Welcome to bbcon!

It’s great to be at Blackbaud’s Conference for Nonprofits again and have a chance to spend time with so many inspiring people.

This fall is the 30th anniversary of Blackbaud’s incorporation, and I can’t think of a better way to mark this occasion than being here with you and celebrating the incredible impact of your work. The services you render are invaluable, and we are honored to play a part in your success. I see this Conference as an annual culmination of our work together: the ideal venue to learn from each other and the perfect stage to display how much like-minded organizations can accomplish together.

On behalf of the entire Blackbaud family, thank you for what you do and thank you for joining us at bbcon.

Best regards,

Marc Chardon
FREQUENTLY ASKED QUESTIONS

If I need help, what should I do? A Blackbaud representative can answer your questions at the Nonprofit Expo Information Desk. Anyone from Blackbaud can assist you. Look for Conference staff members who are wearing green t-shirts and grey track-jackets.

Can I attend any breakout session or do I need to stay on a certain track?
You may attend any breakout session. Choose the sessions that best suit your needs.

Do I have to wear my name badge the entire time? Yes, please wear your name badge at all times, including during the evening events. This allows us to easily identify Conference attendees.

What time is lunch? Lunch is at 12:30 p.m. on Monday and 12:00 p.m. on Tuesday.

Is it too late to add a guest for an evening event? No, you may add a guest at the Registration Desk. The cost to register onsite is $75 for both events and $50 for one event.

How will I know about session, room, or schedule changes? We will post all changes on the Conference Central website and on the bbcon mobile application. You can also check the digital screens in the Nonprofit Expo. If you are a Twitter® user, stay tuned to the #bbcon hashtag for any Conference updates.

Can I get an extra program guide, pens, bags, etc.? We have a limited number of these items so we cannot offer extras.

I would like to meet with a certain Blackbaud employee. Can you arrange this for me?
Visit the Nonprofit Expo Information Desk — we can contact the employee for you.

If I don’t feel well and need to lie down, where should I go?
Ask at the Registration Desk — we will find a private area for you to rest.

What should I do with my baggage on Wednesday? The Gaylord National Hotel and Convention Center has a baggage check desk to the left of the check-in area. Please bring your bags there on Wednesday. Unfortunately we will not offer baggage storage at the Registration Desk.

How can I get copies of the PowerPoint® presentations after the Conference?
All presentations from the Conference will be posted on Conference Central once the Conference ends. Visit http://bbcon.blackbaud.com to access the session presentations as well as Conference photos.

Conference Central is the online information hub for the Blackbaud Conference for Nonprofits.
Remember to visit http://bbcon.blackbaud.com daily for:
- Announcements and schedule changes
- Access to the collateral library
- Links to Conference-related community and social-media sites
- PowerPoint presentations from the Conference sessions, available for download
## CONFERENCE SCHEDULE

### MONDAY, OCTOBER 3

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 – 8:00 a.m.</td>
<td>Pre-Conference Breakfast (For Registered Pre-Conference Attendees Only)</td>
</tr>
<tr>
<td>8:00 a.m. – 12:00 p.m.</td>
<td>Pre-Conference Workshops &amp; Internet Kickoff</td>
</tr>
<tr>
<td>12:00 – 12:30 p.m.</td>
<td>CONFERENCE OPENS; FEATURED SPEAKER — MARC CHARDON, Blackbaud’s President and Chief Executive Officer</td>
</tr>
<tr>
<td>12:30 – 2:30 p.m.</td>
<td>Lunch and Nonprofit Expo (Prince George BC)</td>
</tr>
<tr>
<td>2:30 – 3:30 p.m.</td>
<td>Breakout Sessions</td>
</tr>
<tr>
<td>3:45 – 4:45 p.m.</td>
<td>Breakout Sessions</td>
</tr>
<tr>
<td>4:45 – 5:15 p.m.</td>
<td>Break in Nonprofit Expo (Prince George BC)</td>
</tr>
<tr>
<td>5:30 – 6:30 p.m.</td>
<td>KEYNOTE SPEAKER — LESLIE CRUTCHFIELD, Author of <em>Forces for Good: The Six Practices of High-Impact Nonprofits</em> and <em>Do More Than Give: The Six Practices of Donors Who Change the World</em></td>
</tr>
<tr>
<td>6:30 – 8:30 p.m.</td>
<td>Welcome Reception in Nonprofit Expo (Prince George BC)</td>
</tr>
</tbody>
</table>

### TUESDAY, OCTOBER 4

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 – 8:00 a.m.</td>
<td>Breakfast (Prince George B)</td>
</tr>
<tr>
<td>8:00 – 9:00 a.m.</td>
<td>FEATURED SPEAKER — JANA EGGERS, Blackbaud’s Senior Vice President, Products and Marketing</td>
</tr>
<tr>
<td>9:15 – 10:15 a.m.</td>
<td>Breakout Sessions</td>
</tr>
<tr>
<td>10:15 – 10:45 a.m.</td>
<td>Break in Nonprofit Expo (Prince George BC)</td>
</tr>
<tr>
<td>11:00 a.m. – 12:00 p.m.</td>
<td>Breakout Sessions</td>
</tr>
<tr>
<td>12:00 – 2:30 p.m.</td>
<td>Lunch and Nonprofit Expo (Prince George BC)</td>
</tr>
<tr>
<td>2:45 – 3:45 p.m.</td>
<td>Breakout Sessions</td>
</tr>
<tr>
<td>4:00 – 5:30 p.m.</td>
<td>KEYNOTE SPEAKER — DAVID MEERMAN SCOTT, Bestselling Author of <em>Real-Time Marketing &amp; PR</em> and <em>Marketing Lessons from the Grateful Dead</em></td>
</tr>
<tr>
<td>8:00 – 10:00 p.m.</td>
<td>Birthday Bash — Celebrating 30 Years of Working Together (Potomac A)</td>
</tr>
</tbody>
</table>

### WEDNESDAY, OCTOBER 5

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 – 8:00 a.m.</td>
<td>Breakfast (Potomac 1–6 Foyer)</td>
</tr>
<tr>
<td>8:00 – 9:00 a.m.</td>
<td>KEYNOTE SPEAKER — BRIAN BOYLE, Author of <em>Iron Heart: The True Story of How I Came Back from the Dead</em></td>
</tr>
<tr>
<td>9:15 – 10:15 a.m.</td>
<td>Breakout Sessions</td>
</tr>
<tr>
<td>10:30 – 11:30 a.m.</td>
<td>Breakout Sessions</td>
</tr>
<tr>
<td>11:45 a.m. – 12:45 p.m.</td>
<td>Breakout Sessions</td>
</tr>
</tbody>
</table>
**PRE-CONFERENCE WORKSHOPS**

**Kick-Start Your Conference Experience!**

*These Workshops Require Pre-Registration.*

Pre-Conference Workshops will be held on Monday, October 3, from 8:00 a.m. to 12:00 p.m. Each workshop lasts four hours and is free with full registration. Breakfast will be provided to registered pre-conference attendees from 7:00 a.m. to 8:00 a.m. in the foyer of each area. To register, please visit the Registration Desk. Due to space limitations, registration will be served on first-come first-served basis.

**HEALTHCARE PRE-CONFERENCE WORKSHOP NATIONAL HARBOR 3**

Join us for a networking session exclusively for healthcare organizations. This workshop is designed to provide you with an opportunity to interact personally with your peers at organizations that are similar to yours as well as Blackbaud representatives that focus on serving healthcare organizations. This pre-conference workshop will be a great way to meet people, collaborate on current issues, and make connections that will last the entire length of the conference and beyond. We look forward to seeing you!

**HIGHER EDUCATION PRE-CONFERENCE WORKSHOP NATIONAL HARBOR 2**

Join us for a networking session exclusively for higher education organizations. We are delighted to invite higher education organizations to join us in a Pre-Conference session, where you will get the opportunity to interact personally with your peers at organizations that are similar to yours as well as Blackbaud representatives who focus on higher education organizations. This Pre-Conference Workshop will be a great way to meet people, collaborate on higher education issues, and make connections. We look forward to seeing you!

**HOW TO RETAIN DONORS AND INCREASE GIVING NATIONAL HARBOR 12**

How do you grow fundraising results while your budget for fundraising is in jeopardy? Colleagues suggest acquisition lists. Board members suggest more events. You don’t agree, but how do you make the right choice and justify it to your organization’s leadership? You will learn how successful nonprofits spend their limited fundraising budgets: what they keep doing in greater force and what they stop doing altogether. You will also take home research-proven data to justify your proposed changes to your leadership and board.

**PRE-CONFERENCE WORKSHOP FOR INDEPENDENT SCHOOLS NATIONAL HARBOR 5**

Join us to share ideas with your peers as well as interact with Blackbaud representatives who focus exclusively on the independent schools market. This Pre-Conference Workshop will be a great way to meet people from schools across the country and collaborate on the specific issues that independent schools face today. This workshop will include networking roundtables, best practices, product updates, and much more! Don’t miss this exceptional opportunity to collaborate with your peers.
**PRE-CONFERENCE WORKSHOPS**

**LET’S TALK ARTS & CULTURAL! EXPERT PANEL AND ROUNDTABLE POTOMAC 1–2**

*Don’t Miss Out on the Hottest Ticket in Town!* We pulled out all of the stops and put together a Blackbaud arts and cultural “blockbuster” event! Learn from experts in the field about current trends, issues, challenges, successes, and thoughts around the arts and cultural space with an impressive panel from the AAM, the APGA, the ACM, and Arena Stage at the Mead Center for American Theater. We’ll round out the expert panel session with a networking roundtable for both reserved seating and general admissions organizations! Don’t miss this exclusive opportunity to participate and collaborate with your fellow arts and cultural peers.

**MONDAY, OCTOBER 3**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 – 8:45 a.m.</td>
<td>Welcome</td>
</tr>
<tr>
<td>8:45 – 9:45 a.m.</td>
<td>Arts &amp; Cultural Expert Panel — The State of Arts &amp; Cultural Organizations</td>
</tr>
<tr>
<td>8:45 – 9:00 a.m.</td>
<td>FORD BELL, Executive Director, AAM</td>
</tr>
<tr>
<td>9:00 – 9:15 a.m.</td>
<td>MADELINE DOBBS, Director of Development &amp; Marketing, APGA</td>
</tr>
<tr>
<td>9:15 – 9:30 a.m.</td>
<td>JEANNETTE THOMAS, Director of Development, ACM</td>
</tr>
<tr>
<td>9:30 – 9:45 a.m.</td>
<td>CHAD BAUMAN, Director of Communications, Arena Stage at the Mead Center for American Theater and DANIELLE ST.GERMAIN-GORDON, Chief Development Officer, Arena Stage at the Mead Center for American Theater</td>
</tr>
<tr>
<td>9:45 – 10:15 a.m.</td>
<td>Q &amp; A — Ask the Panel Experts</td>
</tr>
<tr>
<td>10:15 – 10:30 a.m.</td>
<td>Break</td>
</tr>
<tr>
<td>10:30 a.m. – 12:00 p.m.</td>
<td>Peer Group Breakouts</td>
</tr>
</tbody>
</table>
INTERNET KICKOFF

*These Workshops Require Pre-Registration.*

Join us for Blackbaud’s Internet Kickoff, an exclusive networking and training opportunity for Blackbaud Sphere and Blackbaud NetCommunity customers. You can choose training on your system or on general interest topics such as site metrics and design. Each session will help you improve how you use your most important marketing asset: your website and email platform. The morning will wrap up with a fun and motivating general session led by Amy Sample Ward, membership director at NTEN: The Nonprofit Technology Network. Pre-registration is required.

**MOMDAY, OCTOBER 3**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 – 8:30 a.m.</td>
<td>Breakfast in Potomac Foyer (For registered Pre-Conference attendees only)</td>
</tr>
<tr>
<td>8:30 – 9:30 a.m.</td>
<td>Advanced Content Features in Blackbaud NetCommunity Potomac 3–4</td>
</tr>
<tr>
<td>8:30 – 9:30 a.m.</td>
<td>Google Analytics: This Means Do That Potomac 5–6</td>
</tr>
<tr>
<td>8:30 – 9:30 a.m.</td>
<td>Around the World in 120 Characters Potomac C</td>
</tr>
<tr>
<td>9:30 – 10:30 a.m.</td>
<td>Deliver Real Results Through Segmentation Potomac 3–4</td>
</tr>
<tr>
<td>9:30 – 10:30 a.m.</td>
<td>Integrated Marketing Plans for Special Events Potomac 5–6</td>
</tr>
<tr>
<td>9:30 – 10:30 a.m.</td>
<td>Live &amp; Interactive: Your Website in Focus Potomac C</td>
</tr>
<tr>
<td>10:45 – 11:45 a.m.</td>
<td>GENERAL SESSION — AMY SAMPLE WARD</td>
</tr>
<tr>
<td></td>
<td>Potomac CD</td>
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</tbody>
</table>

Advanced Content Features in Blackbaud NetCommunity POTOMAC 3–4

MOLLY MAPLE, Senior Solutions Engineer, Blackbaud, Inc.

Learn about advanced content management features in Blackbaud NetCommunity, including content comparison, suggested content and tagging, implementing a content workflow, and conditional email content.

Google Analytics: This Means Do That POTOMAC 5–6

CHRIS TUTTLE, Senior Internet Solutions Consultant, Blackbaud, Inc.

Mountains of data + limited time = ignored or overlooked metrics. This session will review the most important web analytics reports every organization should be monitoring and what that information really means, including real improvements that can be made on your website.

Around the World in 120 Characters POTOMAC C

JONO YOUNG, Interactive Design Principal, Blackbaud, Inc.

This session is for all you “nonprofit techies” who never intended to be web masters or social media experts, but have found yourselves in those roles today. Learn how to write great web content and send it around the world — from Twitter® and Facebook® to email and viral videos…it all starts with 120 characters.
Deliver Real Results through Segmentation **POTOMAC 3–4**

**JEFF SHUCK,** *President/Chief Executive Officer, Event 360*

Be a scientist in your communications department: segment messages, customize content, and deliver results. Sure, you have a plan for communicating with your constituents online, but are you doing it in the most analytical way possible? Different people respond to different messages in different ways, based on their affinity to your cause and their past or current behaviors. This session will share lessons learned from segmenting online communications for some of the largest fundraising events in the country. From identifying audience segments to targeting communications, to tracking the final results of each campaign, this session will feature strategies for increasing your marketing and fundraising results through more targeted online communication.

Integrated Marketing Plans for Special Events **POTOMAC 5–6**

**DONNA WILKINS,** *President, Charity Dynamics*

**KATHRYN HALL,** *Internet Solutions Consultant, Blackbaud, Inc.*

Join your peers from other organizations for this interactive forum. We’ll discuss ways special event staff can create an integrated marketing plan to get more revenue from events programs, and react to changes in mid-season results, staffing, sponsors, and weather. You’ll have the opportunity to share what has worked for you and hear what has worked for others. Come prepared to actively participate.

Live & Interactive: Your Website in Focus — Does Your Website Meet Your Organizational Objectives? **POTOMAC C**

**RAHEEL GAUBA,** *Creative Director, Blackbaud, Inc.*

Blackbaud’s Creative Director, Raheel Gauba, will perform a high-level evaluation and provide best practice advice for your website. Participate in a live discussion during a ten-minute brainstorm session per website!

Strong Connections: Linking Your Strategy, Goals, and Data **POTOMAC CD**

**AMY SAMPLE WARD,** *Membership Director, NTEN: The Nonprofit Technology Network*

When it comes to social media, email marketing, or even online engagement in general, we often have a feeling when things are going well or when they aren’t. Whether it’s Facebook®, Twitter®, or something else, you don’t have to be satisfied with a feeling: use your organization’s strategic plan to identify real goals and then track the data to show your impact. The next time your leadership staff members ask why you’re spending all that time online, you’ll be able to show them why it matters!
Gone are the days when you could plan out your marketing and public relations programs well in advance and release them on your timetable. It’s a real-time world now, and if you’re not engaged, you’re on your way to marketplace irrelevance.

Real-time means news breaks over minutes, not days. It means ideas percolate, then suddenly and unpredictably go viral to a global audience. It’s when organizations develop (or refine) products or services instantly, based on feedback from constituents or events in the marketplace. And it’s when organizations see an opportunity and are the first to act on it.

Caught up in old, time-consuming processes, too many organizations leave themselves fatally exposed by flying blind through this new media environment. You don’t have to be among them. Scale and media buying power are no longer a decisive advantage. What counts today is speed and agility. While your competitors scramble to adjust, you can seize the initiative, open new channels, and grow your brand. Join David Meerman Scott, bestselling author of The New Rules of Marketing & PR, as he explains how.
Iron Heart —
The True Story of How I Came Back from the Dead

WEDNESDAY, OCTOBER 5, 8:00 A.M. | POTOMAC AB

FACTS ABOUT THE NEED FOR BLOOD:

• Every two seconds someone in the U.S. needs blood.
• One pint of blood can save up to three lives.
• A single car accident victim can require as many as 100 pints of blood.

BRIAN BOYLE
Author of Iron Heart — The True Story of How I Came Back from the Dead

Join Brian Boyle as he tells his personal story of his fight back from near death after a horrific automobile accident. At 18 years old, Brian was on his way home from swim practice when a dump truck plowed into his vehicle. He lost sixty percent of his blood, his heart had moved across his chest, and his organs and pelvis were pulverized. When Brian finally emerged from his medically-induced coma two months later, he could see and hear, but he could not move or talk. Unable to communicate, he heard words like “vegetable” and “nursing home.” If he lived, doctors predicted he might not be able to walk again.

Brian will share the emotional details about how the impact of life-saving blood donations helped him not only recover, but also stage what many call one of the most incredible comebacks in sports history. Going “from coma to Kona,” Brian crossed the finish line at the Hawaii Ironman™ in Kona — three years after he left the intensive care unit. Since then, Brian has continued to compete in marathons and triathlons.

Brian has become an impassioned advocate for the very real and very immediate need for an adequate blood supply every day. He has volunteered for the Red Cross since 2007, hosting blood drives and speaking to donors, medical professionals, and sponsor groups about the need for blood donations.
The bbcon mobile app — for everything under the sun!

Get connected and:
Get on-the-spot access to event and session info.
Connect in real time with other bbcon attendees.
Build your own customized Conference schedule.

STEP ONE
Go to the Apple iTunes® Store or the Android® Market and search “bbcon” to find and download the mobile app for free.

STEP TWO
For your username, use firstnamelastname (ex:.johnsmith). Your password is the same as your Conference registration password.

Don’t have an iOS or Android device? Simply point your web browser to http://blackbaud.quickmobile.mobi/ to get started!
Forgot your password? Go to the attendee service center at http://bbcon.blackbaud.com and follow the instructions.
At Blackbaud, being a good corporate citizen is at the heart of what we do. We strive to inspire action across the company and within the community through the technology solutions we develop and through our volunteer work. We do this as a team. We do this as individual people.

We extended that focus at last year’s Blackbaud Conference for Nonprofits. Blackbaud donated close to $200,000 in Conference expenses to nonprofit organizations. These organizations received donations in lieu of speaking fees, were selected to provide Conference entertainment, and received marketplace furniture. The Gaylord Hotel’s participation in The Global Soap Project yielded 5,000 new bars of soap which were sent to Haiti to help with the cholera outbreak. And with your help, we donated more than 10,000 books to the Prince George’s Child Resource Center.

bbcon 2011 Wellness Events

This year we will strive to continue giving back through our Conference. Our citizenship focus will be on you as an individual. By offering early morning fitness activities and healthier food options during meals plus hosting personal development sessions as part of the Conference breakout sessions, we want to give back to you so that you can continue the great work of helping others. For a schedule of wellness events, please check the wellness flyer that is included in your Conference bag.

We hope you have a chance to meet Jackie Huffman, a Blackbaud employee and nonprofit volunteer. Jackie’s service to the South Carolina Aquarium’s Sea Turtle Rehabilitation program focuses on the health and wellness of these endangered species and gives her a greater understanding of the nonprofit experience. She is just one of our many employees who embodies Blackbaud’s value that service to others makes the world a better place.
In order to receive CPE and CFRE credits, you must stay in the Conference breakout session for its entirety. Unfortunately, we are unable to offer credit for the Pre-Conference Workshop sessions or any of the general keynote sessions. For more information, please visit the Registration Desk.

