



DEVELOPMENT DAY

September 20, 2019
Radisson Blu Aqua

CHICAGO

IT'S ALWAYS ABOUT THE NEXT GIFT

It's great to get that new gift. Celebrate! And then start thinking about what needs to happen to ensure you get the NEXT gift. While donor acquisition will always be essential to our development programs, we need to address donor retention with equal passion and skill. The consequences to losing a donor are greater than the drop in revenue it represents. By all means let's get them – and KEEP them. Join us for an engaging session that looks at best practices in data analysis and strategy development so that your numbers are always increasing – dollars and donors.

LEARNING OUTCOMES:

Participants in this session will learn...

- What the data reveals about your donors and your management of them
- How to establish a donor management protocol focused on long-term relationships
- What donors want and need to stay connected – and invested – in your cause

PRESENTERS:

Liz Fieweger, Development Director, St. Therese Chinese Catholic School

Mary J. Foley, Managing Director, Mission Advancement, Christian Brothers Services



Liz Fieweger, Development Director, St. Therese Chinese Catholic School

Liz Fieweger is the Development Director at St. Therese Chinese Catholic School, a two-time National Blue Ribbon Award winner. Brought on to help position the school for expansion to a second campus, Liz elevated the development platform to attract an increasing number of gifts in her three years there. She also helped facilitate the largest group donation in school history, including working

with the donor to double their initial annual investment in less than three years.

Liz has spent the second half of her career in development for non-profits, including as Director of Individual Giving for Horizons for Youth, an organization dedicated to providing education, mentoring, and enrichment opportunities to students. There, she focused on programs to help maintain and grow the individual donor base, resulting in an overall increase of over 20% in annual giving by individuals.



Mary J. Foley, Managing Director, Mission Advancement, Christian Brothers Services

Mary J. Foley is managing director at Christian Brothers Services and oversees the Mission Advancement and Catholic School Management divisions. Mary brings 35+ years of experience to the not-for-profit world and offers a wealth of strategic leadership skills and insights to the educational, religious and social service arenas.

Mary has worked with hundreds of not-for-profits, internally as a director of development, at the board level, and through a wide variety of consulting engagements. She has raised hundreds of millions of dollars through capital campaigns, annual fund appeals and ever-expanding advancement initiatives for organizations large and small.

Mary is a frequent presenter at NCEA, CASE, AFP, ICSC, DOJ, ASPM and other professional development conferences that like to use initials.