

SCHEDULE

Here is an overview of the conference itinerary and session topics, to be updated as more information becomes available.

Day 1	Data Management Refresh Track	Fundraising Strategy Refresh Track
8:30am - 9:00am	Breakfast & Networking	
9:00am - 9:15am	Opening Remarks	
9:30am - 10:30am	DonorPerfect 101: The Basics	Special Guest Spotlight, TBD
10:45m - 11:00am	Your Database Cleansweep	Relationship Goals: Boosting Your Donor Retention
11:15am - 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 - 1:30pm	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	Dinner & Conversation	
Day 2	Data Management Refresh Track	Fundraising Strategy Refresh Track
8:30am - 9:00am	Breakfast & Networking	
9:30am - 10:30am	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
10:45m -	The Gift that Keeps on Giving: Effectively	

11:45am	Managing Your Recurring Gift Program	The Major Donor Quest, Simplified
11:45pm - 1:15pm	Lunch (<i>provided</i>)	
1:30pm - 2:30pm	How DonorPerfect Helps You Modernize Direct Mail for 2020	Let's Give 'Em Something to Share About: Strengthening Your Social Media Strategy
2:45pm - 3:15pm	Conference Closing Remarks	

** Sessions are subject to change*