**CFRE:** All breakout sessions at the Conference are CFRE accredited and worth one credit each. Conference sessions are recognized by CFRE International as qualified for CFRE Education points. CFRE International establishes and administers a voluntary certification process based on current and valid standards that measure competency in the practice of philanthropic fundraising.

**CPE:** All sessions in the Financial Management track are CPE accredited and worth one credit each. Your badge must be scanned at each session to receive documentation of your attendance. Blackbaud is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit.

---

**Why do my web donors use ALL CAPS?! I’m sick of cleaning up data!**

**Another weekend lost running queries for marketing segmentation...**

**Leave it to...**

**Tuition and EFT statements... Print. Fold. Stuff. Repeat. Isn’t this 2011?!**

---

**O-matic Software: Plug-ins for The Raiser’s Edge and The Financial Edge**

Stop by our booth for a free plug-in!
ROUND TABLES

TUESDAY, OCTOBER 4, 12:30 – 1:30 P.M. | NONPROFIT EXPO (PRINCE GEORGE B)

Join your peers for a discussion and exchange of ideas on current topics in the nonprofit industry. We’ll give you the topic; you shape the discussion!

Ingredients for a Successful Direct Mail Appeal, Douglas Shaw
Document Management and PCI Compliance, PaperSave
Defining the “Whole Donor View” for an Organization, THD
Defining the Value of CRM, THD
How Did They Do It? Sharing Event Fundraising Best Practices, Event 360
Grateful Patient Programs, O-Matic Software
Building Blackbaud’s Peer Networking Community, Blackbaud, Inc.
Strengthening Your Connection with Blackbaud, Blackbaud, Inc.
CERTIFIED: Training Certification for Blackbaud Users, Blackbaud, Inc.
Online Fundraising: What’s Working and What’s Not, Blackbaud, Inc.
Social Fundraising: Does it Exist?, Blackbaud, Inc.

A STORY CAN CHANGE THE WORLD. WILL YOURS?

Your stories can open hearts. But are you really connecting? At Pursuant, we help you transform your statistics into stories. By leveraging data-based intelligence for your audience, we create strong strategic foundations that support engaging and breakthrough creative.

Telling stories that can change the world—it’s one more way that we’re redefining fundraising.
> pursuantketchum.com
Welcome Reception

MONDAY, OCTOBER 3, 6:30 P.M. | NONPROFIT EXPO (PRINCE GEORGE C)

We can’t wait to see you! Please join us for a great opportunity to mix and mingle with your Blackbaud network! You’ll have an amazing time exploring in the landscape of the Nonprofit Expo, connecting with representatives from the various products you know and love, speaking with client engagement teams, and learning more about complementary solutions from our industry partners and sponsors. Don’t miss the first night, full of great company, food, music, and fun!

Birthday Bash — Celebrating 30 Years of Working Together

TUESDAY, OCTOBER 4, 8:00 P.M. | POTOMAC A

Join us for a birthday bash as we celebrate 30 years of working with you on your passion! Enjoy a dessert and drink reception as we dance to a band playing the hits of the last three decades. Catch up with friends and meet new ones at this exciting event.

iATS

Preferred Payment Processor for Blackbaud Users

• ACH/EFT (Direct Debit)
• Credit Card Processing
• Available for U.S., Canadian and International Nonprofits
• Integrated with The Raiser’s Edge, Net Solutions and Net Communities Platforms

Come see us at our booth to learn more.

www.iatspayments.com | iats@iatspayments.com | 1-866-300-4287 | @IATSPayments
Technology + Message = Results!

Donor Focused. It’s not just a concept . . . it’s our intentional strategy to communicate the right message to the right audience through the right channels – engaging and building partners for life. And when utilized with the best of Blackbaud technology – your results will INCREASE dramatically.

Interested? Don’t miss our session Donor-Focused Strategic Marketing on Tuesday, October 4 from 11:00 a.m. – 12:00 p.m. to learn more.

You can also visit us at our booth and see how we can help you generate a higher net income for your bottom line – combining cutting-edge data technology and a message that connects with your donors.

Booth # 201
630.562.1321 | www.douglashshaw.com
SESSION TRACKS

Analytics
The Analytics track will reveal strategies for maximizing your organization’s fundraising potential. Attend these sessions to learn how to take the guesswork out of identifying your best prospects (and, in turn, where your time is best spent). You will also discover best practices for finding more information on your donors, including methods and tips for conducting wealth screenings and prospect modeling. Industry professionals and Target Analytics consultants will review effective approaches for getting the most out of prospect research.

Arts & Cultural
Connect, learn, and share with peers who work in the same nonprofit segment as you do. During these special sessions, you’ll meet experts from your sector and leaders from other organizations who will share how they have created best practices in the industry. Sessions will cover the most pressing and popular issues facing the arts and cultural nonprofit sector today.

Blackbaud Learn Labs
*These Sessions Require Pre-Registration.*
For the first time, bbcon 2011 will offer hands-on training classes led by our expert instructors who will teach you the skills you need to use your Blackbaud software to its fullest potential. We’ll cover topics on The Raiser’s Edge, The Education Edge, The Financial Edge, Blackbaud NetCommunity, and Blackbaud Sphere. These sessions require pre-registration and are included at no cost in your attendance fees; please stop by the Training kiosk in the Nonprofit Expo to register!

CRM
These sessions will review the topics that every fundraiser and development officer must tackle in order to be successful at developing relationships, acquiring support, and raising money for their organizations. Presenters will discuss CRM best practices and methods to leverage your CRM system to maximize the effectiveness of your programs through actionable, complete data. Sessions that focus on specific CRM technology — including Blackbaud Enterprise CRM, PIDI, and Team Approach — will cover both basic and advanced topics.

Education
Connect, learn, and share with peers who work in the same nonprofit segment as you do. During these special sessions, you’ll meet experts from your sector and leaders from other organizations who will share how they have created best practices in the industry. Sessions will cover the most pressing and popular issues facing the education (small college and K–12) nonprofit sector today.
Financial Management

In the Financial Management track, you will discover knowledge and ideas you can put to work, plus proven tips, tricks, strategies, and skills to help boost productivity and save your organization money. Sessions will cover best practices in financial management applications, including reporting, querying, product configuration, and more. Find out about add-on solutions that can help your organization and the future direction of the application. This track will provide networking opportunities with your peers and product insiders.

Fundraising

These sessions will review the topics that every fundraiser and development officer must tackle in order to be successful at developing relationships, acquiring support, and raising money for their organizations. Presenters will discuss fundraising best practices and ways to maximize the effectiveness of your programs through actionable, complete data. Sessions that focus on specific fundraising technology — including The Raiser’s Edge and eTapestry — will cover both basic and advanced topics.

Interactive

The Interactive track is back for the fourth year and better than ever! Conference attendees will enjoy more than 40 Internet marketing and online fundraising sessions covering strategy, design, and content best practices along with client presentations and specialized training on Blackbaud NetCommunity and Blackbaud Sphere solutions.

Marketing

As the nonprofit sector continues to grow, it’s important that organizations learn how to effectively tell their stories and market their causes. That’s why this year’s track will cover online and offline marketing tactics to build support for your organization and grow your reach. Marketing managers, special event coordinators, web directors, creative managers, and development directors are among some of the people who should attend these sessions.

Thought Leadership

Presenters will cover emerging and trending topics, including nonprofit best practices, change management, donor retention, performance management, and how technology can help address common challenges. We’ll provide details on which kinds of nonprofits could benefit from certain technologies, and what specific advantages you could gain. Information about software applications will be told through the eyes of product managers, customers, and industry-leading nonprofit executives.

This symbol to denotes a Thought Leadership session across session tracks.
11 Proven Strategies for Building Donor Value

**MONDAY, 2:30 – 3:30 P.M.  | NATIONAL HARBOR 5  | INTERMEDIATE**

**BRYAN TERPSTRA, Vice President of Fundraising, L.W. Robbins**

In this hands-on session, you’ll learn top strategies for building strong relationships with your donors. These strategies will include: converting warm prospects, retention strategies, strengthening relationships with core donors, reactivating lapsed donors, multi-channel integration, and using your donor file audit findings to refine your strategies.

Automating Key Development Functions

**MONDAY, 3:45 P.M. – 4:45 P.M.  | NATIONAL HARBOR 5  | INTERMEDIATE**

**DANIEL LANTZ, Application Development Manager, Minnesota Medical Foundation**

**DEBORAH MUELLER, Director of Prospect Development, Minnesota Medical Foundation**

Contact reports and proposals are essential to the development process and are made up of many distinct pieces of data collected within the database. The process of managing the entry of these key functions can be laborious, requiring data entry from multiple sources, extensive review, and sometimes re-entry. This session will demonstrate a team-based approach that incorporated subject matter expertise from prospect management, data management, and information systems culminating with the development of an application using The Raiser’s Edge application programming interface (API). The application automated the contact reporting and proposal processes, saving substantial staff time, improving data accuracy, enforcing entry of required data, and enhancing the security around donor data.

Data for Sale: Collecting and Using Data for Gift-Planning

**TUESDAY, 9:15 – 10:15 A.M.  | NATIONAL HARBOR 5  | INTERMEDIATE**

**LAWRENCE HENZE, Principal Consultant, Target Analytics**

**KATHERINE SWANK, Senior Consultant, Blackbaud, Inc.**

In a March 2011 cover article, *Time Magazine* explored the collection and sale of personal data in the U.S. This brand new presentation provides an in-depth look at the sources and details of data that can be applied for planned giving purposes. In this session, these topical areas will be addressed: What data is useful for planned giving programs? How can that data be collected? What does the data allow planned giving professionals to do that they cannot do without it? How can you create your own profiles? How can you determine what the data doesn’t tell you? How can you use data to raise more planned gifts?
Direct Mail Tests that Are Making a Big Difference Now!

WEDNESDAY, 11:45 A.M. – 12:45 P.M. | NATIONAL HARBOR 5 | INTERMEDIATE

LYNN MEHAFFY, Account Supervisor, Lautman Maska Neill & Company

Testing is one of the most important aspects of every direct marketing campaign. But what tests are making a difference in the mail now? This fast-paced, interactive session will cover some of the tests that are lifting response rates, raising average gifts, or cutting costs in ways that you might never expect. Participants will learn how the tests were executed, what the results were, and what other testing should be pursued based on these results.

Make Finder Services Work for You

WEDNESDAY, 9:15 – 10:15 A.M. | NATIONAL HARBOR 5 | INTERMEDIATE

RACHEL KIRBY, Director, Advancement Data Services, Marquette University

This session will take you through the steps of running a successful outside vendor data search. Outside searches can be broken down into two parts: creating and submitting the data, and evaluating and using returned vendor data. This session will examine the following questions: How should returned data be evaluated? How does returned data get added to The Raiser’s Edge? How do I track searches in The Raiser’s Edge? What is the value of using an outside vendor? Specific examples will be provided, focusing on AddressAccelerator, AddressFinder, DeceasedRecordFinder, PeopleFinder, PhoneFinder, EmailFinder, and AgeFinder. Attendees should be familiar with Query, Export, and Import in The Raiser’s Edge. Experience with finder services or outside vendor searches is not necessary for this session.

Making the Most of Your Annual Giving Program

WEDNESDAY, 10:30 – 11:30 A.M. | NATIONAL HARBOR 5 | BEGINNER

KIMBERLY KELLER, Regional Vice President, CCS Fundraising

An effective annual appeal is a cornerstone of a successful fundraising program. Learn how to take your annual appeal beyond a year-end mailing and transform your annual giving. In this session, the presenters will discuss request and marketing materials, donor communications, donor segmentation and targeted requests, volunteer engagement, and thanking your donors. We will also highlight some best practices and share examples.

Patient Fundraising — From Data to Donors

TUESDAY, 11:00 A.M. – 12:00 P.M. | NATIONAL HARBOR 5 | INTERMEDIATE

PAGE BULLINGTON, Resource Manager, Target Analytics, a Blackbaud Company

Research shows that a majority of healthcare institutions engage in some form of grateful patient fundraising. The difference between organizations that achieve good results and
those that excel in this area is often found in the internal policies and procedures. This session will follow the grateful patient fundraising process from start (accessing data appropriately) to finish (securing donations and stewarding donors). We will discuss best practices and cover easy yet effective solutions any healthcare organization can use to enhance fundraising efforts.

Prospect Management 101

Monday, 3:45 – 4:45 P.M. | National Harbor 4 | Beginner

Stephen Swain, Senior Director of Research and Prospect Systems, Syracuse University

The purpose of prospect management is essentially to track which entities in your database are identified as prospects (whether they are major gift, planned gift, leadership, or annual, and whether they are corporate/foundation or individuals), why they are prospects, what their giving capacity is, how inclined they are to give to you, who is responsible for engaging them, at what stage they are in the cultivation/solicitation process, and eventually what funding proposals they are being asked to consider. This session will introduce this process and review some of the techniques, coding, and reporting that will assist your institution in managing your prospects.

Qualifying and Engaging High Dollar Prospects among Annual Donors

Tuesday, 2:45 – 3:45 P.M. | National Harbor 5 | Beginner

Sondra Madison, Director, Donor Advancement, THD, Inc.
Martin Goetzinger, Account Manager, Target Analytics, a Blackbaud Company

Annual Funds and direct response donors are often undervalued as mid-level donors and especially as major gift prospects. Ninety percent of high dollar donors come from the databases used for the annual fund or direct response. This session will present a unique way of identifying and qualifying donors who can move up the gift pyramid for mid-level and major gifts. Learn how to qualify and cultivate your donors to heighten the donor experience and use donor interactions to help create future donor engagement strategies. This session will provide the benefits of constructing a 360-degree view of the donor, strategies for turning donor interactions into actionable data point, and recommended measurements for donor engagement incorporating Moves Management.

Recruiting a Board and Major Gifts Committee: The Prospect Researcher’s Role

Wednesday, 10:30 – 11:30 A.M. | National Harbor 4 | Intermediate

Armando Zumaya, Chief Development Officer, The Center for Public Integrity

Too often, organizational leadership relies on sources of new board members and major gifts committees that have little to do with the mission and needs of their organizations. Board members and staff leaders often simply invite people they know to serve. Often
the key question is ignored: “Who does this organization need to serve on its board now?” Through great prospect research and new interfaces with leadership, prospect researchers can offer much to this challenge. This session will address the methodology and the political skills needed to navigate this unique challenge.

Rethinking Fundraising for the 21st Century

**WEDNESDAY, 11:45 A.M. – 12:45 P.M. | NATIONAL HARBOR 4 | BEGINNER**

**CAROL RHINE, Principal Consultant, Blackbaud, Inc.**

Join us as we explore insights into how to assess your staffing, budget, and team management to maximize efficiency in these ever changing economic conditions. We will also cover key messaging focused on best practices for segmenting donors based on age, demographics, and behavior and how to best acquire and retain them through targeted stewardship activities as they mature. You will discover more about how individuals respond to mass marketing vs. direct marketing and hear recommendations on the best approaches to capture their attention.

ROI: Reason or Intuition? Data Is Strategy

**MONDAY, 2:30 – 3:30 P.M. | NATIONAL HARBOR 4 | INTERMEDIATE**

**BRIEANNA QUINN, Annual Fund Director, Delta Tau Delta Foundation**  
**ALLISON LEWIS LODHI, Lead Strategy Consultant, Pursuant Ketchum**

Politics, egos, history, intuition, tired ideas, time sensitivities, and many other pressures inform decisions in nonprofits every day. What we know with experience and intuition is often good, but data provides a new level of insight and the right data, even better. In this session we’ll explore three common fundraising strategy decision points from real organizations where having no data or bad data led nonprofits to make choices with unfortunate results.

Strategic Use of Information in Research

**TUESDAY, 9:15 – 10:15 A.M. | NATIONAL HARBOR 4 | BEGINNER**

**TROY SMITH, Manager, Prospect Management, U.S. Fund for UNICEF**

Thanks to the Internet, finding information on our prospects has never been easier, but knowing how to use information once it’s found is just as important as finding it in the first place. This session will discuss how to find and use that information strategically within the prospect cultivation cycle. Learn what information is needed and how to make that information useful and actionable. Attendees will understand how to use and present their findings in a meaningful way.
Strategies and Tactics for International Fundraising & Prospect Research

**TUESDAY, 2:45 – 3:45 P.M.  |  NATIONAL HARBOR 12  |  BEGINNER**

**JAY FROST, President & Chief Executive Officer, FundraisingInfo.com**

In this survey, we will explore the major wealth centers in each region of the world and explore current philanthropic trends. After this session, you will be ready to identify major international fundraising opportunities for your institution, conduct research on individual prospects, and help your office better navigate the cultural, legal, and budgetary challenges of transnational giving.

The Mid-Level Gift You Can’t Ignore

**WEDNESDAY, 9:15 – 10:15 A.M.  |  NATIONAL HARBOR 4  |  INTERMEDIATE**

**ALLISON LEWIS LODHI, Lead Strategy Consultant, Pursuant Ketchum**  
**LYNNE WESTER, Director of Stewardship and Donor Recognition, Yeshiva University**

Does your organization have a donor middle class? How hard does a donor have to try to be noticed before the wealth screening suggests a prospect management assignment in your organization? Can you really afford to walk away from a four-figure or low five-figure gift? In our focus to raise the largest gifts and in our mastery of the annual fund, we’ve ignored the capacity and interest to give in-between. Today’s identification, cultivation, and prioritization of tomorrow’s major gift donors will differentiate those organizations that stagnate from those that thrive. Let’s identify and overcome the barriers to mid-level giving and implement an evidence-based strategy for success before it’s too late.

Uncover Hidden Treasures in WealthPoint Data, Part 1

**TUESDAY, 11:00 A.M. – 12:00 P.M.  |  NATIONAL HARBOR 4  |  INTERMEDIATE**

Uncover Hidden Treasures in WealthPoint Data, Part 2

**TUESDAY, 2:45 – 3:45 P.M.  |  NATIONAL HARBOR 4  |  INTERMEDIATE**

**MELISSA STEPNO, Senior Consultant, Blackbaud, Inc.**  
**MICHAEL QUEVLI, Senior Consultant, Blackbaud, Inc.**

These sessions will focus on tips to systematically mine your WealthPoint data to help you uncover potential hidden below the surface. With a little bit of extra sleuthing, you can take your screening to a deeper level and find the diamonds in the rough. **Part One** will explore understanding the details behind the dollars returned with your real estate, private company, and insider stock data. **Part Two** will focus on customizing the capacity formula within ResearchPoint to better estimate potential capacity and look at the non-asset data returned with WealthPoint to broaden your perspective of your prospect pool.
Ask the Experts: The Patron Edge & The Patron Edge Online Q&A Forum

WEDNESDAY, 10:30 – 11:30 A.M.  |  CHESAPEAKE 4

KEVIN RUSSELL, Senior Consultant, Blackbaud, Inc.
RAY CLARKE, Consultant, Blackbaud, Inc.
MICHAEL CULLER, Blackbaud, Inc.
ROSITA BRADHAM, Principal Consultant, Blackbaud, Inc.
ANAH MCCRAE, Consultant, Blackbaud, Inc.

This session isn’t about us…it’s about YOU. Submit your questions in advance and we’ll tailor the session just for you. Join Blackbaud’s experts on The Patron Edge and The Patron Edge Online for an open forum on subjects that are important to you. Before the Conference begins, the presenters for this session will email all of our arts and cultural attendees to ask for their questions. If you missed that email or if you have additional questions to submit, please email amy.spencer@blackbaud.com.

Come Visit My Silo: Marketing and Development Working Together to Build Patron Loyalty

MONDAY, 2:30 – 3:30 P.M.  |  CHESAPEAKE 4  |  ADVANCED

CHAD BAUMAN, Director of Communications, Arena Stage at the Mead Center for American Theater

In January 2011, Arena Stage at the Mead Center for American Theater embarked upon a new cross-department initiative to build patron loyalty. Recognizing that many times marketing and development divisions operate as separate silos, Arena Stage in collaboration with Target Resource Group began to look at patrons holistically, and they developed strategies to increase loyalty and build revenue streams. Along the way, they have seen significant growth, but they have also hit a few snags. Come learn about what worked, and what didn’t…the presenters won’t be shy!

