

ANNUAL CONFERENCE PROGRAM

OPTIMIZE ADVANCEMENT GROWTH- INCREASE YOUR CAPACITY AND ENHANCE YOUR OUTCOMES

August 5-6, 2021

The Westin Lombard Yorktown Center
Lombard, IL

Thursday, August 5, 2021

7:30 a.m. – 8:00 a.m.	Registration and Continental Breakfast <i>Junior Ballroom A-B Foyer</i>
8:00 a.m. – 8:15 a.m.	Welcome and Introductions <i>Junior Ballroom A-B</i>
8:15 a.m. – 9:00 a.m.	Session 1 Thinking Big to Move Things Far
9:00 a.m. – 10:00 a.m.	Session 2 Roadmap for Exponential Growth
10:00 a.m. – 10:15 a.m.	Morning Refreshment Break <i>Junior Ballroom A-B</i>
10:15 a.m. – 11:15 a.m.	Session 3 Enhancing Your Gift Capacity
11:15 a.m. – 12:00 p.m.	Session 4 With Involvement Comes Investment – Boards, Councils and Volunteers

12:00 p.m. – 1:30 p.m.	Lunch
1:30 p.m. – 2:45 p.m.	Session 5 Innovative Approaches to Optimize Gift Income
2:45 p.m. – 3:00 p.m.	Afternoon Refreshment Break <i>Junior Ballroom A-B</i>
3:00 p.m. – 4:00 p.m.	Session 6 Setting and Achieving Big Goals: Mobilizing Internal Constituents
4:00 p.m. – 5:00 p.m.	Session 7 Essential Advancement Communications
5:00 p.m.	Wrap-Up and Notes for Tomorrow
 Friday, August 6, 2021 	
7:30 a.m. – 8:40 a.m.	Breakfast Roundtables <i>Junior Ballroom A-B</i>
8:40 a.m. – 8:45 a.m.	Passing Break <i>Junior Ballroom A-B</i>
8:45 a.m. – 9:45 a.m.	Session 8 Retaining and Inspiring Your Current Donors
9:45 a.m. – 10:00 a.m.	Morning Refreshment Break <i>Junior Ballroom A-B</i>
10:00 a.m. – 11:30 a.m.	Session 9 The Case for Support is More than the Campaign Statement
11:30 a.m. – 12:00 p.m.	Wrap-Up and Adjournment