

Wednesday, July 29, 2020

8:00 a.m. Conference Registration and Breakfast

8:30 a.m. Welcome Session for Newcomers to AVAP

If this is your first time attending AVAP or if you have been in veterinary medicine advancement for less than two years this overview will offer advice on navigating the conference and networking opportunities.

Welcome Session for Returning AVAP Members

Get reconnected with colleagues and get ready to make the most of this year's conference through small group topical conversations.

9:00 a.m. President's Welcome

9:10 a.m. Women in Philanthropy – Keynote Speaker Kathy Drucquer Duff

Through the current forces of increased business leadership and wealth transfer, significant portions of our nation's wealth will be held by women. Since philanthropy has historically centered on men, identifying the tools to build women-centric strategies is critically important. This session is for fundraisers, communicators, and others interested in current trends among female donors and thoughtful examples of how to engage women associated with your institution in a more meaningful way.

10:30 a.m. Break to reflect on previous sessions, network with participants and visit exhibits

11:00 a.m. Track Session One

- A) Alumni Relations: Student engagement – First and Last Impressions philanthropy and connecting students with alumni
Recent alumni are some of the most valuable donors that your organization should be going after. By effectively engaging students before they graduate, you help to create enthusiasm towards their institution, momentum to stay involved as new alumni and introduce the habit of giving. Hear firsthand perspective and ideas from recent graduates who are involved with their alma maters.
- B) Executive Leadership Conversation (ECL): - The Oz Principle: Building a Shared Culture of Accountability: Kathy Drucquer Duff
Many managers talk about accountability but few are consistent in holding their teams accountable and leading the way through their own actions. This session focuses on tools and principles that build on the methodology of The Oz Principle: Getting Results Through Individual and Organizational Accountability. Managers will learn how to assist teams in building the common language and tools necessary for individual and shared accountability.

****This session is designed for senior-level advancement professionals to connect in a peer-to-peer setting to discuss management and leadership challenges, industry trends and organizational goals***

- C) **Communications: Organize Your Communications to Elevate Your Results**
Most communication shops work opportunistically—finding the stories as they come. In this session, you'll learn how to organize your approach around what you're about. You can then leverage every aspect of your communications—from design to photography to media relations—around your core idea in order to get exponentially better results.
- D) **Donor Relations: Stewarding Scholarships Gifts**
Stewarding scholarship donors is a team effort. With clear lines of communication, you can simplify the process of getting and organizing information from scholarship recipients, your financial aid team and other partners and create a cohesive donor experience year after year.

12:00 p.m.

Lunch

Share and Learn from Sister Programs (open to all schools)
- Super Bowl Sunday- Wisconsin Vet Med Team

1:30 p.m.

Track Session Two

- A) **Alumni Relations: Alumni Reunions Idea Swap**
Meet with your colleagues and plan to share your ideas and successes in hosting or planning alumni reunions that reconnects friends, deepen relationships with the school, and invites giving.
- B) **Fundraising: Partnering with Faculty and Leadership: Kathy Druquer Duff**
Frontline fundraisers will have a chance to develop tools to partner with faculty and leadership in a more meaningful way. From guiding partners through the philanthropic initiative creation process to engaging them as champions for philanthropy, attendees can then train their colleagues on how to be allies in the fundraising process.
- C) **Communications: Optimizing Social Media**
Are you on Instagram, Facebook and Twitter? What about LinkedIn? How about Snapchat? TikTok? Reddit? WildFire? Are you doing live sessions? If so, on what channel? If just reading this is stressing you out, then this is the session for you. You'll learn what channels should be used for what, and how to decide where to concentrate your resources. We'll also discuss how to organize and mobilize your team to handle social as a group—ensuring that your voice is unified, your posts are organized, and that you're able to effectively handle trolls or a crisis.

- D) Donor Relations: Building Community and Connection to Women's Philanthropy
Women are becoming more influential in charitable giving and leveraging their power to influence philanthropic decision making, yet traditional fundraising is skewed toward men. How can women become catalysts for change and turn their passion into philanthropy?