How Arts & Cultural Organizations Can Leverage Online Technology

TUESDAY, 11:00 A.M. – 12:00 P.M.  |  CHESAPEAKE 4  |  INTERMEDIATE

ALLIE SERIOUS, Database Manager, Seattle Aquarium
CHRIS TUTTLE, Senior Internet Solutions Consultant, Blackbaud, Inc.

Learn how to leverage intuitive navigational structures, dynamic content, and social networking to increase your site traffic, maximize your site conversion rate, and make the most of each click. Learn how the Seattle Aquarium is successfully leveraging Blackbaud’s technology and their website.
ARTS & CULTURAL

How the Great Recession Changed Fundraising

MONDAY, 3:45 – 4:45 P.M. | NATIONAL HARBOR 12 | ADVANCED

JIM HACKNEY, Managing Partner, Alexander Haas

During the last few years, every sector of American society has been impacted by the recession. Potential donors have changed the way they make decisions on where to donate. Learn specific strategies that your nonprofit can implement in order to “match up” with donor needs while raising more money. Cultural organizations have been specifically hit hard, and only through increased stewardship will there be a change in cultural giving.

Leveraging Data Within Your Arts & Cultural Organization

TUESDAY, 2:45 – 3:45 P.M. | CHESAPEAKE 4 | INTERMEDIATE

KEVIN RUSSELL, Senior Consultant, Blackbaud, Inc.
WILL CARY, Director of Member Services, Portland Museum of Art
MICHAEL CULLER, Blackbaud, Inc.
ELIZABETH JONES, Director of Visitor Experience, Portland Museum of Art

Explore how to identify and reach your constituent base in new ways — members and non-members alike. Learn how the Portland Museum of Art has used Altru to offer programming aimed at specific types of visitors, track their responses, convert supporters to members, and how Altru is enabling them to create long-term strategic plans and actions for these constituents.

Make Every Supporter Your Main Attraction with Altru!

TUESDAY, 9:15 – 10:15 A.M. | CHESAPEAKE 4 | BEGINNER

COURTNEY GRAINGER, Consultant, Solutions, Blackbaud, Inc.
CHRIS BILBRO, Director of Sales, Blackbaud, Inc.

Powerfully connect, personally engage, and ensure every supporter experiences exceptional service with Altru — the first technology solution that centralizes all your data. See a live demonstration and learn how your peers are using Altru to function more efficiently and do things cleaner, faster, and with better results. Join the products team and learn about the future vision of Altru.
Strategic Reinvention of Membership Programs

Wednesday, 9:15 – 10:15 a.m. | Potomac 5 | Intermediate

Kit Matthew, Product Manager, Blackbaud, Inc.
Casey Steadman, Chief Operating Officer, Atlanta History Center
Lisa Abbott, Membership Manager, Mote Marine Laboratory & Aquarium

Membership programs can serve multiple purposes in our organizations. We load many expectations on these programs including revenue generation, new donor acquisition, driving attendance, and generating upsell opportunities. The speakers will examine different business models for membership programs and how these are derived from organizations’ strategic goals, audiences, and positioning. We will also discuss examples of specific membership tactics based on target customers, what is the relationship proposition, and how success is measured. The recent evolution of the Atlanta History Center’s membership program and other examples will be discussed in depth.

The Patron Edge Enhancements and Our Next Generation Ticketing Solution

Tuesday, 9:15 – 10:15 a.m. | Chesapeake 10

Rosita Bradham, Principal Consultant, Blackbaud, Inc.
Tui Allen, Product Manager, Blackbaud, Inc.
Brian Stallings, Chief Executive Officer, Toptix USA
Anah Mcrae, Consultant, Blackbaud, Inc.

Join us as we review the new Patron Edge version 3 updates and features, demonstrations of best practices, and the direction for Blackbaud’s next generation ticketing solutions.

Understanding Supporter Interactions

Wednesday, 11:45 a.m. – 12:45 p.m. | Chesapeake 4 | Intermediate

Howard Chalmers, Product Manager, Blackbaud, Inc.
Christie Ann Bieber, Stewardship Manager, The American Civil War Center at Historic Tredegar

There has been a lot of talk recently about how to obtain a holistic view — a 360-degree view — of your patrons. In other words, you want a complete understanding of your relationship with your customer, but what does that really mean? Why does it matter? And what do you do with the information when you have it? This session will cover how to create a complete view of your patrons and how to convert that data into action.
Blackbaud NetCommunity Spark

THE SECRET OF SUCCESSFUL ONLINE DONATION FORMS
TUESDAY, 11:00 A.M. – 12:00 P.M. | NATIONAL HARBOR 6

There are so many things to consider when you’re creating an online donation form. Let us help you use Blackbaud NetCommunity Spark to create, configure, design, and customize your online form. And that’s not all — there’s more to the process! We’ll also help you enable eReceipts and show you how all this integrates with The Raiser’s Edge.

EMAIL EXTRAVAGANZA WITH BLACKBAUD NETCOMMUNITY SPARK
WEDNESDAY, 9:15 – 10:15 A.M. | NATIONAL HARBOR 6

You know that electronic communication is a necessity in today’s world. So you can’t afford to miss out on the opportunity to reach more constituents online — and with effective messages. Let us help you master the art of creating, sending, and measuring the results of your email messages using Blackbaud NetCommunity Spark.

Blackbaud NetCommunity

ONLINE FUNDRAISING SUCCESS WITH BLACKBAUD NETCOMMUNITY
TUESDAY, 2:45 – 3:45 P.M. | NATIONAL HARBOR 6

If you’d like an introductory crash course on using Blackbaud NetCommunity, creating exciting fundraising web pages that make an impact, and how Blackbaud NetCommunity actually works with The Raiser’s Edge, then you can’t afford to miss this session!

I HAVE BLACKBAUD NETCOMMUNITY; NOW WHAT?
WEDNESDAY, 10:30 – 11:30 A.M. | NATIONAL HARBOR 6

Join our Blackbaud NetCommunity training expert to learn how to leverage your Internet solution as a solution! You’ll be able to interact with other users and take away the knowledge to send emails and eNewsletters, personalize online communication, measure the results of your online communication, and more!

Blackbaud Sphere

GET THE MOST OUT OF YOUR EVENTS WITH FRIENDS ASKING FRIENDS
TUESDAY, 9:15 – 10:15 A.M. | NATIONAL HARBOR 6

Do you know the end result you’d like to achieve from your events but are you not sure how to get there? This Blackbaud Learn Lab session will teach you how to make the most out of Friends Asking Friends so you can create and manage events that have an impact.
THE DREAM TEAM: YOU, YOUR CONSTITUENTS, AND BLACKBAUD SPHERE
WEDNESDAY, 11:45 A.M. – 12:45 P.M. | NATIONAL HARBOR 6

Blackbaud Sphere customers, you’ve got to attend this training! Let us introduce you to your online fundraising tool to teach you shortcuts on topics such as managing constituent information, creating queries, and much more. We guarantee you’ll walk away with tips and tricks that will make you look like a superstar at your organization.

The Financial Edge

WHAT EVERY CFO AND EXECUTIVE MUST KNOW ABOUT THE FINANCIAL EDGE
TUESDAY, 2:45 – 3:45 P.M. | NATIONAL HARBOR 8

Nonprofit CFOs and executives, this class is designed specifically for you! In this Blackbaud Learn Lab session, you’ll get a glimpse into the newly released executive training suite for The Financial Edge. We’ll teach you everything you need to know about creating a personalized dashboard so you can have a high-level view of critical information at your fingertips.

THE FINANCIAL EDGE: QUERIES, QUERIES, AND MORE QUERIES
WEDNESDAY, 10:30 – 11:30 A.M. | NATIONAL HARBOR 8

Whether you’re crazy about queries or queries make you crazy, you will get everything you need to know in this session. You’ll learn how to create queries, how to use them, and how to apply them in your organization to get the information you need. Join us in this Blackbaud Learn Lab and you’ll spend one hour learning how to save several hours a week grouping data for analysis!

PIVOT REPORTS IN THE FINANCIAL EDGE CAN BE FUN, TOO!
WEDNESDAY, 9:15 – 10:15 A.M. | NATIONAL HARBOR 8

Watch out! You just may just start enjoying pivot reports after you attend this training session and discover what they can do for you. You’ll be able to go back to your organization and show off your reporting skills to your colleagues after mastering the art of creating interactive, flexible, and customized reports.

MAKING A (INCOME) STATEMENT USING GENERAL LEDGER
WEDNESDAY, 11:45 A.M. – 12:45 P.M. | NATIONAL HARBOR 8

Income statements, balance sheets, and General Ledger, oh my! Get ready to master the art of creating income statements and balance sheets in The Financial Edge using General Ledger. You can really make a statement once you return to the office with all the knowledge you’ll learn in this training class.
The Education Edge

AN ADMINISTRATOR’S GLIMPSE INTO STUDENT RECORDS IN REGISTRAR’S OFFICE

TUESDAY, 9:15 – 10:15 A.M. | NATIONAL HARBOR 8

Your student records have been entered. Now what do you do with this information? If you’re a school administrator, you’ll benefit from this high-level overview of Student Records. We’ll teach you about the information stored in your database, where to find it, how to analyze it, and how to put it to use in your business processes.

STAY ON TRACK WITH TRACKS AND CHECKLIST ITEMS IN ADMISSIONS OFFICE

TUESDAY, 11:00 A.M. – 12:00 P.M. | NATIONAL HARBOR 8

An automated admissions process is a wonderful thing! In this one-hour class, we’ll teach you more than the ins-and-outs of creating tracks and tracking applicants — we’ll provide a high-level overview of defining your checklist items and admissions tracks, creating them, and viewing them once they are assigned to an applicant.

The Raiser’s Edge

WHAT WAS HIS NAME? MAXIMIZING CONSTITUENT RELATIONSHIPS USING THE RAISER’S EDGE

TUESDAY, 9:15 – 10:15 A.M., WEDNESDAY, 10:30 – 11:30 A.M. | NATIONAL HARBOR 7

You had a great conversation with a new contact, but when you finally get around to following up with him, you can’t remember the name of his brother who volunteered last month or the name of his neighbor who’s been a recurring donor for years. Let us show you how you can use The Raiser’s Edge to keep record of your conversations and create networks between constituents. You’ll instantly maximize relationships by overcoming the “cobweb” of constituents for more meaningful and personal relationships.

HOW TO TALLY YOUR TALLIES — BRINGING IT ALL TOGETHER WITH DEMOGRAPHIC AND STATISTICAL REPORTS

WEDNESDAY, 11:45 A.M. – 12:45 P.M. | NATIONAL HARBOR 7

Tally up everything you need in one report! In this Blackbaud Learn Lab session, we’ll dive into constituent and gift tallies, summaries, and statistical reports in The Raiser’s Edge. You’ll find out the one characteristic that all demographic and statistical reports have in common, how to choose the report that best suits your needs, and how to customize these reports.
Blackbaud Learn Labs

Using the Raiser’s Edge to Get Your Pivot On!

Tuesday, 11:00 A.M. – 12:00 P.M., Wednesday, 9:15 – 10:15 A.M.  | National Harbor 7

Have you heard all about pivot reports and how great they are, but are you not sure how to create and use them? Let us show you! This session will teach you what pivot reports can do for you and how to create and tweak them. You’ll go back to the office as the “pivot pioneer” and be able to present data in ways you never knew were possible.

Recurring Gifts: The Gift That Keeps On Giving

Tuesday, 2:45 – 3:45 P.M.  | National Harbor 7

Did you know that you can manage recurring gifts effectively in The Raiser’s Edge? Do you know what makes recurring gifts unique? Come join us for hands-on training to learn how to identify, create, and amend recurring gifts — all in one hour!

Keep Learning — Even After the Conference!

- Pick up the latest book by your favorite bbcon speaker!
- Browse through our collection of books on fundraising, nonprofit leadership, social media, and other great topics.

All This and More at the bbcon Bookstore
Blackbaud CRM Implementation: Let Training Take Center Stage

WEDNESDAY, 10:30 – 11:30 A.M.  |  CHESAPEAKE 6  |  BEGINNER

JENNY KLEINTOP, Data Manager, Office of Institutional Advancement, Fox Chase Cancer Center
KATE BUTLER, Senior Educational Consultant, Blackbaud, Inc.

Are you either currently implementing Blackbaud CRM or gearing up for an implementation? This session will provide a look into how Fox Chase Cancer Center approached their implementation and partnered with Blackbaud trainers to utilize staff wisely and incorporate training with every step. This session will address how to approach training — leveraging “train the trainer” methodology, setting up schedules, and getting staff involved by keeping training center stage throughout the implementation process. We will discuss when and how to involve your team and how to keep them engaged in order to hit the ground running at go-live.

Blackbaud CRM Road-Map

TUESDAY, 11:00 A.M. – 12:00 P.M.  |  NATIONAL HARBOR 12  |  ADVANCED

ERIC DE JAGER, Director, Product Management, Blackbaud, Inc.
ANDREW SNYDER, Director, Software Development, Blackbaud, Inc.

Blackbaud CRM is poised to help you embark on a productive journey with your supporters. Join us in this session to learn about the recent enhancements we’ve made in our cutting edge technology platform, as well as our vision for the future to help you succeed in your mission.

Get What You Need in Blackbaud CRM

MONDAY, 2:30 – 3:30 P.M.  |  CHESAPEAKE 6  |  BEGINNER

JULIE GONZALEZ, Project Manager/Consultant, Blackbaud, Inc.
WENDY JACCARD, Senior Enterprise Consultant, Blackbaud, Inc.
JULIE VARGO, Project Manager, The Ohio State University

Join us for a review of topics often encountered when working with clients: OnBase document imaging customizations; information change request forms; and new fund request processes, including requests submitted to have a new purpose/designation created, approved, and the purpose/designation automatically created. Additional topics include athletic ticket points calculation; recognition programs with additional information, associated attributes, stewardship preferences, and associated benefits; custom addressees/salutations and automatically applying these to records according to special defined rules; and using recognition credits to drive flexibility in reporting.
Infinity Platform Features and the Software Development Kit (SDK)

WEDNESDAY, 9:15 – 10:15 A.M. | CHESAPEAKE 6 | ADVANCED

BEN LAMBERT, System Architect, Blackbaud, Inc.

In this heavily technical session, Ben Lambert will demonstrate features and capabilities available in the Infinity Platform using the Infinity Software Development Kit (SDK). Topics covered will include custom business logic and UI behavior with UIModels, custom fields, charts and graphs with UIWidgets, APIs, and the new Blackbaud Web User Experience (aka “Webshell”).

Infinity Platform Road-Map

TUESDAY, 2:45 – 3:45 P.M. | CHESAPEAKE 6 | ADVANCED

JAY NATHAN, Director, Product Management, Blackbaud, Inc.

This session will review road-map plans for the Infinity Platform, which underlies Blackbaud CRM, Altru, ResearchPoint, Blackbaud Direct Marketing, and other next generation products. Session presenters will cover planned improvements in performance, reporting, configuration management, and more. They will also discuss items under consideration for 2012 and beyond.

Introduction to the Supporter Journey: Part 1

MONDAY, 2:30 – 3:30 P.M. | CHESAPEAKE 5 | BEGINNER

Introduction to the Supporter Journey: Part 2

MONDAY, 3:45 – 4:45 P.M. | CHESAPEAKE 5 | BEGINNER

TIFFANY ELSER CRUMPTON, Enterprise Solutions Engineer Manager, Blackbaud, Inc.

In the nonprofit world, it’s no longer just about donor management; you have to purposefully manage your supporters while they move through their journey with your organization. The Supporter Journey starts with intelligently using data to analyze and identify your best potential supporters. Following that, you need to segment and target your supporters to make the most of your every effort. And in today’s multi-channel world, you have to engage and communicate with your supporters on their terms. And once they give their time, talent, or treasure, you must appreciate and retain your supporters because there are other interests competing for their attention. The Supporter Journey never ends; it’s a continuous process that Blackbaud can help you measure and manage. During the Introduction to the Supporter Journey Parts 1 and 2, Bill Walsh and Tiffany Elser will explain the Supporter Journey, why it’s important, and what it means for your organization.
Maximizing Fundraiser and User System Interaction with Blackbaud CRM

MONDAY, 3:45 – 4:45 P.M.  |  CHESAPEAKE 6

AMY CHASE, Principal Consultant, Blackbaud, Inc.
BILL WALSH, Manager of Technical Sales, Blackbaud, Inc.

This session will highlight best practices from organizations and ways to enhance the Blackbaud CRM user experience. The presenters will look at how to maximize Blackbaud CRM by leveraging system tools and advanced configurations to display information to users through data-lists, forms, email alerts, dashboards, widgets, and mobilized tools to ensure fundraisers and other users have easy and clear access to fundraising metrics, data integrity checks, and key system information.

Reporting with Smart Queries with Blackbaud CRM

TUESDAY, 9:15 – 10:15 A.M.  |  CHESAPEAKE 6  |  BEGINNER

CRAIG HAUBRICH, Principal Consultant, Blackbaud, Inc.
KEITH MATTHEWS, Senior Systems Analyst, City of Hope

Developing a custom report with SQL Server Reporting Services can often take time and a very specialized skill set. Many times, end users want a means of analyzing their data in a quick and easy manner without the need for a fully established report. Smart queries in Blackbaud CRM are the answer to solving these reporting needs. Remove the headache of complex custom reporting by learning how to create your own smart query definitions, building smart queries that are easy for your end users to use, and providing them the information they need in a quick and effective manner.

Segment Your Best Constituents with Advanced Querying

WEDNESDAY, 9:15 – 10:15 A.M.  |  POTOMAC C  |  ADVANCED

Tiffany Elser Crumpton, Enterprise Solutions Engineer Manager, Blackbaud, Inc.

Are you ready to move beyond creating simple queries? It’s time for you to learn about the true power of Query! After attending this session, you will be well on your way to becoming the Query guru at the office. You will discover the power of unusual operators, complex query creation, and creative ways that queries are used throughout The Raiser’s Edge. You don’t want to miss this popular session!
Selecting and Successfully Implementing Blackbaud CRM

WEDNESDAY, 11:45 A.M. – 12:45 P.M. | CHESAPEAKE 6 | BEGINNER

TYLER WEST, Senior Manager Information Technology Services, Best Friends Animal Society
DANIEL SLOAN, Managing Partner, The Madison Henry Group
PATTON HILLIARD, Consulting Manager, Blackbaud, Inc.

Does the pursuit of your organization’s mission depend on understanding and utilizing the complete picture of your relationships with your constituents? Are you challenged to quickly access this complete picture and easily perform deeper analysis to help increase constituent engagement and fundraising? If so, please join us to hear how Best Friends Animal Society, one of the world’s premier animal welfare organizations, partnered with The Madison Henry Group to select Blackbaud CRM from a host of options as their future platform. Learn how, upon their selection of Blackbaud CRM, Best Friends has balanced adapting to organizational change and maintaining positive momentum on their implementation through the final iterations for a successful initial deployment.

The Supporter Journey, Step One: Analyze and Identify

TUESDAY, 9:15 – 10:15 A.M. | CHESAPEAKE 5 | BEGINNER

MICHAEL QUEVLI, Senior Consultant, Blackbaud, Inc.

Get three steps to understanding your prospects and supporters! With the intense competition for donors, no nonprofit can afford to underestimate or overestimate a prospect’s capacity and affinity. But if you take the time to develop a three-dimensional view of constituents, it’s unlikely you’ll make any mistakes. Once you have developed a profile of your best prospects, you will know what, when, and how to ask, because you will know what engages each of the donors you’ve qualified. Attend this session to learn how three steps can help you to identify your best prospects.

The Supporter Journey, Step Two: Segment and Target

TUESDAY, 11:00 A.M. – 12:00 P.M. | CHESAPEAKE 5 | BEGINNER

LAWRENCE HENZE, Principal Consultant, Blackbaud, Inc.

