

## Tuesday, May 15, 2018

Time	Location	Event
7:30 a.m. – 5:00 p.m.	Talley Student Union	1887 LOUNGE OPEN
7:30 a.m. – 8:30 a.m.	Talley Student Union One Earth	CONTINENTAL BREAKFAST
8:30 a.m. – 9:45 a.m.	Talley Student Union Stewart Theater	PLENARY SESSION 2 Title: Talent Management Through an Equity Lens Speaker: Christina Chang, Assistant Vice President for Finance, Talent & Administration, University of Washington Advancement
10:00 a.m. – 11:00 a.m.	Talley Student Union	BREAKOUT SESSION 2 Wealth Screening Validation – Minimum Effort for Maximum Benefit (AS) The Undeniable Influence of Women in Philanthropy: A discussion of how to ensure their impact in and on your program (ALL) Strengthening Crisis Communications Amid Real-World, Real-Time Challenges (COMM) For All Alumni: Using Email and Social Media in the Campaign for Carolina (AEDR-AE) Direct Mail Speed Dating (AG) Starting from the Bottom: Building a Solid CFR Program (CFR)
11:15 a.m. – 12:15 p.m.	Talley Student Union	BREAKOUT SESSION 3 Creating a Culture of Analytics...Out of the Data That You Already Have (AS) Collaborative Lanes (MGGP) Redefining a University Brand: A Case Study from University of North Carolina at Greensboro (COMM) Time to Take Action with Your Diversity Plan (ALL) Digital Advertising & Retargeting as Annual Giving Tools (AG) Level Up – Building Strategic Corporate Partnerships (CFR)
12:15 p.m. – 1:30 p.m.	Talley Ballroom	LUNCH
1:30 p.m. – 2:00 p.m.		NETWORKING BREAK
2:00 p.m. – 3:00 p.m.	Talley Student Union	BREAKOUT SESSION 4 Gift and Pledge Basics- Everything You Need to Know (Almost) – Session I (AS) Tax To-Dos for Non-Cash Gifts and 2018 Tax Reform Update (MGGP) Social Media: Engaging Your Audience and Delivering ROI on Social Platforms (COMM) More Than Just a Friend: When Volunteer Engagement Develops Lifelong Donors (AEDR) Navigating the Relationship between Annual Giving Programs and Capital Campaigns (AG) Philanthropy 101: An Overview of Working with Foundations (CFR) Hit the Mark! Measurement and ROI for Advancement Professionals (ALL)
3:15 p.m. – 4:15 p.m.	Talley Student Union	BREAKOUT SESSION 5 Gift and Pledge Basics- Everything You Need to Know (Almost) – Session II (AS) Building a Strategy for Your Professional Growth & Advancement (MGGP) Social Media: Engaging Your Audience and Delivering ROI on Social Platforms (COMM) Retention: A New/Old Frontier for Donor Relations (AEDR-DR) Keeping Your Giving Day Fresh (AG) Donor-advised funds. Heard of them? Think all the hype is just that, hype? Or worse, they negatively impact fundraising? (MGGP)
4:15 p.m.		REFRESH
6:00 p.m. – 10:00 p.m.	Reynolds Coliseum	SYMPOSIUM TAILGATE Presented by Blackbaud (Dinner and refreshments will be served, RSVP required)