

SCHEDULE

Day 1	Data Management Refresh Track	Fundraising Strategy Refresh Track
8:30am - 9:00am	Breakfast & Networking	
9:00am - 9:15am	Opening Remarks	
9:30am - 10:15am	DonorPerfect 101: The Basics	Special Guest Spotlight, TBD
10:30m - 11:15am	Your Database Cleansweep	Relationship Goals: Boosting Your Donor Retention
11:30am - 12:15pm	Sometimes #nofilter is a Bad Idea: Knowing How and When to Use Filters	Don't Stop Believin': Guiding the Donor Journey
12:15pm - 1:15pm	Lunch (<i>provided</i>)	
1:30pm - 2:15pm	The Time-Saving Magic of Calculated Fields	Leveraging Events for Ongoing Fundraising Success
2:30pm - 3:15pm	The Top 10 Reports You Should Start Using Today	Improving Campaign Results: The Do's and Don'ts of Email Marketing
3:30pm - 4:15pm	The Secret to No-Stress Reporting: How to Overcome Obstacles to Getting the Data You Need	Lightning Round with Friends of DonorPerfect: Get to Know Our Partners
4:15pm - 4:30pm	First Day Closing Remarks	
4:30PM - 6:00pm	Cocktails & Conversation	
Day 2	Data Management Refresh Track	Fundraising Strategy Refresh Track
8:30am - 9:00am	Breakfast & Networking	
9:00am - 9:15am	Opening Remarks	
9:30am - 10:15am	Your Event from Start to Finish: the Tools to Make It a Hit, Not a Headache	The Perfect Match: Pairing the Right Campaign with Your Goals

10:30m - 11:15am	The Gift that Keeps on Giving: Effectively Managing Your Recurring Gift Program	The Major Donor Quest, Simplified
11:15pm - 1:15pm	Lunch (<i>not provided</i>)	
1:30pm - 2:15pm	How DonorPerfect Helps You Modernize Direct Mail for 2020	Let's Give 'Em Something to Share About: Strengthening Your Social Media Strategy
2:30pm - 3:15pm	Getting Your Receipting Process Down Pat	Turning Donors into Ambassadors
3:30pm - 4:15pm	That's a Wrap: Data Refresh Track in Review	Learning from Your Peers: A Success Story
4:15pm - 4:30pm	Closing Remarks	

* Sessions are subject to change