2:30 p.m. **Break to reflect on previous sessions, network with participants and visit exhibits**

3:00 p.m. **Track Session Three**

- A) Alumni Relations: Excitement + Engagement + Technology = Giving
Young alumni may be interested in giving and the greater good, but the way they give has changed- They are more inclined to use a mobile device, on-line banking, Venmo or a text to donate to Giving Tuesday, Give Day or crowdfunding campaign. Are you ready to meet them where they are as they open their digital wallets to meaningful causes and organizations?
- B) Communicating with Grateful Clients: Doing the Same Thing but Hoping for Different Results?
Communicating with grateful clients runs the gamut from the first introduction in the clinic to publications, emails, printed materials and phone. What tactics work within the clinic setting; Is email, phone or a letter most effective in setting first time appointments? What type of collateral material do you have about giving to your institution?
- C) Communications: Rebranding Within a System
Even though most veterinary schools must follow the rules of a parent brand, it is still possible to rebrand within a broader system. In this session, you'll learn how you can change your look, messaging and communications approach to change the way that people think about you—all while staying within your university's brand guidelines.
- D) Donor Relations: Memorable Ways to Thank Your Donors
Not another generic thank you letter!!!! When done well, donor recognition can encourage future gifts and continued involvement. Learn about creating and meaningful ways to say thank you to delight your supporters and deepen your relationship with them.

4:00 p.m. Closing remarks

Thursday, July 30, 2020

8:00 a.m. Conference Registration, Breakfast and Round Table Conversations

8:30 a.m. Corporate Engagement and Exceeding Expectations- Tim McPheron (Western Veterinary) and Angela Reynolds (UC Davis)
Description: *A moderated discussion with industry partners on how to maximize corporate relationships and exceed expectations.*

9:30 a.m. Break to reflect on previous sessions, network with participants and visit exhibits

10:00 a.m. Track Session One

- A) Alumni Relations: A Look Beyond Traditional Alumni
Historically we define alumni as DVM graduates, however we often overlook other groups who also have a deep affinity and/or relationship with our school. Do we consider residents, interns, and fellows as "alumni"? After all, they, too, have relationship and a vested interest in our success. How do we identify, track and engage non- traditional alumni?
- A) Fundraising: Building Relationships with Prospect Research and Central Development
Would you draft or trade a sports team player before looking at past achievements and the factors that are most likely to predict future potential? Collaborating with prospect management prioritizes prospect pools, identifies relevant prospects, help to devise approach strategies that gives fundraisers more confidence in approaching prospects. Fundraisers also feel prospect research helps them to be more efficient and effective in their roles as it enables them to be fully prepared, to understand their prospects, to save time & energy and to ensure they are building relationships with the right people.
- B) Communications: Mobile Phone Photography and Videography: Trina Wood & Margaret Wong
Mobile phone manufacturers have made their cameras a major focus of competition and the outcome is that phones have become incredible photo and video tools. In this hands-on workshop (that uses an iPhone but is applicable across devices), you'll learn tricks and edit tools for improving your mobile photos and videos.
- C) Stewardship: Stewarding Estate Gifts
Great, you've secured a \$1M estate gift, BUT the donor is very young or the gift is dependent on the death of the spouse or child. In other words, how do you steward a gift over time or through generations before it is realized?

- D) Grateful Clients: Tracking Success of a Grateful Client Program
A grateful client program can be a great way to raise money, but it is crucial to have a system in place to measure program action and donor responses. It's important to develop measurable goals to see the results of your work, and to highlight areas of growth or challenges that need to be overcome. Evaluations can include annual giving, major gifts, tribute giving, events, and estate gifts from grateful clients.

11:00 a.m. Donor Loyalty – Bill Littlejohn, SVP and CEO Sharp Healthcare Foundation
Donors are fundraising's customers, and only satisfied customers remain customers. How do you define and measure donor loyalty? What are the current trends and how do you promote or increase donor loyalty?