Learn how to improve communication, engagement, and giving via a multi-channel approach. While donors acquired online are less loyal than those acquired through direct mail, donors who convert to offline giving after making an initial gift online tend to maintain higher than average giving levels with similar retention rates. Online-acquired donors are significantly younger, have higher household incomes, and tend to give much larger gifts than mail-acquired donors. But as reported in the 2011 donorCentrics Internet and Multichannel Giving Benchmarking Report, it takes the existence of a robust direct mail program to drive up the retention and long-term value of new donors acquired online.
The Supporter Journey, Step Three: Engage and Communicate

**TUESDAY, 2:45 – 3:45 P.M. | CHESAPEAKE 5 | INTERMEDIATE**

**ALLISON VAN DIEST, Senior Solution Architect, Blackbaud, Inc.**

Join this session to receive strategies for segmentation. Mining your prospect data is a key to success. Modeling is a key factor to determining the strength of each individual relationship with your organization, such as whether they volunteer regularly, purchase season tickets every year, or sit on your board of directors. It will identify and rank the best prospects in your database, whether or not they have already given to your organization. This will enable you to better understand your donors’ and non-donors’ relationships with your organization. Once you have the information, you can target your efforts accordingly by turning that knowledge and creativity into fundraising results.

The Supporter Journey, Step Four: Appreciate and Retain

**WEDNESDAY, 9:15 – 10:15 A.M. | CHESAPEAKE 5 | BEGINNER**

**DOUG BARKER, Co-Founder & Principal, Barker & Scott Consulting**

Let your constituents’ feedback be music to your ears! All across the fundraising landscape, donor retention is falling. Gartner Inc. reports that 75 percent of constituent relationship management initiatives fail to impact the customer experience. With implementation costs high, the cost of all this failure is higher. To avoid being on the wrong end of these statistics, ask yourself, “Is my organization harvesting value, creating value, or destroying value?” In this session, the presenters will demonstrate that if you are not in creation mode, you need to refocus your energies on your individual donors to understand why each of them cares about you. Get key strategies that may help you chart a new course — one that will make your constituents feel appreciated and therefore more tied to your mission and organization.

The Supporter Journey, Step Five: Measure and Manage

**WEDNESDAY, 10:30 – 11:30 A.M. | CHESAPEAKE 5 | BEGINNER**

**CHRIS PAUTLER, Director, Nonprofit Practice, The Outcome Group, The Rensselaerville Institute**

**WENDY WATSON-HALLOWELL,**

*Director, Foundation Practice, The Outcome Group, The Rensselaerville Institute*

You need to learn how much your work and your dollars are really moving the needle on your area of focus. Then, you need to use that information to improve your operations. This session will explore how to manage that need by examining the intersection between program results and fundraising results, with an emphasis on ensuring that program results are the initial driver. We’ll demonstrate how to link programmatic effectiveness into your fundraising and financial data to include cost-per-service, cost-per-result, and more. Join us for an interactive session to explore the barriers and opportunities!
The Supporter Journey, Step Six: Measure and Manage Engagement

WEDNESDAY, 11:45 A.M. – 12:45 P.M. | CHESAPEAKE 5 | INTERMEDIATE

STEVE MACLAUGHLIN, Director, Internet Solutions, Blackbaud, Inc.

Getting more from measuring performance requires a culture adjustment for many organizations. The good news is that it is possible for you to start using performance metrics and transform how you produce outcomes. The bad news is that there’s no magic wand or set of shortcuts to get you there. Technology is a tool that can help make the transition easier, but it will take leadership and attention within your organization. The key to getting started is often to just get started. Select an audience and behaviors that result in outcomes. Focus on measuring not counting. Use benchmarks to compare your performance against other peer organizations. Create a culture of performance measurement by tying outcomes to goals. This session will show you how.

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Education Solutions Road-Map

**WEDNESDAY, 9:15 – 10:15 A.M. | CHESAPEAKE 11 | ADVANCED**

**JULIA WILSON, Product Manager, Education Solutions, Blackbaud, Inc.**

This session will review road-map plans for our education solutions. We will cover improvements to Faculty Access for the Web and NetClassroom, and we’ll also cover upcoming plans for Online Campus Community as well as Online Admissions and Re-Enrollment.

**Going Green! Taking Your School Paperless…**

**TUESDAY, 9:15 – 10:15 A.M. | CHESAPEAKE 1–2 | INTERMEDIATE**

**BEVERLY SHORE, Information Manager, Providence Day School**  
**JULIA WILSON, Product Manager Education Solutions, Blackbaud, Inc.**

In this session, the presenters will explain the tools available and the ease-of-use in online report cards, Faculty Access for the Web, online re-enrollment, admissions, inquiry, course registration, schedules, netmail — communication, and more, using The Education Edge.

**Life after Integration**

**WEDNESDAY, 11:45 A.M. – 12:45 P.M. | CHESAPEAKE 1–2 | BEGINNER**

**COURTNEY HENDERSON, Development Assistant, Sycamore School**

Have you finally completed the integration process? Don’t know what to do next? Learn how to keep your data clean and streaming from one database to another, keep your staff maintaining data integrity, and keep your entire school community happy.

**Making the Most of Teacher Pages**

**WEDNESDAY, 9:15 – 10:15 A.M. | CHESAPEAKE 1–2 | INTERMEDIATE**

**EMILIE THOMSON, Solutions Consultant, Blackbaud, Inc.**

Ensure your parents and students can find well-branded, consistently organized teacher pages within your Online Campus Community website. Reduce double entry of assignments from teachers into separate teacher pages, and streamline the flow of information from Faculty Access for the Web to your families. We’ll look at some real K–12 examples of how to make the most of your teacher pages.
Raiser’s Edge Integration with Blackbaud Student Information System

WEDNESDAY, 10:30 – 11:30 A.M. | CHESAPEAKE 1–2 | BEGINNER

SUSAN PHILLIPS, Director, Information Services, Johnson College
STEPHANIE ORZALEK, Coordinator of Institutional Advancement, Johnson College

This session will provide insight into what challenges exist when integrating The Raiser’s Edge with the Blackbaud Student Information System. Hear how each business unit wanted to protect their information and what concessions were agreed upon to move forward. See the configuration interface and valuable Blackbaud resources that can assist with integration at your institution.

Registrar’s Office: How to Work Smart

MONDAY, 2:30 – 3:30 P.M. | CHESAPEAKE 1–2 | BEGINNER

RAYNNA TEMPLE, Registrar, Metairie Park Country Day School

The purpose of this presentation will be to help people to learn more about what can be done in Registrar’s Office through using The Education Edge software. This presentation shares ideas on what can help an organization to become more successful in completing their tasks. There will be couple small group activities, as well as a question/answer period following the presentation.

Scheduling through the Academic Year

TUESDAY, 2:45 – 3:45 P.M. | CHESAPEAKE 1–2 | BEGINNER

WILLOW SCHULTZ, Manager, Product Support Leads, Blackbaud, Inc.

This session will cover how The Education Edge can be used to meet your school’s scheduling needs. Covering scheduling to grades through the academic year and the ongoing tasks that keep your database healthy and active, this session will teach tips and tricks that every registrar should know.

Sharing Work: Independent Schools Using Online Campus Community

MONDAY, 3:45 – 4:45 P.M. | CHESAPEAKE 1–2 | INTERMEDIATE

JAIME LASSMAN, Director of Technology Integration and Curriculum, The Lexington School
RACHEL WELSH, Webmaster and Director of Data Operations, Shipley School
REBECCA LEIFERT, Webmaster and Graphic Designer, Holy Trinity Episcopal Academy

There are independent schools that are using Online Campus Community in unique ways. Join this session to see how some schools are delivering fresh and relevant content including grades, teacher announcements, and assignments using Online Campus Community, Faculty Access for the Web, and NetClassroom. How does social media
figure into the equation for an independent school? What tools are schools using to share documents, embed video and photo galleries, and more?

Tackling Your Policy and Procedure Manual
TUESDAY, 11:00 A.M. – 12:00 P.M. | CHESAPEAKE 1–2 | BEGINNER

ELIZABETH TEAHAN,
Computer Application Maintenance & Training Officer, Saint Stephen’s Episcopal School

Why does an organization need a policy and procedure manual for Blackbaud products? Join this session for a brief presentation of Saint Stephen’s policy and procedure manual, followed by a discussion about the strategy for developing your own manual geared to your individual organization. We’ll discuss planning your manual and how to start, prioritize, and organize your information. The last portion of the session will include discussion, shared experiences, and questions. A handout will be provided with samples and a strategy worksheet.
Accountability to the Donor

**MONDAY, 3:45 – 4:45 P.M. | POTOMAC 5 | BEGINNER**

**JONATHAN HOWELL, Principle Consultant, Blackbaud, Inc.**

Accountability is a pressing issue for many people, especially those who work in nonprofit organizations. Breaches of trust push a fraud-weary public to doubt society’s institutions in general. As a result, nonprofits are coming under increasing pressure to explain what they are doing, why they are doing it, and the outcomes of their actions. This session will examine what it means for an organization to be accountable — in both personal and regulatory matters — including a look at new areas of IRS interest.

Auditors: Love ’em or Leave ’em

**MONDAY, 3:45 – 4:45 P.M. | POTOMAC 6 | INTERMEDIATE**

**KAREN KENNELLY, President, K-Squared**

Auditors — are they allies or foes? You can’t escape the necessity of engaging external accountants, so how do you ensure it is a pleasant and worthwhile experience for both you and them? In this session, we will work toward answering the following questions: What is an audit, anyway? How can you get along with your auditors? What does the auditor want from you? What do you need from the auditor? How do you know when to know it’s time to make a change? How can you go about selecting a new auditor?

Better than the Benchmark

**WEDNESDAY, 9:15 – 10:15 A.M. | POTOMAC 5 | BEGINNER**

**ANDREW PAYNE, Product Line Manager, Financial Solutions, Blackbaud, Inc.**  
**JEFFREY SOBERS, Product Marketing Manager, Blackbaud, Inc.**

If you don’t know where you’re going, how will you ever know when you get there? Benchmarking is the most useful way to compare where you are to where you want to be, and it’s critical to the business planning process. It can also help you compare your success to similar organizations. But benchmarking is only the beginning. This session will help you interpret your benchmark results and begin the process of planning how to improve your organization’s key performance indicators to create the best possible results.

Bridge the Gap Between Programs and Business

**WEDNESDAY, 9:15 – 10:15 A.M. | POTOMAC 6 | BEGINNER**

**CHERYL PETERSEN, Director of Finance, Los Angeles Conservation Corps**

Using The Financial Edge, The Raiser’s Edge and WebPurchasing, as well as several partner products including: ADP Payroll Products, Advanced Budget Management, and CounterPoint, Cheryl will discuss doable and practical ways that these products can be
utilized to improve the integration of business and programs to better serve the needs of the mission of the organization, as well as the practical needs of the business department. This session not only covers the expected benefits of both Blackbaud and partner products, but also some unexpected uses for better program business management.

Building a Smart Board

**MONDAY, 2:30 – 3:30 P.M. | POTOMAC 6 | BEGINNER**

**HILDA POLANCO, Founder and Managing Director, The FMA Institute**  
**MACK TENNYSON, Director of SDA Accounting Software, Seventh-Day Adventist Church**

A good board of directors is essential to a nonprofit organization. But building a board with fiscal intelligence is critical for long-term success. Attendees in this session will learn the components of a smart board, how to engage them in financial conversations, and how to make financial committees work.

Controlling Off-Policy Spending

**WEDNESDAY, 11:45 A.M. – 12:45 P.M. | POTOMAC 5 | INTERMEDIATE**

**TOMMY BENSTON, Director of Business Partnerships, Verian Technologies**

The best-laid plans aren’t enough. Employees make spending decisions every day, and sometimes they don’t make the right decisions. Learn how to curb off-policy spending to ensure every dollar is advancing the mission of the organization. Often the fiscal policies themselves are to blame. This session will help you review and strengthen your existing policies, and will also provide advice for what to do when policies are violated.

Custom Reporting Options

**TUESDAY, 9:15 – 10:15 A.M. | POTOMAC 6 | BEGINNER**

**DANIEL DALNEKOFF, Business Analyst, Blackbaud, Inc.**  
**WISSAM BARAKAT, Vice President Sales, F9, an Infor Company**

The Financial Edge offers a variety of powerful reporting options, but occasionally you need something to get information out of the system in a different way. This session provides an introduction to the options that exist beyond the standard reporting, such as Crystal Reports and F9.

Ensure Your Organization Is an Attractive Investment

**TUESDAY, 11:00 A.M. – 12:00 P.M. | POTOMAC 5 | INTERMEDIATE**

The competition for grant dollars has increased significantly, and funders are looking to maximize the investment they make in nonprofit organizations. Learn the metrics funders use when evaluating organizations directly from the source, and understand how to position your mission in the eyes of prospective funders to increase your grant revenue.
HR and Payroll — Making the Magic Happen!

**WEDNESDAY, 11:45 A.M. – 12:45 P.M. | POTOMAC 6 | BEGINNER**

In this session, you’ll learn how human resources and payroll can work together to meet common goals. We will focus on teamwork for compliance, security, and auditing processes.

**Improve Transparency in Your Organization**

**WEDNESDAY, 10:30 – 11:30 A.M. | POTOMAC 6 | INTERMEDIATE**

**CHERYL PETERSEN, Director of Finance, Los Angeles Conservation Corps**

In the age of increased requirements by both the government agencies and private funders of all sizes, it is imperative that organizations maintain business transparency and programmatic reporting to verify the return on investment for organizational programs. This session will provide useful, practical options using Blackbaud and partner products to improve organizational transparency.

**Integrating Development and Finance**

**TUESDAY, 2:45 – 3:45 P.M. | POTOMAC 5 | INTERMEDIATE**

**JONATHAN HOWELL, Principle Consultant, Blackbaud, Inc.**  
**ANDREA MILLS, Director, Fiscal Management Associates, LLC.**

This session will discuss the considerations and concerns inherent in development office and business office integration. The session will focus mainly on The Raiser’s Edge and The Financial Edge, but attendees will gain valuable insight to the process as a whole, even if they’re not using either or both of the systems. The speaker will offer real-world examples and solicit audience participation.

**Making the Back Office a Strategic Asset**

**TUESDAY, 9:15 – 10:15 A.M. | NATIONAL HARBOR 12 | BEGINNER**

Building on the theme of the financial solutions track, empowering the business office to impact the mission — join members of Blackbaud’s executive leadership team in a discussion about an important new initiative within the company. Learn how nonprofit organizations can adopt the same principles to turn this often overlooked resource into a true strategic asset.
Pricing and True Costs in Human Services
TUESDAY, 2:45 – 3:45 P.M. | POTOMAC 6 | INTERMEDIATE

RICHARD T. MARINI, Executive Vice President/Chief Financial Officer, Northeast Parent & Child Society

This session is an open, interactive discussion of the importance of identifying the “true costs” of a program or service in order to determine the proper pricing for adequate funding. Identification of true direct and indirect costs is critical to obtain the proper fees or funding for a given service or program. In certain cases, funding covers the program’s direct costs, but when proper allocation of indirect costs (for example, management and general administrative costs) are added in, the program then goes underwater. This workshop will discuss cost allocation methods and determination of direct and indirect costs with interactive discussion of workshop participants.

The Business of Fundraising
MONDAY, 2:30 – 3:30 P.M. | POTOMAC 5 | BEGINNER

STU MANEWITH, Practice Manager, Blackbaud, Inc.
BILL CONNORS, CFRE, Independent Consultant

In order for the business office to have a profound impact on the mission, it must understand the business of fundraising. This session will offer two unique perspectives by first introducing and explaining concepts from the point of view of the development office, and then reviewing strategies for the business office to engage in conversations to make informed decisions for the betterment of the organization.

The Future of Blackbaud Financial Solutions
WEDNESDAY, 10:30 – 11:30 A.M. | POTOMAC 5 | ADVANCED

ANDREW PAYNE, Product Line Manager, Financial Solutions, Blackbaud, Inc.

Do you wonder what Blackbaud has in store for its financial solutions? Join members of the Blackbaud Products team to learn what is planned for both the current version and the next generation of Blackbaud accounting solutions.

Think Like a For-Profit; Act Like a Non-Profit
TUESDAY, 11:00 A.M. – 12:00 P.M. | POTOMAC 6 | BEGINNER

KEVIN MCGOWAN, Chief Financial Officer, Catholic Extension

Program statistics tell the story of effectiveness. Or do they? An organization that is losing money on its core programs can’t expect to make it up in volume. Fiscally savvy and effective nonprofit professionals know that charging for a service means adopting for-profit principles. This session teaches nonprofit organizations how to think like the giants of Wall Street while still caring for the needs of Main Street.
People have come to our online paralysis community looking to be inspired—and now they inspire others. That’s the power of Blackbaud Social.

— Julie Lubinsky, Manager of Web Production and Social Media, Christopher & Dana Reeve Foundation

People living with spinal cord injury look for a safe place to go when they need help, and the Christopher & Dana Reeve Foundation wants to be the first place they turn.

In 2010, the Reeve Foundation chose Blackbaud Social to launch their own online community. Now, the vibrant network allows them to get to know their supporters as they contribute stories, engage with each other, and access vital health promotion and research information. And because Blackbaud Social can extend to public sites such as Facebook® and Twitter®, the organization has increased its website traffic by more than 26 percent. With 3,200 members and growing, the Reeve Foundation is making a deeper connection with the paralysis community.


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360-Degree Fundraising Databases

TUESDAY, 11:00 A.M. – 12:00 P.M.  |  NATIONAL HARBOR 3  |  INTERMEDIATE

IVAN WAINEWRIGHT, Independent Database Consultant, IT for Charities

Hosted by a project manager, consultant, and implementation manager of several single supporter databases using The Raiser’s Edge and Blackbaud CRM, this session will cover lessons learned about what works and what doesn’t, the teams needed to successfully implement the systems, and the different approaches that can be taken to create a single database/view — plus the importance of the people, processes, and overcoming change management issues. These lessons will help others who are considering implementing a single supporter system.

Appreciate and Retain Small-Gift Donors

WEDNESDAY, 11:45 A.M. – 12:45 P.M.  |  CHESAPEAKE 9  |  BEGINNER

JEFF GIGNAC, President, JMG Solutions

In this session, we will review best practices for using The Raiser’s Edge to appreciate and retain small-gift donors. Do you know who your small-end donors are and how important they are? We will review how you should be stewarding small-gift donors to prepare them for the next donation. Are you sending out tax receipts in a timely manner? At what level should board members make phone calls to thank donors? Are you tracking acknowledgments in The Raiser’s Edge Properly? Do you have an acknowledgment policy? How do you handle soft credit letters? Join us to learn the answers to these questions and more.

Ask the Experts: Blackbaud Merchant Services

WEDNESDAY, 11:45 A.M. – 12:45 P.M.  |  CHESAPEAKE 10  |  INTERMEDIATE

LARRY MISHKIN, Director, Software Development, Blackbaud, Inc.
KIMBERLY HAMMER, Team Manager, Fundraising Solutions and Payment Services Support, Blackbaud, Inc.
TOM OGNIBENE, System Architect, Blackbaud, Inc.
LAUREL KENERSON, Senior Product Support Lead, Blackbaud, Inc.
JEFFREY SOBERS, Product Marketing Manager, Blackbaud, Inc.
SANDRA LETURGEZ, Payments Program Manager, Blackbaud, Inc.

This session is for customers who are currently using Blackbaud Merchant Services or one of the Blackbaud Payment Services options. A team of Blackbaud experts from product development, support, and payments will answer all of your questions ranging from refunds, PCI compliance, security settings, creating recurring gifts, and reconciliation management. Bring it on! Join us and prepare to STUMP the Blackbaud experts.
Better Manage Data by Using Default Sets

WEDNESDAY, 10:30 – 11:30 A.M. | CHESAPEAKE 9 | BEGINNER

CRAIG HAUBRICHS, Principal Consultant, Blackbaud, Inc.

Do you have certain attributes that are required for every record you add? Do you have groups of records that have common data elements? Do you want a way to manage requests for centralized maintenance so that your organization’s data integrity is maintained? If you answered “yes” to any of these questions, then default sets in The Raiser’s Edge are your answer! Learn how to use default sets to facilitate data entry and improve the accuracy of your data!

Blackbaud Merchant Services Power Tips Plus

WEDNESDAY, 10:30 – 11:30 A.M. | CHESAPEAKE 10 | BEGINNER

KIMBERLY HAMMER, Team Manager, Fundraising Solutions and Payment Services Support, Blackbaud, Inc.
LAUREL KENERSON, Senior Product Support Lead, Blackbaud, Inc.

