



DEVELOPMENT DAY

September 20, 2019
Radisson Blu Aqua

CHICAGO

STORYTELLING FOR EVERY CHANNEL AND EVERY AUDIENCE

Storytelling has reached buzzword-level status for fundraising and communications professionals of all stripes. But how do you translate this momentum into a seamless and results-oriented workplan within your organization? This session will tackle that question, bringing together Brad Dunn, Web and Digital Engagement Director at the Field Museum, and Melissa Berliner, Vice President at Campbell & Company. These two leaders will discuss where storytelling should live within an organization and how to adapt stories for different channels and audiences. From social media to print, Gen Z to Baby Boomers, the conversation will tackle storytelling for every channel and every audience. During the second half of the session, attendees will have the chance to ask questions and workshop storytelling ideas to show how a singular message can be translated across an organization to create maximum impact.

LEARNING OUTCOMES:

By the end of this hybrid fireside chat-workshop session, attendees will:

- Learn how to embed storytelling within their organizations, including who should oversee it and who should coordinate it
- Understand how to reach different generations with storytelling, including Gen Z, Millennials, Gen X, Baby Boomers, and the Silent Generation
- Understand how to adapt and coordinate storytelling for different communications channels, including face-to-face meetings with donors, social media, email, video, podcasts, website/blogs, direct mail, and events
- Practice applying the concepts learned to their own organizations

PRESENTERS:

Melissa Berliner, Vice President, Campbell & Company

Brad Dunn, Web and Digital Engagement Director, Field Museum

Kashif Shaikh, Co-Founder and Executive Director, Pillars Fund



Melissa Berliner, Vice President, Campbell & Company

Melissa has the ability to quickly identify the core challenges facing clients and develop tailored, innovative strategies to address them. As a Vice President with Campbell & Company, Melissa Berliner enjoys developing tailored, innovative strategies to address her clients' core challenges and opportunities. Collaborating with individuals who have a variety of personalities and skill levels, Melissa's clients appreciate her ability to build consensus among organizational leadership, staff and volunteers to drive impact. *continued ...*

Melissa's work spans multiple sectors, including human services, education, and arts and culture. She is also a seasoned guest speaker and lecturer on a variety of fundraising topics, and has spoken at conferences hosted by the Association of Fundraising Professionals, Women in Development, Planned Parenthood, Chorus America, the National Legal Aid and Defender Association, Loyola University, DePaul University, and Columbia College.

Prior to coming to Campbell & Company, Melissa managed fundraising programs at the Columbia Art Museum, Victory Gardens Theatre, and Steppenwolf Theatre. She currently serves as Past President of the Chicago Chapter of the Association of Fundraising Professionals. In this role, she Chairs the Committee on Directorship and Vice-Chairs the Faces of Philanthropy Awards Luncheon.



Brad Dunn, Web and Digital Engagement Director, Field Museum

Brad oversees interactive design, audience engagement, and digital content development for the web, social media, and other digital channels. Over 20 years, he has crafted user- and story-driven engagements across digital and real-world spaces for live audiences, smartphone-wielding consumers, smiling children, intoxicated cruise ship passengers, and upper eastside arts funders.



Kashif Shaikh, Co-Founder and Executive Director, Pillars Fund

Kashif Shaikh is the Co-Founder and Executive Director of Pillars Fund, an organization that invests in and amplifies the talents, narratives, and leadership of American Muslims. Under Kashif's leadership, Pillars has grown from a volunteer-led community fund to a fully-staffed foundation whose work has been covered by The New York Times, BuzzFeed, and Fast Company, among others.

To date, Pillars has invested over \$4 million in nonprofits working with and alongside American Muslim communities. With over 13 years of experience in the philanthropic sector, Kashif is a leading voice in the field of philanthropy and the important role it plays in empowering vulnerable communities.

Prior to launching Pillars, Kashif was a Program Officer at the Robert R. McCormick Foundation where he managed a portfolio of over \$5M and helped scale some of the most promising non-profits in Chicago working at the intersection of racial justice, poverty and education. Additionally, Kashif managed the Foundation's corporate partnerships and helped develop corporate social responsibility strategies for the Chicago Tribune, Chicago Blackhawks, and the Chicago Bulls. Kashif's career began at the United Way of Metropolitan Chicago, where he advanced key strategies to engage the organization's largest corporate partners.

He currently serves on the Board of Directors of the Peabody Awards and was named by Crain's Chicago Business as one of its "40 Under 40" changemakers in 2017. A Cincinnati native, he holds a B.A. from Ohio State University and a Master's Degree from Northwestern University.