

Individual Giving Conference

North America

May 18th 2023 //
11am–2pm CT

Online



ROOM 1



11:00 Welcome: Reviewing The Individual Giving Landscape In North America, Neon One & Fundraising Everywhere

11:10 What Are Your Donors Thinking? Behavioural Science In Individual Giving: Cherian Koshy – Merit America

11:30 Live Q&A: Cherian Koshy

11:45 How To Make Every Donor Feel Like A Major Donor (Without Spending Major Time On Them): Rachel Bearbower – Small Shop Strategies

12:05 Live Q&A: Rachel Bearbower

12:20 **B R E A K**

12:25 Principles Of Community–Centric Fundraising & Why They Matter In The Social Impact Space: Rickesh Lakhani – Radiance Advisory

12:45 Live Q&A: Rickesh Lakhani

1:00 3 Strategies For Cultivating Relationships With Grantmakers: Sheleia Phillips – SMP Nonprofit Consulting

1:20 Live Q&A: Sheleia Phillips

1:35 **B R E A K**

1:40 What Does Good Stewardship Look Like?: Neon One & Charity Panel

2:00 Live Q&A

LIVE & ON DEMAND

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ROOM 2



11:00 Welcome: Reviewing The Individual Giving landscape In North America, Neon One & Fundraising Everywhere *IN ROOM 1*

11:10 New Insights for Nonprofit Email Marketers: Abby Jarvis – Neon One

11:30 Live Q&A: Abby Jarvis

11:45 20 Quick Ways To Infuse Your Marketing & Fundraising With More Creativity: John Lepp – Agents of Good

12:05 Live Q&A: John Lepp

12:20 **B R E A K**

12:25 ✂ Session: Purpose-Driven Fundraising 101: Cierra Selby

12:30 ✂ Session: "Are you talking to me?" Knowing your audience and why it matters: Sara Hoshooley – Charity Shift

12:40 ✂ Session: 7 Minutes To Incredible Online Giving Pages: Sam Nyland – Neon One

12:45 ✂ Session: Good Video On A Budget: David Phu

1:00 Soft Skills: Cultivating Donor Relationships & Making The Ask: Mallory Erickson

1:20 Live Q&A: Mallory Erickson

1:35 **B R E A K**

1:40 How To Provide An Exceptional Payment Process On Your Giving Pages: Visa

2:00 Live Q&A

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ROOM 3



11:00 Welcome: Reviewing The Individual Giving Landscape In North America, Neon One & Fundraising Everywhere *IN ROOM 1*

11:10 How To Move Your Individual Giving Career Forward: Kia Croom

11:30 Live Q&A: Kia Croom

11:45 Innovation & Improving Efficiencies In Individual Giving:
Michael Buckley – The Killoe Group

12:05 Live Q&A: Michael Buckley

12:20 **B R E A K**

12:25 Measuring What Matters: How Data Can Help Your Nonprofit Achieve Its Goals: Nejeed Kassam – Keela

12:45 Live Q&A: Nejeed Kassam

1:00 Lost in Translation: Bridging The Gap Between Development & Finance: Deanna Peterson – Your Part-Time Controller

1:20 Live Q&A: Deanna Peterson

1:35 **B R E A K**

1:40 What I Learned In My First Year As An Individual Giving Fundraiser: Karen Adegbite – Child Rescue Nepal

2:00 Live Q&A

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SKILLS TENT

11:10 – 11:50 Design The Change You Want To See With Canva:
Arturo Rago – Canva

11:55 – 12:35 How to Use Your Summer Months to Maximize Your End
Of Year Campaigns: Jess Campbell – Out in the Boons

B R E A K

1:35 – 2:05 How To Use LinkedIn To Promote Your Nonprofit and
Fundraising: Susu Wong – Tomo360

LIVE & ON DEMAND