This session is for customers who are using or considering Blackbaud Merchant Services for payment processing. In this highly interactive session, users and potential users will be guided through the portal, disbursements, handling suspect transactions, and tips for reconciliations. A team of experts will cover setting up accounts, adding additional currency, and refund management. We’ll have a team of experts who can answer questions about your Blackbaud Solutions (The Raiser’s Edge, eTapestry, Altru, and Blackbaud NetCommunity) and how they integrate with Blackbaud Merchant Services.

Come One, Come All…for Making the Most of eTapestry for Events!

WEDNESDAY, 9:15 – 10:15 A.M. | CHESAPEAKE 7–8 | INTERMEDIATE

PAM DECHERT, Consultant, Professional Services, Blackbaud, Inc.

Are you making the most of your eTapestry database when it comes to promoting an event via the web? Could you be getting more registrants, volunteers, and supporters for your big day? Are you using eTapestry’s ability to link to social media tools to promote your event, tracking registrants in the most time efficient way? Join us to learn quick and easy steps you can take within your database to ensure your event runs smoothly.

Communicate Better with Your Constituents by Using Mail Merge

WEDNESDAY, 9:15 – 10:15 A.M. | NATIONAL HARBOR 3 | BEGINNER

MARC VAN BAAR, Educational Consulting Manager, Blackbaud, Inc.

Tired of manipulating multiple acknowledgement letters by hand? Learn to harness the power of both The Raiser’s Edge and Microsoft® Word to largely automate the process of creating donor acknowledgement letters, honor/memorial acknowledgement letters,
memberships, action follow-up letters, and more. You’ll get tips on how to set up your fields to get the most out of your data, extract data from The Raiser’s Edge, and set up Microsoft Word documents to save time and reduce errors.

Creating a Policies and Procedures Manual
TUESDAY, 9:15 – 10:15 A.M.  |  CHESAPEAKE 9  |  INTERMEDIATE

**KAREN HARTT**, Philanthropic Services Specialist (Database Manager), Maine Community Foundation

In this session, the presenter will discuss the policy and procedure manual and explore why it’s not just a paperweight, it’s a training tool.

Easily Manage Your Gift Processing through Automation
WEDNESDAY, 11:45 A.M. – 12:45 P.M.  |  CHESAPEAKE 3  |  INTERMEDIATE

**DIANNA LATHROP**, Development Operations Manager, Lutheran Social Services of Central Ohio

The ebb, flow, and “over-flow” of seasonal giving can cause a variety of operational headaches including additional expense from temporary staffing, delayed gift receipt turn-around, and stress! Learn how to overcome each of these problems by converting from a manual gift entry process to an automated process by teaming up with your financial deposit institution, printer, and the Raiser’s Edge Import module.

eTapestry eCommerce Solutions
TUESDAY, 11:00 A.M. – 12:00 P.M.  |  CHESAPEAKE 7– 8  |  BEGINNER

**AARON BACON**, Senior Developer, Blackbaud, Inc.

**EMILY DALTON**, Product Manager, Blackbaud, Inc.

Finding the best solution for your organization is key when connecting with your constituents through the Internet. eTapestry provides several approaches that utilize the Web and eCommerce; including Personal Fundraisers, Cart, simple forms, and more. We will take a look at what eTapestry has to offer and share what is new and coming soon.

Find Hidden Money in Your Database with Matched Gifts
MONDAY, 3:45 – 4:45 P.M.  |  CHESAPEAKE 9  |  INTERMEDIATE

**JESSE STREMCHA**, ePhilanthropy Specialist, Children’s Hospitals and Clinics of Minnesota

**TRICIA PEKARNA**, Donor Database Administrator, Children’s Hospitals and Clinics of Minnesota

Corporate matching dollars are there for the taking. But who has the time to chase them down? Learn how Children’s of Minnesota uncovered likely matching gift donors using custom queries and used Scheduled Emails in Blackbaud NetCommunity. The result? An automated system reminds donors of matching opportunities. Presenters will share how they built their program, so you will leave with actionable ways to do the same.
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Fundraising — The Raiser’s Edge Road-Map

WEDNESDAY, 10:30 – 11:30 A.M.  |  CHESAPEAKE 3  |  ADVANCED

JACKIE KOESTERS, Product Manager, Blackbaud, Inc.

TOM MASZK, Vice President, General Markets Product Management, Blackbaud, Inc.

Come hear about the impactful enhancements recently made to Blackbaud’s fundraising solutions and the areas we’ll be focusing on for the next 6 – 12 months. In addition, you’ll learn how you can be an active and influential participant in our process for developing the additions and enhancements to Blackbaud solutions that positively impact your organization!

Get Canned and Keep Your Job!

WEDNESDAY, 9:15 – 10:15 A.M.  |  CHESAPEAKE 9  |  INTERMEDIATE

BENJAMIN SCHOOLS, Director of Data Services, Emmanuel College

This session is intended for any Raiser’s Edge users that want to boost their internal stock by becoming more prolific in creating financial and analytic reports in The Raiser’s Edge. Knowledge is power, and Blackbaud’s canned reports can help you to show your analytical prowess. The canned reports are often overlooked when it comes to feeding our fundraising staff of performance info and key metrics. This session will cover some of the best canned reports and help you show maximum value within your office. Get canned and save your job!

Going Once, Going Twice, Sold! Using Auctions to Sell Donors on Your Mission

TUESDAY, 11:00 A.M. – 12:00 P.M.  |  CHESAPEAKE 9  |  INTERMEDIATE

JAY FISKE, Chief Executive Officer, MaestroSoft, Inc.

Auction events are a terrific way to raise needed funds for a wide variety of causes. However, despite how important the cause may be, a successful event requires guests who are willing to spend money, make additional contributions, and come back again year after year. There is nothing wrong with asking for money — when the focus is on the enjoyment of the guests and their need to feel appreciated, respected, and rewarded. There needs to be a balance between making the event fun and also making it functional. It all begins with setting the right expectations so guests are not surprised when they are asked to give. Your event will be judged by how successful you were in communicating your gratitude to those who came to support it. This session will provide a step-by-step outline from the guests’ perspective, and will share many secrets that will make your event sizzle, not fizzle.
How a Simple “Select” Statement Can Improve Performance

TUESDAY, 9:15 – 10:15 A.M. | CHESAPEAKE 3 | INTERMEDIATE

PADGET SPENCER, Consultant, Blackbaud, Inc.

Join this session to discover practical hints and tips for power users who are using SSRS or similar tools to query data from The Raiser’s Edge SQL server. Learn how a simple select statement can impact the performance of The Raiser’s Edge. Review concepts and code examples that will minimize or eliminate the impact.

How The Raiser’s Edge Meets Unique Needs of Diocesan Organizations

TUESDAY, 2:45 – 3:45 P.M. | CHESAPEAKE 9 | INTERMEDIATE

JESSICA VAN CAMP, Senior Fundraising Systems Consultant, Blackbaud, Inc.
JOHN MCMANUS, Senior Consultant, Blackbaud, Inc.

Many Catholic Diocesan organizations implement a unique type of setup in order to meet reporting requirements, track parish revenue, and ensure they can fully utilize the functionality available. This session will cover best practices for setting up constituencies, funds, reporting, and more to ensure that your organization is able to get the most out of the system.

How to Be Efficient and Green with PaperSave

TUESDAY, 11:00 A.M. – 12:00 P.M. | POTOMAC C | INTERMEDIATE

NADINE FRANCIS, Director of Advancement Services, Pomona College
RUTH HUTCHISON, Associate Director of Advancement Services, Pomona College

We’ll begin this session by exploring the many benefits of taking your office paperless, but then we’ll dive right into actual demonstrations of how this can be done using PaperSave with The Raiser’s Edge. In addition to providing examples of various document types that can be stored quickly and easily, we will demonstrate how business processes — such as gift entry and handling returned mail — can be redesigned and streamlined by implementing a PaperSave workflow. Finally, we will explore how to push documents to other users within your organization who may not be using The Raiser’s Edge.

How to Become a Raiser’s Edge Tech Geek

MONDAY, 2:30 – 3:30 P.M. | NATIONAL HARBOR 3 | ADVANCED

KIRK SCHMIDT, Director, Professional Services, Method Works Consulting

As a Raiser’s Edge user, you can probably list which order every field goes in on every tab, but have you re-purposed them? Have you ever created an elegant solution by using a module for which it was not intended? Have you ever written code to automate Raiser’s
Edge processes? Welcome to the next level of being a database administrator. We’ll talk about tips and tricks related to Fields and Attribute Config, some interesting ways to “re-purpose” modules and fields, some useful applications of the import and mail tools, and a small intro into the world of API/VBA. You know what The Raiser’s Edge was meant to do. Now see what you can make it do.

Improving Communications by Avoiding Common Mistakes with Mailings from The Raiser’s Edge

MONDAY, 3:45 – 4:45 P.M.  |  NATIONAL HARBOR 3  |  BEGINNER

BILL CONNORS, CFRE, Independent Consultant

In this Internet age, we still send a lot of mail — direct mail; special event save-the-dates, invitations, and sponsorship letters; newsletters and magazines; annual reports; and so forth. Getting the right pieces to the right constituents with the right names and addresses can be a complicated matter when considering the realities of our fundraising needs. This session will focus on the common mistakes made in The Raiser’s Edge. This is not an A to Z, “soup to nuts” presentation on creating mailings, but a list of and explanation about how to avoid the most common and problematic mistakes, including generating the lists, picking the right address fields, picking the right add/sals, getting contacts at organizations out correctly — even using the right tools in The Raiser’s Edge and handling the output file properly. This won’t be a PowerPoint presentation discussion but a live software demonstration and discussion. Get some real solutions to real problems!

Increase Your ROI with the ABCs of RE

TUESDAY, 2:45 – 3:45 P.M.  |  NATIONAL HARBOR 3  |  BEGINNER

ED HOHLBEIN, Consultant, Nonprofit Abundance
ED DOOLITTLE, Donor and Web Services Manager, AID Atlanta

Many nonprofit organizations only use a fraction of the functionality in The Raiser’s Edge. This is often due to a fear of the size and power of the program. In this session, we will begin to replace this fear with confidence. From actions and reports to batch and query, this alphabetical abridged approach to basic Raiser’s Edge functions will have inexperienced users running with power users in no time, all while they’re raising more money more efficiently. Your presenters Ed and Ed will share how they used this approach to Raiser’s Edge basics to increase AID Atlanta’s annual fund by 338 percent over two short years while simultaneously leading their development team to a more active use of The Raiser’s Edge. Presented creatively, interactively, and alphabetically, you will learn the essential tools and tips necessary for implementing a strategic systematic approach to using The Raiser’s Edge that every member of your team will understand and be able to incorporate into their everyday workload.
Integrated Fundraising — Leveraging the Big Picture for Big Impact

**TUESDAY, 11:00 A.M. – 12:00 P.M. | CHESAPEAKE 3 | BEGINNER**

**ROGER CRAVER, Founder, DonorTrends**

What if every effort you contribute toward reaching your fundraising goal could all work together seamlessly to achieve your optimal outcome? Integration is the key, and you can learn to use this concept in your fundraising program. Join us for this session to learn strategies and tactics to develop a 360-degree view of your supporters, how to cultivate your donor relationships, and ultimately raise more money in the process. It’s all about leveraging the big picture for big impact!

Keep Your Data Clean and Accurate

**WEDNESDAY, 11:45 A.M. – 12:45 P.M. | NATIONAL HARBOR 3 | INTERMEDIATE**

**MELISSA S. GRAVES, Annual Fund and Development Services Manager, Pathfinder International**

We all put a lot of effort into cleaning our databases if we find errors. But often we find the problem, fix it, set a policy for people to never do that again (maybe), and assume it will never happen again. How do you know for sure it is not happening? Are you regularly checking to be sure that these issues (and others) are not creeping back into your database and corrupting your data? Are each of your users completely filling in all fields on a record that you want them to? Learn tips and tricks on how to design an effective auditing program for your Raiser’s Edge database. What should you check daily, weekly, monthly, quarterly? Who should do your audits? Can you get away without an audit?

Learn Segmentation Basics Through Querying

**TUESDAY, 9:15 – 10:15 A.M. | NATIONAL HARBOR 3 | INTERMEDIATE**

**TIFFANY ELSER CRUMPTON, Enterprise Solutions Engineer Manager, Blackbaud, Inc.**

Do you think querying is just for users with a Ph.D. in The Raiser’s Edge? It is time to learn how user-friendly this very powerful tool can be! We’ll take it one step at a time: this session will cover the basics of what a query is, query types, how to create a query, and how queries are used in The Raiser’s Edge. This session is targeted toward beginners but those with all levels of query expertise are welcome to attend.

Let’s Keep In Touch!

**WEDNESDAY, 11:45 A.M. – 12:45 P.M. | CHESAPEAKE 7–8 | BEGINNER**

**DOROTHY MCIVER, Manager, Education Services Special Projects, Blackbaud, Inc.**

Do you ever wish you had an easy way to communicate with your constituents? Have you always wanted to send out a newsletter? Are the costs of outside services getting out of hand? Let Dorothy show you that creating great looking documents and emails with eTapestry is much easier that you may think.
### Making It All Work: Fundraising and Social Networking

**TUESDAY, 2:45 – 3:45 P.M. | POTOMAC C | BEGINNER**

**TED HART, Associate Director, Chief Executive Officer, Hart Philanthropic Services Group**

The rapid onset of increasingly advanced and complex technologies has challenged nonprofits to invest in attempting — and sometimes failing — to keep pace with strategies that work. This session will be led by Ted Hart, ACFRE, one of the world’s foremost experts on nonprofits and the Internet. Join us to get focused on how to succeed with online fundraising and social networking. This is an essential session for nonprofit professionals who want to manage their Internet applications in a coordinated, cost-effective, and efficient manner. And the best thing…the tools and techniques we share with you can be put to work right away!

### Measure the Right Stuff through Custom Crystal Reports

**WEDNESDAY, 10:30 – 11:30 A.M. | NATIONAL HARBOR 3 | BEGINNER**

**JOE MEEHAN, Associate Director of Database Marketing & Information, Milken Institute**

Join this session for a review of Crystal Reports used with The Raiser’s Edge, advantages over Excel, types of reports available, and setting up custom reports. Grouping, subtotals, suppressing records, and consistency amongst staff reports will be covered.

### Moves Management in The Raiser’s Edge

**MONDAY, 2:30 – 3:30 P.M. | POTOMAC C | INTERMEDIATE**

**CASSIE HUNT, Senior Associate, Bentz Whaley Flessner**  
**MARK MARSHALL, Managing Associate, Bentz Whaley Flessner**

This two-part session will focus on how to best utilize tools within The Raiser’s Edge to manage the identification, cultivation, and solicitation of your prospects. From capitalizing on the results of your screenings and modeling to managing next steps, proposals, and cultivation activities, we will demonstrate and discuss the optimum deployment of your existing data, native Raiser’s Edge functionality, and canned reports to support your prospect management efforts. Part one will address the needs and tools from the development officer’s perspective; part two will demonstrate the implementation and utilization of the system for your services team.

### Never Miss Garbage Day: Using Data Standards

**TUESDAY, 9:15 – 10:15 A.M. | POTOMAC C | BEGINNER**

**JACQUELYN JONES, Database & Reports Manager, Mercy Health Foundation**

The expression “garbage in, garbage out” has been consistently used throughout the history of computerized data collection. This session will actively (and playfully) use garbage
and waste removal metaphors to help attendees learn about and act upon the “garbage out” issues in their own organization. Attendees should be prepared to identify data issues they experience. We’ll supply strategies and tools to minimize data issues and offer the rationale, importance, and value to support an organization’s commitment to data clean-up.

No Prescription Necessary: Adapting Innovative Medical Practices to Fundraising

MONDAY, 2:30 – 3:30 P.M.  |  NATIONAL HARBOR 12

CHUCK LONGFIELD, Chief Scientist, Blackbaud, Inc.

A recent book by Dr. Atul Gawande, The Checklist Manifesto: How to Get Things Right, describes how doctors and nurses can use simple checklists to improve patient outcomes. In this session, Chuck Longfield will explore how this discipline can be adapted to improve your fundraising outcomes. Chuck will focus on fundraising practices such as retaining first-time donors, securing corporate matching gifts, and converting annual donors into regular givers, but the same principles can be applied throughout your program. Improve your organization’s fundraising health and reduce your odds of a visit to the financial emergency room.

Should We Customize Just Because We Can?

MONDAY, 2:30 – 3:30 P.M.  |  CHESAPEAKE 3  |  BEGINNER

DAVID ZEIDMAN, Lead Consultant, Zeidman Development

Should organizations customize The Raiser’s Edge? What are the benefits, and what are the drawbacks? David Zeidman will explore the complexity of customizing The Raiser’s Edge and Blackbaud CRM. What are the alternatives if The Raiser’s Edge does not fit your business processes? Can the products be configured different instead? Should it be done in-house, outsourced, or both? What happens when you want to upgrade The Raiser’s Edge or update the customization?

Smart Analytics in The Raiser’s Edge

WEDNESDAY, 9:15 – 10:15 A.M.  |  NATIONAL HARBOR 12  |  BEGINNER

JACKIE KOESTERS, Product Manager, Blackbaud, Inc.
KRISTIN LUDWIG, General Manager, Target Analytics, Blackbaud, Inc.

This session will focus on the innovation that Blackbaud has developed with The Giving Score. In this session, you will learn the power that smart analytics can have in taking your fundraising program to the next level. We will discuss how the Score can help you target and identify your best prospects for annual and major giving and how you can minimize investment on prospects who are not likely to make a gift and reduce your cost-per-gift. Additionally, we will discuss WealthPoint for The Raiser’s Edge, to help you further qualify donors for major gifts.
Streamline Your Data Processing with Import-O-Matic for The Raiser’s Edge

MONDAY, 3:45 – 4:45 P.M. | CHESAPEAKE 3 | BEGINNER

PAM BRUECK, Vice President of Sales and Marketing, O-Matic Software

Blackbaud has teamed up with O-Matic Software to provide you a flexible import tool for The Raiser’s Edge. With Import-O-Matic, you no longer have to spend time and resources getting data from outside sources into The Raiser’s Edge. With seamless integration with The Raiser’s Edge, Import-O-Matic performs on-the-fly duplicate record matching allowing organizations to quickly process constituent, address, relationship, gift, volunteer, tribute, and event records simultaneously. Join O-Matic Vice President of Sales and Marketing Pam Brueck to learn more about this advanced importing tool and how it can decrease your data processing time, create a more efficient business process, and improve the integrity of your Raiser’s Edge database.

Taking Donor Relations to a New Level

MONDAY, 3:45 – 4:45 P.M. | POTOMAC C | BEGINNER

KAREN DIENER, Application Specialist, Children’s Memorial Hospital
CINDY HANCOCK, Director of Donor Relations, Children’s Memorial Hospital

Janet Hedrick discusses growing trends in the field of donor stewardship in her book Effective Donor Relations. She states that stewardship activities have become “coordinated, collaborative, consistent, and strategic,” and cites an increase in the number of donor relations professionals each year. This session will present an overview of three projects that the Donor Relations and Information Services teams partnered on over the last two years at Children’s Memorial Foundation in Chicago. We will show how we use the Membership tab to manage annual giving societies (such as Circle of Care), and use our Fund records for Endowed Fund reporting. In addition, we will demonstrate how we use the database to actively manage the Naming Opportunities for our new hospital, opening in 2012.

Ten Rules to Break in Capital Campaigns

TUESDAY, 2:45 – 3:45 P.M. | CHESAPEAKE 3 | INTERMEDIATE

ANNE CAFFERY, Chief Executive Officer, The Memorial Foundation

Using real life experiences, this session will cover the innovations available to the fundraising shop that wants to accomplish great things through major gifts efforts that break all the traditional rules. This will be a lively inspiring session. Attendees will leave excited about the fundraising process.
The Big Ones — eTapestry for Major Gifts
TUESDAY, 2:45 – 3:45 P.M.  |  CHESAPEAKE 7–8  |  INTERMEDIATE
PAM DECHERT, Consultant, Professional Services, Blackbaud, Inc.

This session will explore how to set up, track, and report on major gift donors in eTapestry. Whether for a capital campaign, major gift initiative, or annual major gift drive, you can use eTapestry to build and effectively track major gift relationships.

