

Note: Times on this agenda are in Central Time. However, in the virtual environment, times displayed on the session's countdown clock and in MyAgenda appear in your time zone (the time zone you have your computer set up to).

Wednesday, September 22

8:30-8:45 a.m. CT

AIS Ambassador Update *Live!*

Check in with the AIS ambassador and guests as they come to you live with late-breaking event news and AIS highlights! You can find this livestream session on the right side of the navigation bar at the bottom of your screen.

9:00-10:00 a.m. CT

Connect Over Coffee

Visit the Fun Hub to snap an Italian photo, chat with others, and watch live views of Italy. Next, stroll to the Innovation Lounge to continue conversations, watch on-demand Innovation Sessions, or take part in the Fundraising Wheel of Fortune!

9:00-9:45 a.m. CT

Spin the Fundraising Wheel of Fortune: La Ruota Della Fortuna *Live!*

Innovation Lounge

Join your peers and the RNL crew as we get ready to kick off the event, and “spin the wheel” to talk about key issues in Advancement, including the future of annual giving, major gifts, digital giving, crowdfunding, giving days, and personalizing the donor experience.

10:00-11:00 a.m. CT

Opening Keynote Session: Digging For Hope: Turning Wine To Water

Sessions Room

Doc Hendley—Founder and President, Wine to Water

Our keynote speaker is proof that anyone, even a tattooed keg-tapper, can change the world. In 2004, Doc held his first fundraisers, and then a trip to Darfur changed his life. Doc's successful charity, Wine Into Water, provides water resources to communities in need across the globe. He was named as a top ten CNN Hero, and the ripples continued to grow. Join us to hear Doc's story, and how to unleash the changemaker in all of us.

11:00-11:15 a.m. CT

Break

Stand and stretch! Then connect with colleagues in Public Chat, visit the Info Hub for white papers and other resources, or take in an on-demand Innovation Session.

11:00-11:15 a.m. CT

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11:15 a.m.-12:00 p.m. CT

We're Getting Through a Pandemic: Now What?

Sessions Room

Howard Heevner—Executive Director of Annual Programs, UC Berkeley

Sarah Kathryn Hickman—Assistant Vice President, Constituent Engagement and Annual Giving, Baylor University

Adrienne Brown—Assistant Vice President, Annual Giving & Engagement Strategies, New York University

Chris Bingley—Senior Vice President, RNL

Brian Gawor—Vice President, Research, RNL

We've all had to adapt in the past 18 months. And our donors stepped up and provided incredible support for the pressing needs of the pandemic. What's next? Join this panel of advancement leaders as we talk about what's changed permanently, what new tools are working, and how we can avoid returning to "business as usual" and continue providing an exciting donor experience.

12:00-1:00 p.m. CT

Lunch Time to Explore Innovation Sessions

Innovation Lounge

Videos available in the library include interviews with successful RNL client partners utilizing innovative donor engagement tools and RNL partner companies showing new innovations.

12:00-1:00 p.m. CT

Virtual Tour of Ancient Roman Ruins, Live from Rome!

Fun Hub

Join summit participants as you are led around Rome in real time by tour leader Federica, who proudly calls Rome her home. Federica will walk you around and show you the ruins of ancient apartment buildings from the 2nd century (you will find out how different life was back then). Then she'll show you ancient Roman statues which survived through thousands of years. You will also see the main meeting points for ancient Roman citizens where they used to hang out, listen to gossip, and meet friends (the Roman and Imperial forums). The tour will finish in front of the ruins of the first shopping mall EVER built, featuring 150 shops!

Access the Zoom Link in the Fun Hub.

12:15-12:30 p.m. CT

AIS Ambassador Update *Live!*

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1:00-1:30 p.m. CT

Choice of Three Sessions

The Digital Giving Revolution: How to Harness the Newest Tech to Maximize Donor Engagement

Sessions Room

Brittany Stagers—Assistant Director, Digital Philanthropy, Virginia Tech Advancement

Eric Billings—Associate Vice President, Digital Product Management, RNL

Technology, and our donors, are constantly changing. The best advancement shops stay ahead of the curve to provide a friction-free and exciting donor experience. Join this session to hear about key innovations in crowdfunding, giving days, and digital outreach. And hear how Virginia Tech has set records with their award-winning giving day.

