



DEVELOPMENT September 20, 2019 Radisson Blu Aqua DAY CHICAGO

DATA DRIVEN DONOR ENGAGEMENT: GROWING YOUR ANNUAL FUND WITH PHILANTHROPIC COMMUNICATIONS

A successful annual giving program is the foundation for any nonprofit's ability to fund immediate needs and often serves as part of a major gift pipeline strategy. You know it is vital to your keep current donors engaged, but how do you increase their giving and continue to grow your annual fund donor base? One of the most valuable prospecting tools available is your philanthropic communications strategy? Wait – with all of your free time you don't have one developed yet? Let us help! This session features a panel of three fundraising experts that together lead The Rotary Foundation's Leadership & Annual Giving department. They will share how their teams - which include philanthropic communications, annual giving officers, and fundraising analytics - work simultaneously to support each other's shared purpose of meeting increasing annual fundraising goals.

LEARNING OUTCOMES:

By the end of this interactive panel session, participants will:

- Understand how to identify giving identify trends in your donor base
- Learn how to segment your existing donor data to develop communications that result in more donations
- Apply current philanthropic communication trends to their existing donor base giving history to develop an enhanced donor engagement strategy
- Identify new prospective donor segments
- Leave with a customizable template to assist in creating a philanthropic communications strategy

SPEAKERS:

Stephanie Adomaitis, CFRE, Donor Engagment Manager, The Rotary Foundation
Chris Boyce, CFRE, Annual Giving Manager, The Rotary Foundation
Chad Stutsman, Manager of Fundraising Analytics, The Rotary Foundation



Stephanie Adomaitis, CFRE - Donor Engagement Manager, The Rotary Foundation

With over 10 years of philanthropic communications experience, Stephanie currently serves as the Donor Engagement Manager for The Rotary Foundation. Her team focuses on using donor data to create and implement an international, comprehensive philanthropic communications strategy to continue increasing annual fund donations. Prior to her role at The Rotary Foundation, she served as the Vice President of Development for Marcfirst.



Chris Boyce, CFRE, Annual Giving Manager, The Rotary Foundation

Chris manages a team of Annual Giving Officers who support fundraising and promote The Rotary Foundation's impact across North America through relationship building. Prior to his current role, he served previously as an Annual Giving Officer for Canada and the Northeast US. Before joining Rotary in 2013, Chris was the Development Manager for the Institute for Latino Progress.



Chad Stutsman, Manager of Fundraising Analytics, The Rotary Foundation

Chad leads a team responsible for the development of data driven analysis that enables The Rotary Foundation's annual giving, planned giving, and major giving development teams to make informed business decisions, manage donors, and identify prospects. The Fundraising Analytics team provides key metrics, identifies donor giving patterns, and supports prospective donor research using a blend of data gathering techniques from multiple platforms.