will also demonstrate some of the latest capabilities live in this interactive session.</p> <p>MODERATOR: Jake Lyons, CFRE, CNP <i>President and CEO</i> PRIDE Philanthropy</p>
11:30 AM – 12:15 PM	<p>Segmenting Fundraising Across Generations</p> <p>Explore the landscape of generational giving in real time and discover the unique patterns and passions that drive each age group to donate. We'll cover how to effectively connect with and solicit different generations—from <i>The Silent Generation</i> and <i>Baby Boomers</i> to <i>Gen Z</i>—to maximize your fundraising efforts. We'll dive into practical strategies for engaging each demographic, using their specific interests and communication preferences to fuel your nonprofit's mission. It's important to acquire donors while they are young and retain them as they age, so this session aims to make sure that you do both.</p> <p>Jared Lyons <i>Executive Director of Client Services</i> PRIDE Philanthropy</p>
12:15 PM – 1:00 PM	Lunch
1:00 PM	Adjourn – Afternoon and Evening Free





7:30 AM – 8:30 AM	Breakfast
8:30 AM – 9:30 AM	Neuroscience of Giving: How Brain Science Can Boost Your Fundraising Efforts Studying human psychology can help us predict donor behavior to a shocking degree of accuracy. The field is vast, so in this session, we will break down the concepts you most need to know to increase your fundraising revenue without spending more time, effort, and energy. Knowing how and why people give allows us to provide the opportunities donors are already looking for! We just have to know why they want what they want. MODERATOR: Jake Lyons, CFRE, CNP <i>President and CEO</i> PRIDE Philanthropy
9:30 AM – 9:45 AM	Break
9:45 AM – 10:30 AM	Top Ten Lessons in 45 Years of Fundraising Join us for a casual conversation with Jim as we discuss the “ <i>10 Lessons Learned in 45 Years of Fundraising</i> ”. Having led, trained, and worked with more than 400 institutions, Jim has supported clients in raising more than one billion dollars. His emphasis on people, relationships, and teamwork will offer practical tips and more than a few good stories! Special Guest: Jim Lyons MODERATOR: Jena McKinzie, MS, CNP <i>Executive Director of Client Relations</i> PRIDE Philanthropy
10:30 AM – 11:30 AM	Fundraising Trends Our most requested session of the year! In this closing act, we will break down all the major industry trends we should all be keeping an eye on. There’s always an overwhelming amount of fundraising data coming in, and we distill it down so that you don’t have to. Join us as we walk through what we can learn from the last twelve months, and what we need to watch for in the next twelve. We are lucky enough to work with and learn from dozens of fundraising teams simultaneously, and we will wrap with all the best information for next generation philanthropy! PRIDE Staff
11:30 AM	Adjourn