We Retired Phonathon: Here's What's Next

Sessions Room

Adrienne Penney—Associate Director of Annual Giving, Oakland University

Sean Shaikun—AVP, Product Management, RNL

“Dialing for dollars” is now so much more than just calling. With the integration of great new engagement methods like P2P texting, personalized video, and analytics to drive our outreach, the “phonathon” is now a full digital engagement effort. Join the people behind RNL’s innovation and partners who have used the new strategy to maximize the donor experience for some key strategy tips, lessons learned, and advice for transforming your program.

Using AI to Optimize Donor Engagement

Sessions Room

Scott VanDeusen—Assistant Vice President for Institutional Advancement and Alumni Relations, St. John's University

Solomon Grey—Senior Project Manager, RNL

Peter Caron—Vice President, Software Products, RNL

Personalization at scale is the new goal for the modern advancement engagement. Join this session to hear about how artificial intelligence, and optimized communication technology can transform your relationship with donors and greatly increase the chance that your message will get seen and spark action.

1:30-1:45 p.m. CT

Break

Stretch and grab a snack! Then connect with colleagues in Public Chat, visit the Info Hub for white papers and other resources, or take in an on-demand Innovation Session.

1:45-2:15 p.m. CT

Choice of Four Sessions

Best Practices for Engaging Volunteer Ambassadors

Sessions Room

Erica Kobbe—Senior Annual Giving Officer, Sacramento State

Kristin DeMarco Carroll—Senior Client Solutions Consultant, RNL

Volunteer ambassadors can maximize the impact of your giving outreach, exceed crowdfunding goals, and set records on giving days. Join this session to hear about the best practices and new technology to keep ambassadors engaged, excited, and connected to peers.

Best Practices for Recruiting, Training, and Motivating Ambassadors

Sessions Room

Abigail Tromler—RNL Engagement Center Manager, Washington State

Sylvia Vandever—Director of Client Success, RNL

Are you ready for an army of gift officers? That's what your student ambassadors can be—and they're no longer just "callers." Join this session to hear about how to maximize the impact of student engagement ambassadors, utilize new technology, and stay agile with your team in a challenging time.

Crowdfunding Your Way to an Engaged Donor Pipeline

Sessions Room

David Jakielo—Senior Director of Development, Duquesne University

Ryan Lawrence—Associate Director of Digital Philanthropy, University of California, Berkeley

Eric Billings—Associate Vice President, Digital Product Management, RNL

It's not a fad—it's a fundraising tool that can engage and excite your donors, across multiple impact areas and campus leaders. Join us for an overview of what's best in crowdfunding practices, technology and strategy, and how this peer-amplified tool can create a pipeline to even bigger gifts.

Think Elections Will Kill Your Giving? Think Again!

Sessions Room

Becca Widmer—Director of Annual Giving, Drake University

Brian Gawor—Vice President, Research, RNL

Politics are, well...messy. Competing with political fundraising, and in election years, the competition for attention is something fundraisers often worry about. It turns out, your most politically engaged supporters also give loyally to causes. Join this session to hear how one university embraced political engagement, hear research on the synergy between civic engagement and philanthropy, and learn best practices for managing outreach in an election year.

2:15-2:30 p.m. CT

Break

Check out the photo wall featuring Italian snaps from AIS participants; while there take a snap of your own in the photo booth!

2:30-3:15 p.m. CT

Moving the Needle on Young Alumni Giving: The Schuler Initiative

Sessions Room

Nina Emmi—Director of Annual Giving, Bates College

Anita Fisher-Egge—Director of the Alumni Annual Fund, Carleton College

Amy Burke—Senior Director of Annual Giving Programs, Wellesley College

Laura Day—Director of Annual Giving, Williams College

Jason Patenaude—Executive Director, Schuler Education Foundation

Alanna Shanley—Assistant Vice President, Annual Giving, Middlebury College

Shay Galto—Senior Consultant, RNL

Sarah Kleeberger—Senior Consultant, RNL

Join the team behind the Schuler Education Foundation Young Alumni Initiative to hear how they made transformational change over three years. After setting records for millennial giving, this group will share key activities and strategies that made a difference to keep young alumni engaged and giving.

3:15-3:30 p.m. CT

Day One Wrap-Up with AIS Ambassador *Live!*

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Thursday, September 23

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10:00-10:30 a.m. CT

General Session: Opera From Italy and Remarks from RNL President and CEO

Sessions Room

Dr. Sumit Nijhawan—President and CEO, RNL

Experience this beautiful and uplifting classical opera performance. Maurizio and Claudia will sing two Italian songs from a Vineyard in Italy. You will experience joy and a refreshed mind to start your day.

Stay in the sessions room to listen to RNL President and CEO Dr. Sumit Nijhawan as he recaps the past year and shares the vision of RNL as we move forward to innovate, elevate and engage with our generous supporters.

