

2011 Midwest Conference at a Glance

Registration and Continental Breakfast

7:45-8:30am

Opening Plenary Speaker

JASON SAUL

8:30 – 10:00am

The End of Fundraising?

Morning Break

10:00 – 10:15am

Feature Presentation #1

10:15 — 11:30 am

The State of Philanthropy in Chicago

Feature Presentation #2

10:15 — 11:30 am

Building a Fundraising Movement

Networking Lunch

11:30 – 12:45pm

Module #1

LEARNING SESSION

12:45-2:00 pm

All About the Numbers: What's the Buzz About?

Module #2

LEARNING SESSION

12:45-2:00 pm

Cause Marketing: New Rules of the Game

Module #3

LEARNING SESSION

12:45-2:00 pm

Inside The Mind of the Major Donor

Module #4

LEARNING SESSION

12:45-2:00 pm

If You Build It, Will They Come?

Module #5

LEARNING SESSION

12:45-2:00 pm

Raise More, Make More? An Ethical Discussion

Afternoon Break

2:00-2:15 pm

Afternoon Break

2:00-2:15 pm

Afternoon Break

2:00-2:15 pm

Afternoon Break

2:00-2:15 pm

Afternoon Break

2:00-2:15 pm

LAB 1A

2:15-3:15 pm

Mining for Gold: Segmentation, Reactivation & Donor Acquisition

LAB 1B

2:15-3:15 pm

Building a Case: When Less Is Not More

LAB 2A

2:15-3:15 pm

Real-Time Marketing

LAB 2B

2:15-3:15 pm

Demystifying Government Grants

LAB 3A

2:15-3:15 pm

Movin' and Shakin': Doing Relationship Management Right

LAB 3B

2:15-3:15 pm

The Board Game: Making the Right Moves

LAB 4A

2:15-3:15 pm

Capture Your Impact

LAB 4B

2:15-3:15 pm

On the Move Again: Migrating from Events to Annual & Major Gifts

LAB 5A.

2:15-3:15 pm

Resume Review Workshop

LAB 5B

2:15-3:15 pm

Social Networking for Career Success

Closing Plenary Speaker

STEDMAN GRAHAM

3:15-4:30 pm

Who Are You — Leadership Development Program

Rush Hour Retreat & Reception

4:30-5:30 pm