

2024 National Conference Agenda – Development

All times below are Central. Agenda content subject to change.

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Thursday, June 6, 2024

8:00am-12:00pm

[Tech Fair](#)

1:00pm-2:30pm

Constituency Meeting Block 1

1:00pm-1:45pm

Development Constituency Meeting

As philanthropy changes to meet the demands of an increasingly complex and interconnected world, DAFs are growing significantly in popularity. DAFs hold more than \$200 billion and their popularity among affluent donors shows no signs of ebbing. Yet it can be hard for fundraisers to identify and develop relationships with donors who gift through these accounts.

Have you ever wanted to speak with confidence about and really leverage DAFs for your organization? This interactive discussion will offer:

- Insights on the latest data on the DAF landscape, and why more donors are choosing this giving vehicle.
- Practical tools and takeaways for working with donors who have DAFs.
- Ideas for how to manage Next Gen and legacy conversations, and the impact of the largest intergenerational wealth transfer in history.

Attendees will leave this session with a framework for how to leverage DAFs within your fundraising program, and tools to better inform their work with DAF donors.

Moderator: Lisa Barr, CAP, Senior Director, Head of U.S. West at National Philanthropic Trust

1:45pm-2:30pm

Scaling Up: Navigating Major Gift Fundraising with a Lean Development Team

Discover the untapped power of major gift initiatives for small and mid-sized organizations! Amidst limited resources and minimal staffing, achieving budget goals can feel like an uphill battle. Now more than ever, it's critical to unlock donor potential for increased giving, and there are proven ways to do it in any context, big or small. This session will offer definitive and proven methods to plan and manage a major gifts program so your organization and its mission can soar to new heights!

Key Takeaways:

- How to define a major gift within the context of your budget size by utilizing donor data
- Ways to determine the appropriate major gift fundraising goals
- Where to start? Methods for identifying a major gift donor that might not be what you think
- Shifting the mindset and approach - taking the fear out of building a strong major gifts program
- Stories of success: Examples of the specific steps implemented by small and mid-sized orchestras to exponentially increase their annual budget in less than 2 years
- Key conversation points and tactics to secure the gift

*Moderator: **Paige Myrick Conway**, CFRE, Director of Development, ROCO*

Friday, June 7, 2024

11:00am-12:15pm

[Elective Sessions](#)

3:30pm-5:45pm

[Discovery Sessions](#)

Join your colleagues from other constituencies for moderated interactive conversations on a variety of topics. Discover what's working for your colleagues and come prepared to share thoughts, ideas, questions, and successes of your own.

Note: similar to electives, seating is on a first-come, first-served basis and some of the Discovery Sessions might fill to capacity.

3:30pm-4:30pm

Discovery Session Options:

[At 250, What is American Music Anyway?](#)

[Capitalizing on Design Thinking to Advance EDI Through Community Engagement](#)

[Centering Values, Community, and Belonging in Your Fundraising](#)

[Reimagining Customer Relationships](#)

[They Are the Future: Building Next-Gen Young Professionals Programs](#)

[Using Your Brand to Foster Inclusion, Belonging, and Connection](#)

4:45pm-5:45pm

Discovery Session Options:

[Engaging the Next Generation in Governance by Establishing an Associate Group](#)

[Exploring Underrepresented Composers](#)

[Guiding Community-Driven Collaboration](#)

[Orchestrating Community Engagement Through a Multi-Pronged Approach to Audience Development and Inclusion](#)

[Simplifying Planned Giving for Big Results](#)

[Speaking to Gen Z to Get Them Excited About Your Events](#)

Saturday, June 8, 2024

9:00am-10:15am

[Elective Sessions](#)

10:45am-12:30pm

Constituency Meeting Block 2

10:45am-11:45am

Burnout and Mental Health: Learning to Thrive When the Pressure is High

Fundraising for orchestras and other arts organizations is becoming exponentially more challenging as sources for funding diminish and the competition for private funding grows. Now more than ever, orchestras are more dependent on contributed revenue to fulfill their mission and to fund day-to-day operations. The work is always urgent, pressure on development leaders is at an all-time high, and many fundraisers are reluctant to take time off.

A recent Chronicle of Philanthropy survey found stress and burnout at the heart of the fundraising profession. Ninety-four percent of survey respondents said they strongly or somewhat agreed that there is

tremendous pressure to succeed, and 82 percent said fundraising roles are underappreciated.

With constant demands on your time and energy, how can you create boundaries and structures to ensure that you can create a life you enjoy and be a healthy and whole leader for the long run?

Join Jonathan and panel of industry leaders to learn how to create boundaries and structures to ensure that you have a life you enjoy and can be a healthy and whole leader for the long run.

11:45am-12:30pm **Open Space Technology**

Bring your challenges, opportunities, and your perspective to our open space technology session, where we brainstorm, collaborate, and share ideas with development colleagues from across the country. The perfect opportunity to engage, network, and be inspired—bring your ideas and an open mind!

Moderators: Jonathan McIntosh, CPC, Partner, Nonprofit Practice and ThinkingAhead Executive Search; Elizabeth Arnett, Senior Director of Major Gifts at the League of American Orchestras

Development Constituency Meetings have been generously sponsored by Bennett Direct.

Notice: It is important to keep in mind antitrust rules governing competition that apply to this group discussion. While the agenda for this group includes discussion of a variety of issues that are crucial to orchestras' planning and strategies, the goal is not to agree on a single approach to these issues. With the benefit of analysis and discussion, each orchestra will be able to decide independently what course of action is best for its own organization. We ask you to avoid comments that relate to your orchestra's current or future plans for *ticket or event pricing (actual ticket prices, discount amounts), bargaining (including collective bargaining agreements or with vendors), or compensation.*