

League of American Orchestras
2013 National Conference

Development Managers, Groups 3-8
Constituency Meetings
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Orchestra

Tuesday, June 18

1:30pm – 3:15pm
Mills 2, 4th Floor

Best Practices in Direct Mail & Telefunding

What do orchestras need to be doing to increase their giving via direct mail and telefunding? What are the challenges and opportunities facing this type of fundraising, and what does the future of these methods look like? How do you integrate direct mail and telefunding into email campaigns, as well as a comprehensive development/marketing strategy?

Greg Johnston, president, Thumbs-Up Marketing; Phil Miller, president, DCM Teleservices and Consulting for Nonprofits; Kari Sickinger, vice president, client services, Thumbs-Up Marketing

Wednesday, June 19

2:00pm – 3:00pm
Mills 2, 4th Floor

Best Practices in Planned Giving

This session will explore the nuts and bolts of planned giving from a small-budget perspective. What is it and how does it best fit in with your development program? What are some of the common gift vehicles that are available? Who are the best planned giving prospects? And what can you begin to do today to get started in planning giving?

Leanne Ferfolia, director of development, National Philharmonic; Lawrence P. Katzenstein, partner, Thompson Colburn LLP

3:00pm – 4:00pm
Mills 2, 4th Floor

Roundtable Catch-Up

Join colleagues in a peer-to-peer roundtable discussion to share any issues or challenges that have arisen over the past year as well as success stories and ideas that have worked for your orchestra. Topics include donor letters, crowdfunding, dashboard samples, how best to “sequence your season” and plan-out fundraising for the entire year, and more!

Leanne Ferfolia, director of development, National Philharmonic ; Sheila M. Virgil, vice president & chief development officer, Winston-Salem Symphony

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Thursday, June 20

8:30am – 10:30am
Grand Ballroom B, 4th Floor

Surprise & Delight

The Patron Growth Initiative has given us some fascinating insight into the customer experience. Many of your colleagues have been experimenting with Surprise & Delight benefits to engage audiences and donors – as discovered by Kate Prescott of Prescott & Associates, in her PGI research.

Jack McAuliffe, president, Engaged Audiences LLC; Charlie Wade, marketing consultant; additional presenters TBD

(This is a shared session with Marketing, Groups 3-8)

Development Constituency Meetings have been sponsored by CCS -- Fundraising | Development Services | Strategic Consulting

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