12:00 p.m. **Lunch**
AAVMC Award Presentation & Wellness Presentation

1:30 p.m. **Track Session Two**

- A) Fundraising: Blended gifts:
Typically when you ask for a donation, donors think with their checkbooks. It's our job to get them to think beyond cash! Blended gifts- a combination of cash and other assets enable them to give more significantly and have a greater impact with their philanthropy.
- B) Alumni Relations: What Do Alumni Really Want?
We know what we want from our alumni, but do we know what they want from us? This question is more pertinent when we realize that tired and true stewardship strategies fall flat with millennial donors. Perhaps we should be asking how we can help our alumni be successful in their careers or look to other ways to build relationships and engage them over time. Ask the right questions will leverage information and create more tailored program strategies and activities.
- C) Communications: Getting The Most From Media Relations: Rob Warren
The UC Davis School of Veterinary Medicine receives 600 unsolicited media inquiries per year, and solicits more by proactively pitching stories. These result in placements in the New York Times, Washington Post, Veterinary Practice News, DVM360, local TV news, and much more. This seminar will discuss building relationships with the media, what makes for a good pitch, trends in what interests the media, among other topics. This interactive session will encourage participants to share their biggest media accomplishments and best practices. As we all have unique circumstances with our campuses, we'll learn together. So come prepared with your stories to share.

- D) Donor Relations/Events: Go Ahead, Make a Splash: Debbie Wilson and Pamela Erickson

Be the envy of your campus when you turn it up a notch and create upscale or unique salon events to cultivate or steward special donors.

2:30 p.m. **Break to reflect on previous sessions, network with participants and visit exhibits**

3:00 p.m. **Track Session Three**

- A) Grateful Clients: Sharp Hospital's Guardian Angel program: Pam Barnett
Give grateful patients and their loved ones the opportunity to support Sharp HealthCare while recognizing caregivers, faculty and staff who made a difference during their visit or stay. Each honored Guardian Angel receives a card informing him or her of the thoughtful gift and a lapel pin to wear proudly.
- B) Communications: Arming Your Fundraisers with Unforgettable Storytelling
Connection to your cause and work is at the heart of every action a donor takes with your organization. Luckily you have a wealth of stories to tell! Whether printed one-sheets, a video, blog or one on one conversation, make sure your stories inspire, motivate and connect with your constituents.
- C) Donor Relations: Maintaining Professional Relationships: Kelley Marchbanks, Advancement Resources –
Relationships with donors are professional—but they often seem personal in nature. In this scenario-based discussion, fundraisers explore an engagement framework for working directly with donors and potential donors. Participants explore the many nuances that exist within a professional relationship, gaining critical skills for establishing and maintaining appropriate boundaries. They also identify best practices for handling difficult and precarious situations (including racial and gender bias, political opposition, sexual harassment, and sexual misconduct).

4:00 p.m. Closing remarks

5:30 p.m. AVAP social in Old Town at Café Coyote

Friday, July 31, 2020

8:00 a.m. Conference Registration, Breakfast and Round Table Conversations

**8:30 a.m. AAVMC Fundraising Award Recipient Presentation
AAVMC Communication Award Recipient Presentation**

9:30 a.m. Break

9:45 a.m. Track One

- A) Crisis Communications: How have you prepared for a crisis?
How do you coordinate with your institution's central communications office to manage crisis situations? Have you had any crisis situations that you can share lessons from? In this roundtable, we will discuss our experiences with crisis communications in order to ensure that we are the best prepared that we can be when one inevitably hits.
- B) Alumni Receptions: Are They Worth It?: Tanya Finkbiner
How do you measure the ROI on hosting alumni receptions and hold down expenses? Task Force results and discussion about innovative solutions to alumni receptions.
- C) Employee Giving: When You are Part of Something Bigger
Faculty and staff are not just integral to our mission, they are immersed in it. Providing employees the opportunity to engage with their philanthropic passions builds deeper satisfaction and commitment to the organization.
- D) Donor Relations: Despite the Distance, You're Near in My Heart
We all know a donor who may be 1,000 miles away, yet have given for years and years. Our panel will attest that distance doesn't mean you can't maintain a deep relationship with the institution. Meet a panel of people who support institutions long distance (Janie- MO; 1-2 others with donors in the San Diego area)

11:00 a.m. AVAP Business Meeting & Lunch

12: 15 p.m. Closing Remarks

1:00 p.m. Post Conference Workshop: The Sharp Experience
Bill Littlejohn and several members from his team will join us for a post conference workshop and discussion to learn their practices in data, e-philanthropy, major gifts, grateful patients and communications. For more than four decades, Sharp HealthCare Foundation has enhanced the current and future health care needs of San Diegans. Through their efforts, nearly 9,500 donors contributed \$24M in 2018 to support programs, technology and capital projects at their various hospitals.

4:00 p.m. Conference Concludes

SUBJECT TO CHANGE