Thriving in a Connected World with The Raiser’s Edge
WEDNESDAY, 9:15 – 10:15 A.M.  |  CHESAPEAKE 3  |  INTERMEDIATE
JEFF MONTGOMERY, Principal, O-Matic Software

Infinity is on the horizon, but you need a strategy for enhancing or integrating your current Raiser’s Edge 7 database with other systems. Are your employees laboring with manual data entry that could be automated? Have your technology professionals told you what you want is impossible? Arm yourself with the knowledge of how extensible The Raiser’s Edge 7 is and explore the possibilities. Former Blackbaud developer and current O-Matic Software principal Jeffrey Montgomery will lead this non-technical class for decision-makers using real-world examples to demonstrate: how The Raiser’s Edge 7 can be extended and enhanced; the differences between VBA, API, and Plug-In modules; and how to judge the relative difficulty of integration projects.

Tips and Tricks for “I Need Information NOW!”
MONDAY, 2:30 – 3:30 P.M.  |  CHESAPEAKE 7–8  |  INTERMEDIATE
DOROTHY MCIVER, Manager, Education Services Special Projects, Blackbaud, Inc.
JEREMY VANSCOY, Sales Manager, eTapestry, Blackbaud, Inc.

Clock is ticking! There isn’t much time left! You need information NOW! Sound familiar? Come see all of the time saving items you can use in eTapestry when the pressure is on to deliver everything from reports to email campaigns with our popular tips and tricks session.

Using The Raiser’s Edge for Complex Events
MONDAY, 2:30 – 3:30 P.M.  |  CHESAPEAKE 9  |  INTERMEDIATE
TAZIWA CHANAIWA, Associate Director, Alumni Relations, Pomona College
ROBIN LERNER, CSEP, CMP, Director of Special Events, Hebrew Home of Greater Washington

During this session, we will focus on the use of The Raiser’s Edge Events Module to manage a complex event, using Pomona College’s “Alumni Weekend 2011” as a case study. This 1,300-attendee, multi-day event — including 20+ free and paid sub-events with various constituency-dependent registration fees — provides a prime example for us to consider. We will review and discuss configuration options, lessons learned, and
fundraising workarounds. To get the most out of this session, attendees should be familiar with the following modules: Events, Appeals, Mail, and Export.

Websites on the Edge

**WEDNESDAY, 10:30 – 11:30 A.M. | CHESAPEAKE 7–8 | BEGINNER**

**AARON BACON, Senior Developer, Blackbaud, Inc.**

Why are some websites more fun to visit than others? Do some websites frustrate you because they seem difficult to navigate? Aaron Bacon, web designer of the stars (well, at least he should be), will give you some terrific tips on how your website can be one of those places people love to visit.

What’s New in eTapestry since the BBCON Update Last Year?

**MONDAY, 3:45 – 4:45 P.M. | CHESAPEAKE 7–8 | BEGINNER**

**EMILY DALTON, Product Manager, Blackbaud, Inc.**  
**AMANDA SMOLA, Support Specialist, Blackbaud, Inc.**  
**KEVIN O’BRIEN, Director, AppConnect, Constant Contact**

Times are changing and so is your database, but that is the beauty of SaaS. By now you have seen all the new bells and whistles we have added but are you wondering how to make the most out of them? Get a review of the latest and greatest from our development team including new customizable dashboard reports, eTapestry mobile, and much more!

Working with Queries and Custom Reports

**TUESDAY, 9:15 – 10:15 A.M. | CHESAPEAKE 7–8 | INTERMEDIATE**

**AMANDA SMOLA, Support Specialist, Blackbaud, Inc.**  
**KRISTIN LAWRENCE, Team Manager, eTapestry Support, Blackbaud, Inc.**

This informative session will show you all you need to know to create successful queries that work hand in hand with custom reports. Also, BYOQ! Bring your own query dilemma and let we’ll help you out! That’s right, this is the one common question we get! So bring your queries with you and we will set them up together!
2012 Workshop: Integrated Advocacy Planning

WEDNESDAY, 9:15 – 10:15 A.M. | POTOMAC 3 | INTERMEDIATE

DONNA WILKINS, President, Charity Dynamics

Join us as we explore the elements of an integrated advocacy strategy to make the most of your issues during the 2012 election cycle. We expect a spirited discussion of the opportunities and challenges presented by this four-year timeline, including such session takeaways as an understanding of long-term advocacy strategies and tactics, a checklist for your 2012 legislative priority, and a planning timeline for your 2012 issue.

Analytics & Strategic Internet Marketing

TUESDAY, 9:15 – 10:15 A.M. | POTOMAC 1 | INTERMEDIATE

STEPHANIE PETREE, Solutions Consultant, Blackbaud, Inc.
CHRISTINE WASHINGTON, Solutions Consultant Manager, Blackbaud, Inc.

Learn how to leverage the power of analytics to maximize results. Use wealth screening and prospect information to better target your best supporters through strategic email marketing and Internet campaigns.

Better Nonprofit Websites: 52 Tweaks in 52 Weeks

MONDAY, 3:45 – 4:45 P.M. | POTOMAC 2 | INTERMEDIATE

CHRIS TUTTLE, Senior Internet Solutions Consultant, Blackbaud, Inc.
JONO YOUNG, Interactive Design Principal, Blackbaud, Inc.

You’re busy, your time is limited, your resources are stretched thin; yet you know your organization’s website could be better. Take a deep breath. We’ve compiled 52 easy-to-implement tips to help you get there. Commit less than an hour each week to one of these suggestions — 52 tweaks in 52 weeks — and improve your website by next year’s conference. These best practice ideas will improve search engine optimization, increase visitor retention & return, and better engage constituents while also raising more money! This session is not software-specific, and even seasoned website managers will walk away with new ideas. Join us for 52 in 52!

Blackbaud Friends Asking Friends — The Next Generation

WEDNESDAY, 10:30 – 11:30 A.M. | POTOMAC 3 | BEGINNER

IAN GRUBER, Internet Product Manager, Blackbaud, Inc.

Sometimes things get a little stale, and you have to go and shake them up! See what we have been shaking up with one of Blackbaud’s newest offerings: Friends Asking Friends.
Blackbaud Internet Solutions Road-Map

WEDNESDAY, 9:15 – 10:15 A.M.  |  NATIONAL HARBOR 2  |  ADVANCED

STEVE MACLAUGHLIN, Director, Internet Solutions, Blackbaud, Inc.

This session will review road-map plans for Blackbaud CRM, The Raiser’s Edge, and our integrated Internet Solutions. We will cover improvements in some of our most recent releases of both Blackbaud NetCommunity and Blackbaud Internet Solutions. The session will also include a discussion on road-map plans for the next 12 months.

Building Your Own Online Support Community Using Blackbaud Social

TUESDAY, 2:45 – 3:45 P.M.  |  POTOMAC D  |  INTERMEDIATE

MARK DAVIS, Senior Solution Architect, Blackbaud, Inc.
YORAM EZRA, Director, Web Strategy, Hadassah
JESSICA LAZAR, Manager, Online Health Education, American Lung Association

While fundraising stories on Facebook® and Twitter® get most of the hype in the social media world, more and more organizations are building their own house social networks to support their programs. In this session, the project leaders at Hadassah and American Lung Association will provide insight into how their organizations planned, designed, and implemented their newest online communities.

Converting Leadership from Doubters to Social Media Evangelists!

WEDNESDAY, 11:45 A.M. – 12:45 P.M.  |  NATIONAL HARBOR 12  |  BEGINNER

FRANK BARRY, Internet Evangelist, Blackbaud, Inc.
BRIAN DRESHER, Director of Business Development, Mashable.com
CARIE LEWIS, Director of Emerging Media, Humane Society

Trying to figure out how to convince your boss that social media is worth the time, effort, and expense? Join us and we’ll show you how! With the changes in how nonprofit supporters interact on the web, social media engagement is becoming more of a requirement than a “nice-to-have.” Sadly, a large number of executive level individuals don’t understand how new media will revolutionize online fundraising, program delivery, stewardship, and more. It’s imperative to the success of your efforts to have commitment from company stakeholders and decision makers.

Create Impact with a Powerhouse Social Strategy for Your Nonprofit

TUESDAY, 9:15 – 10:15 A.M.  |  NATIONAL HARBOR 2  |  INTERMEDIATE

JD LASICA, Founder, Socialbrite.org

Whether you want to raise funds, grow your membership, recruit more followers, gather petition signatures, find volunteers for your cause, or connect with your community, this
presentation will offer guidance that will help your organization create long-term impact. This interactive session will cover topics such as: what steps will motivate supporters and newcomers to take actions on behalf of my organization or cause? How can I successfully use social tools to mobilize my organization’s members, spread awareness, enlist supporters, raise funds and drive action? What are the main components of a social media strategic plan? How can I create an integrated, aligned effort that spans different departments and stakeholders?

Data Integration in Blackbaud NetCommunity
MONDAY, 2:30 – 3:30 P.M. | POTOMAC 3 | INTERMEDIATE

GREG CORTEZ, Director of Data Services, The University of Texas at San Antonio
The University of Texas at San Antonio’s University Advancement includes communications, public affairs, alumni relations, marketing, and development. In the past, mission critical data administration has been a decentralized responsibility of many of the branches and departments within development and advancement, but within the past year, the department of Data Services has been established with the primary goal of administering The Raiser’s Edge database and improving the quality of advancement data — and the results are already positive. We will share USTA’s experience migrating to Blackbaud NetCommunity. The presenter will also illustrate how this project became part of the University’s overall cost containment initiatives.

Defining Social CRM — How Social Data Supports Your Fundraising Efforts
WEDNESDAY, 9:15 – 10:15 A.M. | POTOMAC D | INTERMEDIATE

DANIELLE BRIGIDA, Digital Marketing Manager, National Wildlife Federation
CASEY GOLDEN, CEO, Small Act
Social media has quickly emerged as an effective new channel for nonprofits to support their fundraising efforts. This session will explore how organizations are integrating social data into their overall campaigns, helping fundraisers at these organizations better understand both general donors and major gift donors. The organizations will explain how they are integrating their constituents’ social data into their fundraising/CRM system.

Email Is Still King
TUESDAY, 2:45 – 3:45 P.M. | POTOMAC 3 | BEGINNER

HOWARD HOROWITZ, Chief Operating Officer, Zuri Group
RONALD TIMM, System Support Specialist, Woods Hole Oceanographic Institution
Mobile giving, social giving, team giving, and everything else seem to be ever-changing. But, fundraising email is still the bread and butter of online fundraising! Zuri Group will
lead you through the world of email strategy, segmentation, integration, and tracking to ensure reliable results. This session will teach you the best practices on email building to best convey your brand message to reach your supporters, how to overcome issues in getting your message across, how to track integrated email/social media campaigns, and what email add-ons will empower your supporters to succeed on your behalf. So join us for this engaging talk and learn why email is still king!

**Epic Fail! When Social Good Goes Bad**

**WEDNESDAY, 10:30 – 11:30 A.M. | POTOMAC D | BEGINNER**

**CHAD NORMAN,** Social Communications Manager, Blackbaud, Inc.

**DANIELLE BRIGIDA,** Digital Marketing Manager, National Wildlife Federation

**CARI LEWIS,** Director of Emerging Media, Humane Society

**WENDY HARMAN,** Director, Social Media, American Red Cross

Have you ever been frightened knowing that on Friday nights the intern still has the keys to your Twitter account? Nonprofit organizations have charged full throttle into the world of social media, and the channel’s open nature has made it easy to stumble along the way. There have been contests with nothing but crickets, comment wars where everyone loses, and the inadvertent mixing of personal and business accounts — often with hilarious results (who here’s #gettingslizzard?) This panel breaks down social good campaigns that have failed, looks at some infamous gaffes and missed opportunities, while providing ways to avoid embarrassing entanglements in the future. With the right attitude and response, you can tweet your next epic fail into an epic win!

**Five Truths and One Lie About Online Fundraising**

**TUESDAY, 9:15 – 10:15 A.M. | POTOMAC D | BEGINNER**

**STEVE MACLAUGHLIN,** Director, Internet Solutions, Blackbaud, Inc.

Can you handle the truth about online fundraising? Do you know what’s a fact and what’s a lie? Would you like to understand what all the studies and reports really mean? Do you really know how well your results compare to other nonprofits? This session will answer these questions and more. Join industry expert Steve MacLaughlin as he covers five important truths and one big lie about online fundraising.

**Higher Conversions: The Anatomy of Engaging Email Campaigns**

**WEDNESDAY, 9:15 – 10:15 A.M. | POTOMAC 1 | INTERMEDIATE**

**MIKE SNUSZ,** Senior Internet Marketing Consultant, Blackbaud, Inc.

Nonprofits are playing catch-up to the sophisticated email campaigns that retailers and social buying websites deliver to their constituents. These campaigns deliver compelling offers and customized content based on interests, preferences, past behaviors, and much more. Factor in social media alerts and old-fashioned emails from friends, and inboxes
have become a cluttered, competitive place. This session will cover how to efficiently plan, structure, and execute engaging email campaigns that deliver conversions. We’ll uncover missed opportunities to engage critical segments in every email you send. We’ll also examine lessons learned from Blackbaud customers.

Hope, Change, Help, Light: Symbolic and Alternative Giving

WEDNESDAY, 11:45 A.M. – 12:45 P.M.  |  POTOMAC 1  |  INTERMEDIATE

JOHN MURPHY, Managing Partner, Founder, Zuri Group

Our online experience has become increasingly personal, and charitable giving is no different. Donors want to be more involved in your mission, including designating projects and specific initiatives. Symbolic gift catalogs and “fund a project” tools present options for personalized contributions and gift-giving in a way that is accessible, easy to administer, and fun. This session will focus on the critical components that make alternative giving campaigns successful, including strategy and promotion, setup and maintenance of the sites, and follow-up donor communications.

Innovations in Blackbaud NetCommunity

WEDNESDAY, 10:30 – 11:30 A.M.  |  NATIONAL HARBOR 12  |  INTERMEDIATE

CHRIS CLARK, Product Manager, Blackbaud, Inc.

Learn how new product functionality enables you to engage your visitors, and get a sneak peek at what’s coming up in Blackbaud NetCommunity. With a focus on new content management tools and innovative site-building techniques, you will learn exciting new features that can make your site more dynamic and your workday easier right away.

Integrating Blackbaud Sphere with Strategic Marketing

TUESDAY, 11:00 A.M. – 12:00 P.M.  |  POTOMAC 3  |  BEGINNER

KENDRA LIGHT, National Marketing Coordinator, Canine Companions for Independence

This session will provide clear objectives, strategies, and implementation steps designed to leverage what an organization already has to increase online giving and implement integrated marketing principles in their eCommunications. Additionally this session, divided into four main objectives, contains activities and take-aways for each section.

Miss Manners — Online Communication Etiquette

TUESDAY, 9:15 – 10:15 A.M.  |  POTOMAC 3  |  INTERMEDIATE

SARAH DURHAM, Principal + Founder, Big Duck

Once you have established an online presence and figured out which social media tools are best for your nonprofit, how well are you minding your Ps and Qs? Are your manners
online as good as good as they are offline? In this session, participants will be surprised to see how their behavior might be offending their constituents or even worse, ignoring them. Learn how you can take simple steps to thank or recognize your likers, followers, or friends that are tracking your every move online.

Multi-Channel Fundraising: Magic or Myth?

**MONDAY, 3:45 – 4:45 P.M. | POTOMAC 1 | BEGINNER**

**ALLISON VAN DIEST,** Senior Solution Architect, Blackbaud, Inc.
**KARLA CAPERS,** Online Director, Union of Concerned Scientists
**JOCELYN HARMON,** Director of Business Development, Care2

Unless you’ve been living under a rock, you’ve heard that multichannel fundraising, i.e. enabling your donors to give via postal mail, your website, telemarketing, social media, etc. is the answer to all of your fundraising woes. But what if you don’t have the budget or staff to focus on eight (or eighteen) different giving channels? And what if you are “firing on all cylinders”; but you’re still not seeing magical multi-channel results? Attend this session to learn all about how to be successful with multi-channel fundraising. We’ll analyze the most significant results of the 2011 donorCentrics Internet and Multichannel Giving Benchmark Report and hear stories from the field about what works in multichannel marketing by tackling your questions, including: Online donors? So what and who cares? How can I leverage online and offline giving for better fundraising results? Where should I invest my limited budget?

Online Revenue, Usability & the Blackbaud NetCommunity API

**TUESDAY, 2:45 – 3:45 P.M. | POTOMAC 1 | ADVANCED**

**CHRIS MADDOCKS,** Director, Information Management, Children’s Hospital Boston

This session will explore how Children’s Hospital Trust researched and customized their online giving experience for optimal usability to increase giving. Avoid frustrating donors with overly complex pages. Test your page’s effectiveness from the perspective of your donors and continually improve your online fundraising results.

Redefining Social Networking for Fundraising and Community Building

**WEDNESDAY, 11:45 A.M. – 12:45 P.M. | POTOMAC 2 | BEGINNER**

**ALISON BELDEN,** Director of Arthritis Walk, Arthritis Foundation
**JEFF PATRICK,** President & Founder, Common Knowledge

The Arthritis Foundation online community, “Let’s Move Together,” is rapidly redefining how nonprofits are using social networks to acquire new supporters and engage donors. Originally concepted as an innovative program to engage and steward Arthritis Walk participants, Let’s Move Together has grown to become an organization-wide program to engage all new supporters regardless of their source. Join Alison and Jeff for an insider look
at how Arthritis Foundation concepted and deployed a purpose-built house social network offering expert content and an interactive platform called “The Tracker” to inspire supporters with Arthritis to stay active by creating an activity program, setting goals, joining teams, and tracking their results. Alison and Jeff will highlight the factors that make the online community so successful and demonstrate how community participation is used as a tool to drive event participation and membership fundraising at the Arthritis Foundation.

Scanning for Good: How to Use QR Codes

TUESDAY, 11:00 A.M. – 12:00 P.M. | POTOMAC D | INTERMEDIATE

CHAD NORMAN, Social Communications Manager, Blackbaud, Inc.
ALLISON NASSOUR, Social Media Manager, Pancreatic Cancer Action Network

Your supporters and staff are roaming the earth with camera phones in their pockets, so it’s time to harness that multimedia power for good! Use of mobile technology is growing fast, and integrating it into your campaigns is a great way to reach out to a younger demographic. In this session, we’ll discuss the different ways your supporters and staff can contribute to your cause with their camera phones, then we’ll take a deep dive into Quick Response (QR) codes. We’ll look at how you can raise money, awareness, and engagement by using QR codes in campaigns, and hear a case study from Allison Nassour of The Pancreatic Cancer Action Network. Finally, we’ll look at some of the tools and applications you’ll need to get your next QR code campaign off the ground.

Search Engine Marketing and Social Media

WEDNESDAY, 10:30 – 11:30 A.M. | POTOMAC 1 | BEGINNER

RACHEL SUTHERLAND, Owner, Rachel Sutherland Communications,
DANA MAKI, President, BigHouse Marketing

The session will detail search engine marketing best practices. We will discuss how to build and track more online exposure on search engines such as Google, Yahoo, and Bing. We will also cover how to use social media and more traditional public relations/marketing to create a unified brand message across multiple platforms that will be used to expand the sphere of influence and share news of sales, new products, giveaways, appearances, press, and appearances.

Storytelling and the Art of Email Writing

MONDAY, 2:30 – 3:30 P.M. | POTOMAC 1 | BEGINNER

STEVE DAIGNEAULT, Vice President, M+R Strategic Services

Stories are all the rage, but when they are put to the test in fundraising appeals, they often perform worse than institutional copy. If stories are so great, why aren’t they working? The secret is in the type of stories being told and how they are being used. Every online fundraiser will want to attend this session.
Storytelling in Web Design

MONDAY, 2:30 – 3:30 P.M. | POTOMAC 2 | BEGINNER

MAGGIE HALL, Interactive Designer, Blackbaud, Inc.

In this session, Maggie Hall, interactive designer at Blackbaud, will present case studies while demonstrating the Blackbaud approach to web design. They’ll include web design strategy examples as well as before and after designs.