10:30-11:15 a.m. CT

Keynote Session: The State of Giving, Volunteering, and Engagement

Sessions Room

Dr. Nathan Dietz—Associate Research Scholar; Senior Researcher, Do Good Institute at the University of Maryland

Join us for a Q+A chat with one of the most prominent researchers on the intersection of giving, volunteering, and involvement. Nathan's work with the Do Good Institute focuses on social capital, volunteering, charitable contributions, civic engagement, and social entrepreneurship. We'll talk about the state of giving, what research tells us about the past and the future, and what it means as we engage 21st century donors.

11:15-11:30 a.m. CT

Break

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11:30 a.m.-12:15 p.m. CT

The RNL Future Roadmap

Sessions Room

Josh Robertson—Senior Vice President, Product Strategy, RNL

Solomon Grey—Senior Project Manager, RNL

Peter Caron—Vice President, Software Products, RNL

Sean Shaikun—Associate Vice President, Product Management, Fundraising, RNL

Eric Billings—Associate Vice President, Digital Product Management, RNL

We're investing heavily to create a better donor experience and to help you meet your advancement goals. Join this session to hear what's new and next in RNL's technology, and how you can use it to innovate, elevate, and engage.

12:15-12:30 p.m. CT

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12:30-1:30 p.m. CT

Experience Italy: Make Pasta with 84 year-old Nonna from Her Kitchen in Italy *Live!*

Fun Hub

Join summit participants to cook pasta from scratch with 84-year-old Nonna in her kitchen in Italy! She will share her culinary secrets and the traditional authentic pasta technique. Listen to her stories, watch her dance and cook, and be ready to enjoy her authentic fettuccine dish.

Access the Zoom link in the Fun Hub.

1:30-2:15 p.m. CT

Advancement Leaders Speak: *Live!*

Sessions Room

RNL's popular *Advancement Leaders Speak* survey goes live in this special event. We'll ask you what you think about key Advancement topics, like talent management, remote work, the future of giving days, whether "alumni participation" matters, supporting gift officers, and more. Join in, hear live what your peers think, and get ready to tackle top topics in donor engagement.

2:15-2:30 p.m. CT

Break

Fun Hub

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2:30-3:00 p.m. CT

Choice of Three Sessions

Leveling Up Your Giving Day

Sessions Room

Angie Vandenhaak—Senior Director of Development, College of Business and Economics, Western Washington University

Daryn Vorderbruegge—Associate Director of Student & Alumni Engagement, Western Washington University

Caileen Crecco—Assistant Director, Annual and Special Giving, DePaul University

Kristin DeMarco Carroll—Senior Client Solutions Consultant, RNL

Giving days are setting records, and they're here to stay. But how do you keep your special day fresh and interesting for another year? New technology and strategy are key. Join this session to hear ways you can amplify engagement, maximize volunteers, and keep donors excited for your next event.

3 Ways Texting Can Move The Advancement Needle

Sessions Room

Mike Kochczynski—Client Success Partner Manager, Mongoose

Natalie LaBeau—Sales Development Representative, Mongoose

Despite the fact that texting is the preferred form of communication these days, the medium is underutilized in advancement. Texting alumni and donors can be a game-changer if done correctly.

A look at the data:

- Text response rates range between 40-60%
- 99% of texts are read
- 90% of them within 3 minutes

In this session, we'll show you three new texting strategies you haven't tried before and the real-life results they're getting other advancement teams.

The Persuasive Power of Measurable Impact: Quantifying Your Value to Earn Trust and Increase Giving

Sessions Room

Remie Verougstraete—Senior Writer & Strategist, Emsi Burning Glass

Today's impact-driven donors are increasingly focused on creating economic opportunity for students and the broader community. Colleges and universities are major drivers of this opportunity, but their contribution is often underappreciated or overlooked.

In this session, you'll discover key data points to quantify and demonstrate the value your institution provides, both to the students it educates and the community in which it operates. As a result, you'll be better equipped to engage donors (especially non-alumni individuals and businesses) with hard data that demonstrates how giving to your institution aligns with their philanthropic goals.

3:00-3:30 p.m. CT

Closing Session and AIS Wrap-Up

Sessions Room

Chris Bingley—Senior Vice President, RNL

Autumn Horton—Senior Consultant, RNL

Brian Gawor—Vice President for Research, RNL

Join this high-energy closing session as we wrap up the summit and send you on your way feeling encouraged and inspired.

3:30 p.m. CT

Adjournment