

# Digital Fundraising Bootcamp LA

October 22, 2015

Hosted by:



**Nation**Builder

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## Schedule Overview

1:00 PM	Welcome remarks	3:00 PM	Breakout sessions:
1:15 PM	<b>Bingo and Chinese food in the Bronx and Other Curious Adventures in Fundraising</b> <i>with Katharine DeShaw</i>	Block 2 (choose 1)	<b>Meet the Digital Duo: Tools and Tactics for a #WinningDayofGiving</b>
2:00 PM	Breakout sessions:		<b>Smarter Fundraising: Using a Ladder of Engagement as a Foundation</b>
Block 1 (choose 1)	<b>Designing for Action: The Art of Building Next-level Nonprofit Websites</b>	3:45 PM	<b>Unlock Your Story</b> <i>with Michael Kass</i>
	<b>Seize the Challenge: Lessons from Experienced Nonprofit Fundraisers</b>	5:00 PM	Debrief
2:45 PM	Break	5:15 PM	Networking Reception

## Session Descriptions

### **Bingo and Chinese food in the Bronx and Other Curious Adventures in Fundraising**

1:15–2:00 PM | Keynote by philanthropy expert and consultant Katharine DeShaw

Take a quick ride through the history of fundraising and the biggest trends impacting the field today, including fast growing world of crowdfunding.

### **Unlock Your Story**

3:45–5:00 PM | Workshop with expert storyteller, Michael Kass

A great organizational story has the power to reflect and build your culture, connect internal and external stakeholders to your mission and help raise funds. This interactive workshop will give you the skills to build a compelling narrative that resonates on an emotional level without sacrificing the information often requested by individual and institutional contributors.

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# Session Descriptions

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## Block 1

2:00–2:45 PM | Choose one of the two sessions below

### **Designing for Action: The Art of Building Next-level Nonprofit Websites**

Nonprofit websites aren't just about pretty colors and imagery. They hinge upon clear paths for leading visitors from enthusiasm to action. Learn from Chapin Herman, co-founder of one of LA's most talented agencies Herman-Scheer, as he shares valuable advice and behind-the-scenes insights from a recent project for the fast-growing grassroots movement #Hashtag Lunchbag.

### **Seize the Challenge: Lessons from Experienced Nonprofit Fundraisers**

Fundraising can be grueling, isolating work, but it can also be exhilarating. How can we fuel more of the latter? This panel of digital fundraising professionals comes together to trade battle stories and hard-won lessons about the journey from short-term giving to sustained commitments. Hear from Brave New Films' Regina Clemente, LA River Corp's Jason Foster, and Ishraq Ali.

## Block 2

3:00–3:45 PM | Choose one of the two sessions below

### **Meet the Digital Duo: Tools and Tactics for a #WinningDayofGiving**

Digital doesn't have to be scary when you've got these two at your side. Join Community Strategists Alex Stevens and Dana Saydak as they demonstrate practical steps towards executing a #WinningDayofGiving on NationBuilder. You'll leave with best practices for learning about your supporters, personalizing communications, cultivating donors, and scaling peer-to-peer campaigns.

### **Smarter Fundraising: Using a Ladder of Engagement as a Foundation**

End-of-year fundraising can get sloppy... really sloppy. Stop doing stupid. If you're getting ready for a fundraising campaign, this workshop will help you build a high-impact strategy. Join Kristin Spiotto and Annie Mosbacher for a lesson on developing your ladder of engagement, drawn from NationBuilder's new 6-part fundraising course, "Building a giving campaign that lasts."