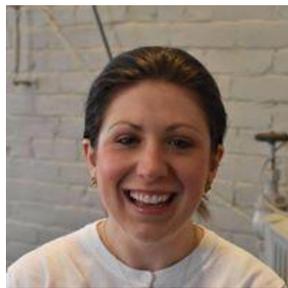




Brent Grinna
Founder & CEO
EverTrue
[Read Bio>>](#)



Laurel Edson
International Campaign Officer
Northfield Mt. Hermon
[Read Bio>>](#)



Cathy Ingram
Director of Alumni & Parent Engagement
Bard College at Simon's Rock
[Read Bio>>](#)



Pat Hewett
Director of Leadership Gifts
Boston University
[Read Bio>>](#)

The Right Insights for the Right Outreach at the Right Time: How Teams are Using Modern, Social Data to Sync Efforts and Raise and Engage More Effectively

Topic: Annual Fund (AF) - Technology has revolutionized the customer experience—think how companies such as Amazon, Dominos, and Uber have reshaped the way we shop, eat, and

travel. These businesses customize the experience for every user to meet customers' needs, and drive participation and sales.

It's more possible than ever for fundraising organizations to do the same. Hear how forward-thinking advancement teams are gathering better insights about constituent interests, engagement levels, and preferences, and then using this information to improve outreach and segmentation.

Attendees will capture a vision for a fully integrated advancement operation where best-in-class technologies come together to power fundraising and engagement—where activity from social sources such as Facebook and LinkedIn reveal prospect interests and capacity, engagement insights from events and email seamlessly pass between alumni relations staff and gift officers, past interactions drive future appeals, and formerly siloed teams work collaboratively as never before.

Learning Objectives

- How to think holistically about the relationships fundraising teams manage
- The critical importance of social media data to power improved fundraising and engagement outreach
- Strategies to leverage social media and constituent engagement to build donor pipeline for major gifts and annual giving
- How to align the efforts of every advancement division to move constituents through engagement and giving funnels
- The incremental steps teams can take to adopt the right tools to bring more insights into the interests and habits of every donor