Strategic Web Design Part 1: Every Pixel Has a Purpose

TUESDAY, 11:00 A.M. – 12:00 P.M. | POTOMAC 2 | INTERMEDIATE

KELLEY JARRETT, Internet Principal, Blackbaud, Inc.
BEN WONG, Interactive Designer, Blackbaud, Inc.

Are you ready to take your website to the next level? Whether you’re redesigning your website from the ground up, integrating multimedia, or simply refreshing your brand, strategic, thoughtful design is a key factor for success. A good website can help convert donors, engage supporters, better communicate and help you raise more money online. Join this session for a deep dive into improving nonprofit website design, function, and online communication. Part one of this series is open to all customers, regardless of the web platform you’re running. If you are a Blackbaud NetCommunity user, join us for part two of the Strategic Web Design series!

Strategic Web Design Part 2: An Interactive Social and Mobile Strategy Discussion

TUESDAY, 2:45 – 3:45 P.M. | POTOMAC 2 | INTERMEDIATE

KELLEY JARRETT, Internet Principal, Blackbaud, Inc.
BEN WONG, Interactive Designer, Blackbaud, Inc.
MORGAN STRECK, Internet Principal, Blackbaud, Inc.

Join us for a panel discussion on how best to keep your Blackbaud NetCommunity website social, interactive, fresh, and viral. You’ll hear how Blackbaud can assist in creating everything from widgets, slideshows, virtual tours, and much more!

Strategies for Sustaining Social Communities Over Time

WEDNESDAY, 10:30 – 11:30 A.M. | NATIONAL HARBOR 2

GEOFF LIVINGSTON, Co-Founder/Chief Marketing Officer, Zoetica

The advent of social media over the past 10 years is no longer new. We’ve seen winners come and go, but few organizations have had staying power. Here’s a look at five players — LinkedIn®, Dell®, Care2, the Humane Society of the United States, and Wiser
Earth — that have maintained their presence through blogging, crowdsourcing, social networks, apps, and now mobilization. All five had remarkable similarities in how they have stayed relevant over the years. Whether it was continuing to adapt to changing technology needs, or empowering information exchange through larger networks, these social networks have done what was necessary to prosper.

Taking Blackbaud NetCommunity to the Next Level
WEDNESDAY, 9:15 – 10:15 A.M. | POTOMAC 2 | BEGINNER

HARRISON DESTEFANO, Web Strategy Manager, College of Charleston
ALLISON VAN DIEST, Senior Solution Architect, Blackbaud, Inc.
MACK CAMPBELL, Capital Campaign Manager, Children’s Medical Center Dallas

Discover what it’s like to join a Blackbaud NetCommunity powered organization for the first time while taking an existing NetCommunity site to the next level! In this session, Harrison DeStefano, web strategy manager for College of Charleston, will explain to first-time NetCommunity users how to take stock of an existing website and build an overall web strategy. This session will be valuable for individuals new to managing a Blackbaud NetCommunity site.

The Naked Truth: The Future of Fundraising
WEDNESDAY, 11:45 A.M. – 12:45 P.M. | POTOMAC D | INTERMEDIATE

JOCELYN CHIPMAN, Chief Operating Officer, FineLine Solutions
MAJOR GEORGE HOOD, Chief Communications and Development Officer, Salvation Army
WILL JOHNSON, Director of Partnerships, Change.org
POLLY CRAIK, CEO, Fine Line Solutions

This session will explore how a 100-year-old nonprofit and a 5-year organization have merged to drive not only engagement across demographics, but also to effect change across countries. This session will review the power of social media, advocacy, and multi-channel fundraising.

The Rise of the “Sheconomy”:
Building a Base of Women Donors and Advocates
TUESDAY, 2:45 – 3:45 P.M. | NATIONAL HARBOR 2 | BEGINNER

ALLYSON KAPIN, Partner, Rad Campaign
JOCelyn HARMON, Director of Business Development, Care2

If your nonprofit doesn’t have a solid outreach strategy to cultivate women donors and activists, your organization is missing out on huge opportunities to grow your advocacy and donor base. Why? Women account for 85 percent of all consumer purchases including everything from autos to healthcare to donating money to charity. In fact,
Women make contributions to twice as many charitable organizations as men do. And women ages 50 and older control a net worth of $19 trillion and own more than three-fourths of the nation’s financial wealth. Thirty-two percent of women, compared to just 25 percent of men, volunteer across every state, age group and education level. Join Allyson Kapin, founding partner of Rad Campaign, Jocelyn Harmon of Care2, and representatives of Oxfam for this exciting panel.

**Think Your Website Is Usable? Let’s Test It.**

**TUESDAY, 9:15 – 10:15 A.M. | POTOMAC 2 | BEGINNER**

**CHRIS CLARK, Product Design Manager, Blackbaud, Inc.**  
**RICH CONTE, Product Architect, Blackbaud, Inc.**

Do you think your website is usable? Do you want to be certain? Simple usability testing methods can save your organization money and improve your online fundraising efforts. Learn from Blackbaud’s product design professionals how you can measure your website’s ease of use. You will then learn the basics of usability testing such as how to recruit the right test participant, structure a simple test, and facilitate a user test. When you walk away, you will be able to conduct your own usability tests on your website.

**Top 10 Ways to Grow Your Supporter Base**

**TUESDAY, 11:00 A.M. – 12:00 P.M. | NATIONAL HARBOR 2 | BEGINNER**

**JUSTIN PERKINS, Director of Business Development and Nonprofit Strategy, Care2**  
**MARTY KEARNS, President, Netcentric Campaigns**  
**DUANE RAYMOND, Managing Director, FairSay**

These days, growing a supporter base includes not only email, but also multiple platforms including Facebook®, Twitter®, and mobile. This session will cover the 10 best techniques for growing a supporter base on each of these platforms, case studies on how two major movements grew to hundreds of thousands of people, and tools for measuring ROI, prioritizing your efforts, and achieving results more efficiently.

**Turn Deal Seekers into Do-Gooders with Groupon’s G-Team**

**MONDAY, 3:45 – 4:45 P.M. | POTOMAC D | BEGINNER**

**KYLE KLATT, G-Team Senior Coordinator, Groupon**

Join this session to meet the members of Groupon’s G-Team! The G-Team will cover case studies on nonprofits that have used Groupon® to promote their organizations. The session presenters will cover what works well and what doesn’t work well, plus what’s new about the tipping point model. They’ll also give tips on using the deal platform for engagement to create urgency, credibility, and convenience.
Twitter for Good: How to Use Twitter to Make a Difference

**INTERACTIVE**

**Wednesday, 11:45 A.M. – 12:45 P.M. | National Harbor 2 | Beginner**

**Claire Diaz Ortiz, Corporate Social Innovation & Philanthropy, Twitter, Inc.**

Claire Diaz Ortiz leads social innovation and causes at Twitter® and wrote *Twitter for Good: Change the World One Tweet at a Time*. In this session, she will explore the five-step framework for success on Twitter that she regularly teaches to organizations and individuals worldwide. Be ready for tangible, hands-on advice you can put into practice immediately.

**Up Your Incentive Program ROI with Blackbaud**

**Monday, 3:45 – 4:45 P.M. | Potomac 3 | Intermediate**

**Katrina Vanhuss, Chief Executive Officer, Turnkey Promotions**

This session is for anyone who uses online technology to meet their nonprofit’s fundraising goals. It will demonstrate how to effectively integrate Blackbaud technology and incentive program tactics to increase individual fundraiser levels by as much as 21 percent. Best practices will be shared and expectations for potential income will be set. The session will reveal new research that shows impact on donors of fundraiser-directed income-triggered email campaigning, and of incentive programs.

**Using Game Mechanics to Boost Fundraising, Engagement, and Connection**

**Monday, 2:30 – 3:30 P.M. | Potomac D | Intermediate**

**Frank Barry, Internet Evangelist, Blackbaud, Inc.**

**Laura Pincus Hartman, Director of External Partnerships, Zynga.org**

**Kyle Klatt, G-Team Senior Coordinator, Groupon**

**Joel Bartlett, Online Marketing, PETA**

**Randy Paynter, Founder and CEO, Care2**

You’ve seen “gamification” all over the place, but you likely never noticed. From Farmville® and Mafia Wars® to Foursquare® and Gowalla®, gamification has spread like wildfire in recent years. Daily deal platforms are incenting you with group-buying, credit card companies are rewarding you with cash back, and airlines are offering you free flights for miles/points. But did you know that nonprofits have been using gaming tactics for years? Join us and we’ll show you real-world examples of “gamified” fundraising initiatives, simple gaming tactics that have been proven to work, and how to take advantage of gamification at your organization.
What Matters in Mobile

MONDAY, 3:45 – 4:45 P.M. | NATIONAL HARBOR 2 | BEGINNER

STUART BOYD, Applications Development Director, Charity Dynamics
SARA ORRELL, Director, Core Events, Arthritis Foundation

Mobile browsers outnumber personal computer browsers by three to one. At least 5 to 10 percent of your supporters are seeing you through a 320 x 320 pixel screen right now. What do they see? Almost all nonprofits have experienced a major uptick in site visits from mobile browsers. But what is the ROI? How do you sort out what kind of mobile solution you need? How do you explain this to your executive team and board? How do you promote it with your donors? We’ll share a multi-step process for assessing what you need and then explain the three main ways to convey your message, programs, and case for support using mobile. We will include stories from Arthritis Foundation, The Salvation Army, and Christopher & Dana Reeve Foundation.

When It Comes to Peer-to-Peer Events, It’s All in the Numbers

MONDAY, 2:30 – 3:30 P.M. | NATIONAL HARBOR 2 | BEGINNER

AMY BRAITERMAN, Principal Strategy Consultant, Blackbaud, Inc.
JEFF SHUCK, President/Chief Executive Officer, Event 360
ALISON BELDEN, Director of Arthritis Walk, Arthritis Foundation
JENNIFER ASHBAUGH, Development Manager, Agency Support, Big Brothers Big Sisters of America

How do your peer-to-peer events stack up? Would you classify your participants as average fundraisers, great fundraisers, or in need of improvement? The key to increasing event revenue and participation is in understanding your event numbers. Join our discussion on peer-to-peer fundraising trends. You’ll learn what to look for in your event data and how to identify areas for improvement, and we’ll provide you with industry benchmarks to compare and measure performance. Finally, we’ll share tactics for increasing revenue once you’ve learned that it’s all in the numbers.

Your Event Headquarters Maximized

TUESDAY, 11:00 A.M. – 12:00 P.M. | POTOMAC 1 | BEGINNER

MOLLY KELLY, Senior Technical Consultant, Zuri Group

In this dynamic presentation, learn how Zuri Group extends and maximizes Blackbaud Sphere Headquarters, providing participants a personalized fundraising dashboard. This workshop will show you strategies and techniques to use the dashboard to integrate Blackbaud APIs and Custom Friends Asking Friends tools, popular social media tools and practices, Sphere CRM tracking and financial management, extended administrative dashboard tracking and reporting, and social media data analysis to accelerate the success of your initiative. In other words, this workshop is for individuals who want to take their events to the next level.
Do You Know Who You Are Trying to Reach?

WEDNESDAY, 9:15 – 10:15 A.M.  |  POTOMAC 4  |  INTERMEDIATE

STEPHANIE CERUOLO, Vice President, Major Markets Account Development, InfoGroup
AMI FISH, Principal Strategy Consultant, Blackbaud, Inc.
CASEY EMPEY, Manager, DMS Reporting & Analysis, Blackbaud, Inc.

You have a CRM system. You’ve been collecting data about your constituents and their interactions with your organization for years and you feel you are being a good steward about that data by sharing it across every facet of your nonprofit. Now what do you do with the information? We’ll discuss how to enhance the data that you already have on your database and mine it to find information about donors so you can build an intelligent and efficient marketing communications strategy. How can you enhance your data the same way? How can you mine it? We’ll have members of the team that originally posed this question with American Diabetes Association, the team from Blackbaud, and InfoGroup talk about how you can spur this same project and learn about your donors.

Donor-Focused Strategic Marketing

TUESDAY, 11:00 A.M. – 12:00 P.M.  |  POTOMAC 4  |  BEGINNER

MICHAE L JOHNSON, Senior Vice President, Chief Marketing Officer, Douglas Shaw and Associates
DOUGLAS SHAW, Chairman and CEO, Douglas Shaw and Associates

In this session, participants will gain a messaging strategy guaranteed to produce an immediate impact on their organizations’ bottom lines. For the fourth year in a row, industry veterans Doug Shaw and Michael Johnson will talk about their successful donor-focused strategic marketing philosophy. You will learn proven, updated communication strategies designed to improve your retention, average gift and frequency rates, and the conversion of newly acquired donors to active donors. The presenters will feature their top performing fundraising packages and break them down to show the keys to their success across all channels. At the end of this session, you will have learned valuable principles, virtually guaranteed to generate more net income to your bottom line.

Heart of the Donor

TUESDAY, 2:45 – 3:45 P.M.  |  POTOMAC 4  |  BEGINNER

ROB CHRISTIAN, Vice President, Analytics, Russ Reid

In this session, Rob Christian will present the newly released Heart of the Donor study and share detailed findings of the in-depth quantitative study focused on key audiences and issues, including: how have recent economic uncertainties impacted the way people think about charitable giving? How has the digital revolution impacted giving habits? How are younger donors engaging with nonprofits?
How to Create a Marketing Program that Works

**Wednesday, 11:45 A.M. – 12:45 P.M. | Potomac 4 | Beginner**

**Richard Bannin,** Senior Solutions Engineer, Enterprise Sales, Blackbaud, Inc.

Do you know that your organization should create a marketing plan, but you’re not sure where to start? Or perhaps you have a plan, but would like some guidance in making it more powerful. Attend this session!

How to Leverage Word-of-Mouth Movements

**Wednesday, 10:30 – 11:30 A.M. | Potomac 4 | Intermediate**

**Geno Church,** Word of Mouth Inspiration Officer, Brains on Fire

Social media has revolutionized communications. Online tools allow you to talk to vast numbers of people and more fully engage with your audience. But still more than 90 percent of word-of-mouth referrals happen offline. So how can you integrate offline interactions with your online strategy for a well-rounded, effective communications plan and build a true word of mouth movement for your cause? Geno Church shares the answers to these questions and demonstrates how to inspire excitement and engage the people who will advocate for you both online and offline.

Integrated Multichannel Communication, Marketing, and Fundraising Strategies for Your Nonprofit

**Monday, 2:30 – 3:30 P.M. | Potomac 4 | Beginner**

**Brian Juntti,** Director, Marketing & Communications, Twin Cities Habitat for Humanity

**Kelley Jarrett,** Internet Principal, Blackbaud, Inc.

Coordinating a multichannel communication and marketing strategy, along with an integrated approach, means better response rates, larger gifts, and more engaged supporters. This session will focus on tips and strategies for effective online and offline marketing. Brian Juntti of Twin Cities Habitat for Humanity will also offer keys to their successful initiatives and well as a variety of impactful ways to convey your message.

Planning and Executing Mail Using Blackbaud Direct Marketing and The Raiser’s Edge

**Monday, 3:45 – 4:45 P.M. | Potomac 4 | Beginner**

**Missy Lind,** Senior Director and Assistant Director, Advancement Information Services, Marquette University

**Sara Harvey,** Senior Director, Annual Campaigns, Marquette University

In this session, the presenters will show the journey of a direct mail marketing effort from the creation of the concept to designing the mailing in Blackbaud Direct Marketing and
integrating it with The Raiser’s Edge. Join this session to get more than just an overview of Blackbaud Direct Marketing; get an in-depth look at the integration between the solutions and how they can best be used to make the work that development officers do easier.

Using Targeted Events to Cultivate New Major Donors

Tuesday, 9:15 – 10:15 A.M. | Potomac 4 | Beginner

Amy Karazsia, Director of Individual Giving, Smithsonian Institution

This session will focus on small, targeted, high-end events that are specifically designed to attract new major donors to your organization, set them on a cultivation path, and begin the process of building lifelong relationships. We’ll explore reasons for choosing to plan a cultivation event over pursuing prospects individually; how to identify a theme, guest speaker, or other focal point for your event; how to build the guest list; how to structure the even; and how to plan and execute a follow-up that sets your new prospects on the path to solicitation for a major gift. For mission-driven nonprofit organizations with no alumni or membership base, these events can help expand your major donors, deeply engage volunteer leadership, and build a community of support.

When The Jimmy Fund wanted to increase their walkathon fundraising for cancer research and care at Dana-Farber Cancer Institute, they turned to Event 360.
A Practical Guide to the Donor Journey

MONDAY, 2:30 – 3:30 P.M. | CHESAPEAKE 11 | INTERMEDIATE

DAVID PETTIGREW, Director, Nourish nfp

As fundraising becomes ever more challenging and maximizing value in your program more vital, donor retention is more important than ever, and a successful donor journey strategy is vital to ensuring success. The donor journey is a key component to building donor value in a fundraising program. It must engage a donor to build loyalty and thus value. By making a donor bond to the organization, the donor journey effectively increases the value of the donor by increasing longevity. Donors become advocates for their charities, and through greater loyalty, bring greater value across a number of channels.

Best Practices for Leading Successful Change

TUESDAY, 2:45 – 3:45 P.M. | NATIONAL HARBOR 13 | BEGINNER

GILMAN SULLIVAN, Practice Manager, Change Management, Blackbaud, Inc.
ANNA PRUSZYNSKA, Development Information Management, City of Hope
KIT MATTHEW, Change Management Principal, Blackbaud, Inc.

Gilman Sullivan and Amy Adams of Blackbaud’s Change Management practice and Anna Pruszynska of City of Hope will share real-world strategies and tactics for enabling successful change in nonprofit organizations. Using these proven techniques and a real life case study, organizations will learn to ensure their change process is smooth and its effects lasting.

Celebrate the Past with Tools from the Future

TUESDAY, 9:15 – 10:15 A.M. | CHESAPEAKE 11 | INTERMEDIATE

BRIAN WORRALL, Director, Annual Fund & Development Services, McGaw YMCA

In January 2010, the McGaw YMCA launched 125 Years Strong, a year-long 125th anniversary campaign to reconnect with those whose lives were impacted by the YMCA in Evanston, communicate our vision for the future, and celebrate our history with the community. To manage such an enormous project with limited staff and resources, we relied on The Raiser’s Edge, Blackbaud Sphere, and the power of social media to achieve our goals. This session will cover the successes and challenges of planning and implementing a comprehensive strategy. By sharing tools, techniques, and best practices valuable to any organization, attendees will learn to integrate offline and online fundraising, marketing, and special events using nonprofit technology; create and share consistent messaging, themes, and content across multiple platforms; build and link social media strategies to inform and engage new and past constituents; and produce and distribute compelling video content using YouTube®.

bbcon 2011
Channel Surfing: Broadcasting Your Brand
WEDNESDAY, 10:30 – 11:30 A.M.  |  NATIONAL HARBOR 13  |  INTERMEDIATE
MAURA DAVIES, Vice President of Communications, SPCA of Texas
NIVASHA HOWERY, Webmaster, SPCA of Texas
JILL SCHRIEFER, Annual Appeals Manager, SPCA of Texas

So you have a few Blackbaud products up and running, but don’t know where to start? Maybe you’ve been using The Raiser’s Edge for years, but you’ve just added Blackbaud NetCommunity and want to maximize your fundraising power? The SPCA of Texas will show you how we bring together Blackbaud NetCommunity, Friends Asking Friends, The Raiser’s Edge, and The Financial Edge to achieve our fundraising goals and effectively engage donors with a multi-channel approach by showcasing examples and illustrating successes.

Giving USA: Trends for Fundraising Success
TUESDAY, 11:00 A.M. – 12:00 P.M.  |  NATIONAL HARBOR 13  |  INTERMEDIATE
KEITH CURTIS, President, The Curtis Group
TOM MESAROS, President & Chief Executive Officer, The Alford Group

In this insider’s look into the state of philanthropy nationally, Keith Curtis, president of The Curtis Group, and Tom Mesaros, president of The Alford Group, will present the results of Giving USA 2011, a publication of the Giving USA Foundation, researched and written by the Center on Philanthropy at Indiana University. This workshop will discuss current trends on giving to help development professionals access and enhance their organization’s fundraising performance, remain a philanthropic priority, and continue meeting their fundraising goals in today’s unique economy.

