



**Apra FL 2022 Fall Conference**  
**RE:Connect**  
**Schedule-at-a-Glance**  
**October 20 - 21, 2022 | Orlando, FL**

Thursday, October 20, 2022	
8:00 am – 8:45 am	<b>Breakfast, Registration and Sign-In</b>
8:45 am – 9:00 am	<b>Welcome and Conference Kick-Off</b>
9:00 am – 10:15 am	<b>Activity to Impact: Measure like a Fundraiser to Ask for a Raise</b> <i>Kim Walz, CFRE, Sr. Director for Advancement, Prospect Development, UCF Foundation</i> <i>Cheyenne Marie St. Julian, Assistant Director, Prospect Management, UCF Foundation</i> <i>Kate Verret, Associate Director, Prospect Development, UCF Foundation</i>
	<p>Are you preparing to ask for a promotion or a raise for yourself, or for your prospect development staff? Has your team consistently tracked activities AND the impact of those activities on the organization’s bottom line? Fundraiser metrics related to visits, solicitations, and gifts measure activities directly correlated with dollars raised, and Prospect Development team metrics should too. But what are the right prospect development activities to track, and how can we demonstrate ROI? The first half of this session will present Key Performance Indicators (KPIs) of the Prospect Development team from the University of Central Florida (UCF) Advancement division that provide quantitative insight into metrics that affect team efficiency, customer service, time management, and resource investment. The second half of the session will present the application of Fundraiser metrics to Prospect Development KPIs and deliverables to demonstrate the quantitative impact and ROI of prospect research, analytics, and relationship management on the development and fundraising program. Organizations small and large, whether beginning a metrics program or expanding existing methodologies, can apply the series of measurements presented by utilizing any database and an analysis tool, such as excel or Tableau. Choosing the right measurements for your team and organization will be key to demonstrating impact, ROI, and asking for that next raise or promotion!</p>
10:15 am – 10:30 am	<b>Break</b>
10:30am – 11:45 am	<b>SESSION 2:</b> <b>Building a Parent Donor Program</b> <i>Sara Gallagher, Forensic and Integrity Services-Senior, Ernst &amp; Young</i>
	<p>Parents: making the case for why they are a wise investment of your time and resources. In this presentation we will look at the impact of parent donors, discuss how to identify parent prospects with large and small budgets, and parent giving</p>



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	cycles. We will also focus on how building cross-campus relationships can increase your success in finding, engaging and soliciting parents.
<b>11:45 pm – 1:00 pm</b>	<b>Break/Lunch</b>
<b>1:00 pm – 2:00 pm</b>	<p><b>SESSION 3: Diamond Sponsorship Presentation</b>  <b>What 's next for Major Gifts?</b>  <i>Sarah TeDesco, Executive Vice President, DonorSearch</i></p> <p>There is no question that our philanthropic industry is changing quickly and dramatically. Whether it's mega donors or the use of Ai in screening, we are on the cusp of great change. Join Sarah TeDesco for a presentation on key insights regarding our industry's current state and leave with best practices you can implement into your shop.</p>
<b>2:00 pm – 2:15 pm</b>	<b>Break</b>
<b>2:15 pm – 3:15 pm</b>	<p><b>SESSION 4:</b>  <b>Collaborative Sharing – Roundtable</b></p> <p>Topics:          Big Ideas/Small Shop          Show &amp; Tell Visual Analytics          Due Diligence and Ethics,          Pipeline and Prospect Management Oh' My          Back to Basics Research          News, Magazines, Obituaries and More – Power Alerts          Social Media in your Prospect Research          Donor Profile Basics</p>
<b>3:15 pm – 3:30 pm</b>	<b>APRA Florida Updates</b>
<b>3:30 pm – 4:30 pm</b>	<b>Reception, Networking, Visit with Vendors</b>
<b>5pm</b>	<b>Independent Dinner on I-Drive</b>



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Friday, October 21, 2022	
8:00 am – 8:45 am	<b>Breakfast</b>
8:45 am – 9:15 am	<b>Gold Sponsor Presentation: Aidentified</b>
9:15 am – 10:30 am	<b>All You Want to Know About DAFs and Planned Giving Metrics</b> <i>Christy Butler Eckoff, J.D., LL.M., CAP, Founder, Significant Ventures, LLC</i>
	Donor-advised Funds (DAFs) are the fastest growing philanthropic vehicle. More and more philanthropic wealth is being held in DAFs. There are over 1,000 DAF providers with different flavors, rules and donor profiles. This session will explore DAFs and provide a deep dive into how they are run and the different donor profiles for different providers. This session will also look at metrics for planned giving officers and how they are the same or different from other fundraisers in your organization. What should be measured and what are effective measures.
10:30 am – 10:45 am	<b>Break</b>
10:45 am – 12:00pm	<b>SESSION 2:</b> <b>Web 3.0 and Philanthropy: Crypto and Beyond</b> <i>Sharise Harrison, Director, Prospect Management &amp; Research, Loyala University Chicago</i>
	A philanthropic lesson in Web 3.0 and how it can serve to diversify prospect pools.
12:00 pm -1:00 pm	<b>Break/Lunch</b>
1:00 pm – 1:30 pm	<b>Gold Sponsor Presentation: Insightful Philanthropy</b>
1:30 pm – 2:45 pm	<b>SESSION 3:</b> <b>Collaborative Sharing – Roundtable</b> <b>The Breakthrough Moment: Identifying and Managing Loyal Donors in Your Pipeline</b> <i>Michael Buckley, CFRE, Managing Partner, The Killoe Group</i>
	Successful nonprofit organizations have a significant number of loyal, annual donors. However, nonprofits oftentimes struggle with identifying and qualifying which loyal donors deserve to be cultivated towards a more impactful gift. Using data points specific to your organization, we'll discuss how to best identify "donors of value" and how to effectively cultivate and solicit them towards increased support
2:45 pm	<b>APRA Florida Updates/Closing Remarks</b>

\*Schedule is subject to change