Interdependent Leadership: Tapping Wisdom
MONDAY, 3:45 – 4:45 P.M.  |  CHESAPEAKE 11  |  ADVANCED
BILL GORDON, Owner, Capax Coaching, Ltd.

Conventional, top-down leadership is failing in an economy of do-more-with-less, employee engagement, and the overarching questions of organizational viability and sustainability. Leaders that fail to respond to this changing climate will soon find their leadership compromised. We will explore and discuss a different model in which your team will learn to support the very best outcomes by tapping into their own and each other’s wisdom. As a result, your team will become far more responsive to issues earlier in their emergence, and will serve your clients, customers, and all stakeholders more effectively. How will you make that happen? How you structure your team, and how you understand your leadership role is critical to your ongoing successes. Be prepared to think, share, and learn.
Measuring the Effectiveness of Fundraising
TUESDAY, 9:15 – 10:15 A.M.  |  NATIONAL HARBOR 13  |  BEGINNER

TUCKER BRANHAM, Senior Consultant, Corporate DevelopMint, LLC

Ever wonder how effective your organization is at raising money? Ever wonder how you as a “non-fundraiser” fit into the development picture? In this session, Tucker Branham, CFRE and senior consultant with Corporate DevelopMint, will walk you through the sources of fundraising dollars and the key performance metrics used to measure your organization’s fundraising effectiveness. See how proper data collection and management can make a difference in an organization’s ability to build trust with their donors and raise more money.

Performance Measurements
WEDNESDAY, 11:45 A.M. – 12:45 P.M.  |  NATIONAL HARBOR 13  |  BEGINNER

MANDY SMITH, Assistant Director of Gift Receiving, Clemson University Foundation
HEATHER ARRANT, Matching Gifts Administrator, Clemson University

Everyone wants to improve their processes and increase efficiency. This session will highlight ways that individual departments can use various metrics to track what is being done now so that improvements can be judged in the future. For example, our gift processing area tracks errors, gift processing times, and approvals for various gift types. Tracking these items allow goals to be directly linked to improvements in these areas.

Revitalizing Your Volunteer Leadership Board
WEDNESDAY, 9:15 – 10:15 A.M.  |  NATIONAL HARBOR 13  |  INTERMEDIATE

KYLE HANSER, Senior Enterprise Solutions Consultant, Blackbaud, Inc.

Do you have apathetic board members? Do you have volunteer board members who never attend meetings or make a gift? Is motivation for board activities waning in your volunteers and your staff? You are not alone. This session will outline practical steps your organization can follow to revitalize your volunteer leadership board. At Wake Forest University, the Comprehensive Cancer Center’s Community Advisory Board was nearly dissolved due to a lack of activity. But after an honest self-assessment, development staff and the Board’s existing leadership began a purposeful effort to recruit new and diverse members from the entire region served by the Comprehensive Cancer Center. In just over one year, the renamed Regional Advisory Board was restructured into an energetic leadership board with working committees and vibrant representation from a multi-state region.
Today’s Challenges for Nonprofit Leaders and Ways Technology May Address Them

MONDAY, 2:30 – 3:30 P.M.  |  NATIONAL HARBOR 13  |  BEGINNER

KATHLEEN E. LOEHR, Nonprofit Consultant
CHIP MUSTON, Director of Sales, eTapestry, Blackbaud, Inc.

Nonprofit organizations today face a more challenging fundraising environment with a greater need for services. Donors demand effectiveness, efficiency, and transparency. And the pool of available nonprofit management talent is shrinking. In this session, we will explore these trends and the role technology will play helping us cultivate our own leadership skills and those of our team.

Using Balanced Scorecards

MONDAY, 3:45 – 4:45 P.M.  |  NATIONAL HARBOR 13  |  INTERMEDIATE

GARY BUTLER, Assistant Chief Scout Executive, Council Operations, Boy Scouts of America

In 2010, the Boy Scouts of America launched “Scouting’s Journey to Excellence,” a continuous improvement performance management system using a balanced scorecard approach. From a best practices point of view, the workshop will present the four strategies of this initiative. The first strategy was balanced scorecard development and redefining success by identifying the “right” leading and lagging indicators through analytics. The second strategy was designing a performance recognition program across a multi-level federated model that fosters continuous improvement. Third, Boy Scouts of America focused on implementing change management tactics designed to maximize “buy-in” and minimize cultural resistance. Last, they maximized results using dashboards, scorecard evolution, and full national staff and volunteer alignment.
Your constituents are diverse and their needs are complex.

Does your strategy engage them?

THD provides non-profit organizations with multi-channel marketing solutions that optimize constituent value.

Contact Jeff Habib, Partner, at 781-859-1407 or jhabib@thdinc.com.
**NAVIGATE THE NONPROFIT EXPO**

The Blackbaud Nonprofit Expo is a great place to be between sessions or whenever you have free time. By visiting the exhibitors and sponsors specializing in serving nonprofits, you’ll be able to save countless hours of research by seeing the best and latest products and technology gathered in one location. It’s also the perfect spot to enjoy coffee and refreshments, check your email, and enter drawings to win great prizes!

**KIOSKS**

Visit the Blackbaud Kiosks to interact with experts and representatives who have knowledge to share on the Blackbaud products and services you use daily. Gain insights into new offerings, special promotions, and onsite demonstrations.

**CUSTOMER INSIGHTS CENTER**

Spend a few minutes with our Customer Insights team and earn a $5 Starbucks® gift-card! We’re soliciting your input on a few topics to help Blackbaud better serve your organization’s needs. You’ll have the opportunity to participate in short online surveys and in-person interviews. Step up and be heard!

**PRODUCT DISCOVERY**

We want to learn from YOU! Blackbaud values your involvement and knowledge and we want to ensure you are delighted with our products. We are increasing our focus on customer input earlier and more often in our development process and that’s where you come in! Come to the Product Discovery Kiosk and speak with our product managers and interaction designers about how you use our products, sign up for product discovery sessions, and view prototypes of upcoming product changes.

**INTERACTIVE SERVICES LAB**

The Interactive Services Lab is the “home base” for Blackbaud’s creative team and web experts. Drop by to talk shop or participate in an ongoing series of user-focused sessions including website usability testing, interactive website assessments, and SEO assessments. Or come sit down, roll up your sleeves, and participate in a hands-on iteration of the creative process at the Design Strategy Sandbox.

**SUPPORT**

When you have questions about our products, we want to answer them right away. Come visit our Support Kiosks to discover all of the comprehensive online resources that are available 24/7 so you can resolve issues and answer questions as they arise. Find out more about how you can also contact our support team to work with our top-quality analysts who take pride in giving you the industry’s best customer support.

**FAN CLUB**

The Blackbaud Fan Club is a consortium of customers that serve as advocates for Blackbaud and its products. There are several ways members participate in the Blackbaud Fan Club including taking part in customer references, video testimonials, speaking engagements, case studies, and peer networking. Come visit us to learn more...
NAVIGATE THE NONPROFIT EXPO

and join the Club! Already a Fan Club member? Make sure to drop by so we can thank you for your efforts and loyalty. The Blackbaud fan base just keeps growing, allowing us to expand and broaden the program to include even more ways to participate...and we want your input! Stop by and tell us what you think — after all, it’s your program!

TRAINING — BLACKBAUD LEARN

You can’t afford to pass by the Blackbaud Learn training kiosk this year! This is the only place where you can sign up for the free Learn Lab training sessions, network with our expert trainers, and be the first to find out about the newest classes and promos from Blackbaud Learn!

CORPORATE CITIZENSHIP

We hope you’ll join Blackbaud’s Corporate Citizenship team for food, fun, and yoga in the Nonprofit Expo! Our focus this year is on wellness — at work and in life. We’ll host chair yoga sessions on Monday and Tuesday afternoons, healthy food stations at meals, and a Wii Fit® contest. Make sure to stop by our kiosk to register for the yoga classes and test your Wii Fit skills. The winners of the Wii Fit contest will take home bragging rights...and the Wii systems, too!

SPONSORS/EXHIBITORS

Please visit and thank the sponsors and exhibitors of the Blackbaud Conference. They will be ready to share information on various products and services that serve the nonprofit community and complement our Blackbaud solutions. You can find more information on each sponsor and exhibitor on page 80.

IPAD STATIONS

Check your email, visit Conference Central, surf the web, or stay on top of work while you’re away at the iPad® stations.

IMPACT THEATER

Join us at Blackbaud’s Impact Theater in the marketplace to hear how nonprofits are using technology to make an impact on their missions. Stop by on Monday starting at 1:00 p.m. for Impact Chats where you’ll hear first-hand how Blackbaud technology solutions and products are being used to take constituents on a successful supporter journey. On Tuesday, from 12:30 to 2:00 p.m., some of the industry’s top technology experts will be joining us for the first ever BBCON Chats, a fun and interactive discussion about technology. Drop in to see videos throughout the Conference featuring Blackbaud customers’ impact on the world.

PHOTO BOOTH

With the excitement of bbcon in full swing, it’s time to capture the moment! Grab a few friends and head to the Photo Booth to get a picture of yourself in front of our beautiful comic-inspired backdrop to showcase how you’re making an impact.
DOUGLAS SHAW AND ASSOCIATES, INC. is a leading multi-channel fundraising and communications agency serving national and international organizations. With its Donor-Focused Strategic Marketing™ philosophy as a foundation, this proven approach is designed to more fully engage donors in the organizations it serves. The result is a measurably greater level of giving through online and offline channels that include direct mail, newsletters, eMarketing, TV, radio, the web, and major donor strategies.

PAPERSAVE® is a document management and electronic workflow solution that gives you the power to connect your content with people, processes, and software across your operations, while creating great efficiency. It seamlessly integrates with Blackbaud software and the Microsoft Technology Stack, allowing you to take advantage of existing investments in the technology that powers your organization. Key benefits include: eliminating lost documents; greatly reducing time spent filing, searching, and retrieving information; full document life-cycle management; comprehensive search and retrieval; greater collaboration; reclaimed office space; enhanced disaster recovery; cost savings; time savings; quick ROI; and many more!

Visit www.PaperSavePro.com to learn more.

THD is a full service marketing agency specializing in integrated fundraising and membership programs. In partnership with our clients, we raised more than $500 million in donations in 2010. Our approach to fundraising is unique in that we focus on the “Whole Donor View” through our innovative Donor Advancement Program, which promotes the seamless movement from entry level giving to meaningful philanthropic support driven by the donor’s passion for the organization. We are also the nation’s leading agency in defining CRM’s “Value of the Experience” — providing organizations with the strategic framework and marketing programs to help them more fully understand, measure, and optimize the value of their constituents across all programs and channels.
EVENT 360 is an event fundraising company. We believe that events, while important, are a means to an end. Events exist to fulfill your mission. Event 360 has developed and executed event fundraising programs for a wide range of nonprofits, including the AIDS Healthcare Foundation, American Cancer Society, Autism Society, Church World Service, Dana-Farber Cancer Institute, National Wildlife Federation, PetSmart Charities, and Susan G. Komen for the Cure. For more information, visit www.event360.com.

O-MATIC SOFTWARE provides nonprofits with tools to eliminate tedious, inefficient, and manual processes, and create automated and efficient workflows. Our seamlessly integrated Raiser’s Edge and Financial Edge solutions include advanced importing, automatic email acknowledgements, RFM Segmentation, check fraud prevention, and online student billing and registrar’s office with payment processing. Save time and money by automating your organization with O-Matic Software’s solutions.

CONSTANT CONTACT is revolutionizing the success formula for small organizations through affordable, easy-to-use Engagement Marketing™ tools that help create and grow customer relationships. More than 450,000 small businesses, nonprofits, and associations worldwide rely on Constant Contact to drive ongoing customer dialogs through email marketing, social media marketing, event marketing, and online surveys. All Constant Contact products come with unrivaled KnowHow, education, and free coaching with a personal touch, including award-winning customer support.

F9 is a powerful, customizable, and easy-to-use financial reporting tool that dynamically links The Financial Edge and FundWare general ledger data to Microsoft® Excel. F9 delivers your general ledger data directly to Microsoft® Excel and offers an unbeatable feature package including drill down, consolidations, budgeting, report analysis, report scheduling and distribution, pivot tables, and dashboards. Reports are always timely, consistent, and complete. If you know Microsoft® Excel, you know F9!

IATS is the leading provider of donation processing services to nonprofit organizations. With over 9,000 nonprofit clients around the world, the IATS service has been designed to save you time and money. IATS has partnered with many leading providers of software and services to allow for seamless processing directly from your donor database or website.
**SILVER SPONSORS**

**LW ROBBINS ASSOCIATES** is a direct response fundraising agency devoted to helping nonprofits acquire and cultivate loyal donors, and raise more net income to support their missions. We specialize in acquisition and renewal programs, mid-level/major donor clubs, monthly giving, new donor welcome strategies, lapsed donor reactivation, and online marketing programs.

**Pursuant Ketchum** At Pursuant Ketchum, we’re passionate about helping you achieve more. It’s why we created a new approach to fundraising that reaches the entire spectrum of the donor audience. By pairing strategic consulting, engaging storytelling and creative media with the most comprehensive resources in the industry, we’ve helped generate more than $20 billion for over 12,000 nonprofits.

**RuffaloCODY** Proudly celebrating our 20th anniversary in 2011, RuffaloCODY is the recognized leader in providing strategic fundraising, membership and enrollment management services and software for institutions of higher learning and high-affinity nonprofit organizations. RuffaloCODY is one of America’s fastest growing private companies with more than 3,500 employees in 85 locations.

**BRONZE SPONSORS**

**AQ2** is the leading provider of solutions that automate appeal, donation, and deposit processes to nonprofits. Our solutions transform manual, paper-based processes into automated workflows that increase quality while saving time and money. AQ2 serves over 300 universities, faith-based ministries, health organizations, and government agencies throughout the U.S.

**HALO BRANDED SOLUTIONS** is a branded merchandise provider specializing in fundraising incentives for your valued constituents. Features of our system include full integration with your fundraising platform, trigger emails, automated prize delivery, and a full range of administrative reporting access.

**IOI Pay** is a national provider of payroll and employer services including payroll tax management. Offering a range of services on IOIPay, our state-of-the-art web-based payroll and HRIS platform includes employee self service, enhanced reporting, general ledger integration, retirement solutions, electronic time and attendance solutions, and more. Visit us at www.ioipay.com or call 888.697.0021.
AGILIS COMPANY is located in America’s heartland...with a heart for nonprofits. Coming alongside nonprofit organizations coast to coast with gift processing, direct entry, and fulfillment services brings great satisfaction to our team as we help provide the most flexible, efficient, secure, and cost-effective caging and fulfillment solutions possible for the unique needs of nonprofits of all sizes.

CARE2.COM is the largest online social action network of engaged “do gooders,” with 17 million members supporting human rights, the environment, animal welfare, and other causes. Nonprofit organizations use Care2 to quickly prequalify and recruit high volumes of new members, donors, volunteers, and advocacy supporters — on time and on budget.

COGNITIVE DATA Founded in 2001, CognitiveDATA, a Merkle company, is a marketing technology company recognized as a leader in new innovations that improve the quality of customer and marketing data. Companies in the retail, communications, insurance, and publishing sectors, as well as associations and nonprofits, benefit from CognitiveDATA’s effective approach to data optimization.

GUIDESTAR, www.guidestar.org, connects people and organizations with information on the programs and finances of more than 1.8 million IRS-recognized nonprofits.

MAESTROSOFT Blackbaud’s partnership with MaestroSoft provides the most powerful and comprehensive suite of benefit event management software and online tools available, including AuctionMaestro Pro®, MaestroWeb®, and qCheck: The integration of the companies’ flagship products, AuctionMaestro Pro® and The Raiser’s Edge, provides nonprofits with a greater ability to leverage and process constituent information throughout the event process.

MGIVE is changing the way people give. Established in 2005, mGive created the United States mobile donation market by introducing the first mobile donation platform tailored to nonprofit organizations. Today, more than 85 percent of domestic mobile donations are powered by mGive. mGive serves more than 500 leading nonprofit organizations and has launched over 7,000 mobile campaigns. The mGive platform offers scalable, enterprise-level solutions using text messaging for donor engagement and fundraising. For more information, please call 866.720.3350 or visit www.mGive.com.

POWERPLAN (Advanced Budget Management) is an integrated budgeting, analysis, and reporting solution tailored to the unique needs of the nonprofit organization. It replaces the patchwork of spreadsheets and ad-hoc tools that have become unwieldy and error prone while drastically reducing the cost, time, and effort required to produce organization wide budgets.
**INDUSTRY PARTNERS**

**THE ASSOCIATION OF FUNDRAISING PROFESSIONALS (AFP)** represents 30,000 members in 225 chapters throughout the world, working to advance philanthropy through advocacy, research, education, and certification programs. The association fosters development and growth of fundraising professionals and promotes high ethical standards in the fundraising profession. For more information or to join the world’s largest association of fundraising professionals, visit [www.afpnet.org](http://www.afpnet.org).

**THE NONPROFIT TECHNOLOGY NETWORK (NTEN)** helps nonprofits use technology strategically and confidently to create the change they want to see in the world. By connecting community members — across the full spectrum of nonprofit work and tech comfort — NTEN promotes the sharing of best practices and provides professional development, access to experts, and research on nonprofit technology issues. The NTEN community is transforming technology into social change.

**MEDIA PARTNER**

**MASHABLE** Founded in July 2005, Mashable is the world’s largest blog focused exclusively on Web 2.0 and social media news. With more than 25 million monthly page-views, Mashable is the most prolific blog reviewing new websites and services, publishing breaking news on what’s new on the web and offering social media resources and guides. Visit [www.mashable.com](http://www.mashable.com) to learn more.

**NPT PUBLISHING GROUP, INC.** is structured for success in an increasingly more engaged, more connected media environment. Since 1987, NPT Publishing has been the leading information provider for the nonprofit sector delivering the most comprehensive, nonpartisan news and analysis to global audiences across many platforms. For additional information please visit [www.thenonprofittimes.com](http://www.thenonprofittimes.com).
BBCon 2011 Pins — Collect Them All!

- Blackbaud
- bbcon 2011
- IMPACT
- Corp. Citizenship
- Altru
- The Education Edge
- Online Campus Community
- FundWare
- eTapestry
- The Financial Edge
- The Raiser's Edge
- The Raiser's Edge
- Chat
- The Patron Edge
- Friends Asking Friends
- Research
- Blackbaud Social
- Blackbaud Application Hosting
- Data Management Services
- Student Information System
- Blackbaud Direct Marketing
- Blackbaud NetCommunity
- Blackbaud Sphere
- Blackbaud Merchant Services
- Performance Benchmarking
- Data Enrichment Services
- Fan Club
- Fan Club
BBCON 2011 PINS — COLLECT THEM ALL!

Get social and give back! During the Conference, Blackbaud will donate*

25 cents for each Tweet with the #bbcon hashtag.

$1 for each new like on Blackbaud’s Facebook® page.

$1 for each Foursquare® check-in to 2011 BBCON: Blackbaud’s Conference for Nonprofits.

Proceeds will benefit the Capital Area Food Bank’s Fresh Produce program. Tell your friends — the more the merrier!

*Blackbaud will give up to $5,000 in a donation based on social media activity at bbcon.
NAVIGATING THE GAYLORD HOTEL & CONVENTION CENTER

KEY
- Featured Speakers
- Marketing Sessions
- Interactive Sessions
- Financial Sessions
- CRM Sessions
- Blackbaud Learn Labs
- Fundraising Sessions
- Analytics Sessions
- Education Sessions
- Arts & Cultural Sessions
- Mixed Track Sessions
- Recorded Sessions
- Thought Leadership Sessions
- Nonprofit Expo, Dining Hall
- Escalators
- Elevators
- Restrooms

LEVEL 3
- National Harbor Conference Rooms

LEVEL 2
- Chesapeake Conference Rooms
- Potomac Ballroom

LEVEL 1
- Prince George's Exhibition Hall

HOTEL BALLROOM LEVEL
HOTEL REGISTRATION
GROUND LEVEL RESTAURANTS AND RETAIL

NATIONAL HARBOR CONFERENCE ROOMS
CONVENTION CENTER CONFERENCE FACILITIES
PRINCE GEORGE'S EXHIBITION HALL
THANK YOU FOR JOINING US.

We look forward to seeing you next year at the Gaylord National Convention Center, October 1 – 3, 2012.