

APRA FL 2024 Conference

Schedule-At-A-Glance

Leap Into Discovery: Innovations in Prospect Development

Thursday, February 29, 2024	
8:00 am – 8:45 am	Breakfast, Registration and Sign-In
8:45 am – 9:00 am	Welcome and Conference Kick-Off
9:00 am – 10:15 am	 <p>SESSION 1: Diamond Sponsor Presentation <i>DonorSearch</i> Beth Inman, Sr. Director of Prospect Research, Shriners' Children Hospital</p>
	<p><i>Sam Day, Data Analyst, Prospect Research & Management, Shriners' Children Hospital</i></p> <p>Description coming</p>
10:15 am – 10:30 am	Break
10:30am – 11:45 am	<p>SESSION 2: Sphere of Influence <i>Mark DeFilippis, Director of Prospect Development, The Nature Conservancy</i></p>
	Description Coming
11:45 pm – 1:00 pm	Lunch and Learn: Sponsor LexisNexis
1:00 pm – 2:00 pm	<p>SESSION 3: Portfolios from the Perspective of Maturity <i>Jim Hammond, Associate Director of Prospect Development, Temple University</i></p>
	<p>The Prospect Development team at Temple decided to ditch the model of categorizing prospects by portfolio stage and instead developed a model reflecting maturity. Three simple measures uncovered new insights about prospects, portfolios, and Temple's fundraising potential rather than the traditional solicitation cycle. The work of the Temple Prospect Development team earned one of the 2023 AASP Sapphire Aspire Awards.</p>
2:00 pm – 2:15 pm	Break

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<p>2:15 pm – 3:15 pm</p>	 <p>SESSION 4: <i>We've Got the Guide! Now What! A Case Study on Implementing the Apra DEI Data Guide at UNICEF USA</i> <i>Denise Harris, Deputy Director, Prospect Intelligence, UNICEF USA</i></p> <p>In the summer of 2021, Apra published its long-anticipated DEI Data Guide. While many in the prospect development industry were excited to receive its timely and important guidance, some of us were wondering how to implement the recommendations it outlined. In this presentation, Denise will offer a case study on how she and the Prospect Intelligence team at UNICEF USA have made use of the guide to develop a policy for managing constituent identity data and to make policy suggestions for the larger Philanthropy division it supports. Note: Familiarity with the Apra DEI Data Guide is encouraged but not required. Time will be allotted for discussion, so questions are welcome!</p>
<p>3:15 pm – 3:30 pm</p>	<p>APRA Florida Updates</p>
<p>3:30 pm – 4:30 pm</p>	<p>Reception, Networking, Visit with Vendors</p>
<p>5pm</p>	<p>Independent Dinner</p>

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Friday, March 1, 2024

8:00 am – 8:45 am		Breakfast
8:45 am – 9:15 am		Sponsor Presentation: Insightful Philanthropy
9:15 am – 10:30 am		<p>SESSION 1: Prospects From Scratch <i>Regina Alhassan, CEO, ResearchPro</i></p>
	<p>Hey – we all start somewhere! No shame in that. In today’s rapidly evolving digital landscape, organizations need to harness the power of data to make informed decisions and maximize their fundraising efforts. And, there’s no time like the present to begin to build your base of support. But where do you start? How do you use data to boost giving? How do you find donors in the first place?</p> <p>In this 70-minute presentation, “Professor Prospect” Regina Alhassan will share key data points that drive donor strategy and increase contributed revenue. Find out what information goes in a database/CRM, how to capture important data, and what to do with it to cultivate support for your organization. Discover how to find existing prospects and find brand-new supporters. Take control of your fundraising efforts like never before.</p>	
10:30 am – 10:45 am		Break
10:45 am – 12:00pm		<p>SESSION 2: Building a Principal Gift Program <i>Julie Maspons, Senior Director, Portfolio and Relationship Optimization, The University of Miami</i></p>
	<p>What is a principal gift prospect/donor? How are you tracking your principal gift prospects? What are some key things to consider if you want to build a principal gift program? Julie Maspons will address these questions and more as she dives into how The University of Miami built out its principal gift program.</p>	

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<p>12:00 pm -1:15 pm</p>	<p>Lunch: Roundtable Discussions Table Hosts: LexisNexis - Ginger Cole Insightful Philanthropy - DonorSearch – Kate Verret and Chris Meiser Altrata – Kaleidoscope -</p>	
<p>1:15 pm – 1:45 pm</p>	<p>Sponsor Presentation: TBD</p>	
<p>2:00 pm – 2:15 pm</p>	<p>Break</p>	
<p>2:15 pm – 3:30 pm</p>		<p>SESSION 3: <i>Let Me Upgrade You: Major Gift Potential in the Midlevel Segment</i> Catherine Flaatten, MPH, CFRE, Associate Vice President of Prospect Development, BWF</p> <p>While organizations are sometimes tempted to look externally for their next great prospect, the reality is that today’s midlevel donors are often tomorrow’s best major gift leads. In this session, we’ll discuss the benefits and barriers to upgrading midlevel donors, techniques for identifying major gift potential in the midlevel segment, segmentation, and management options for various midlevel donor types, and strategies to incentivize high-quality upgrade referrals.</p>
<p>3:30 pm – 4:00 pm</p>	<p>Sponsor Presentation: TBD</p>	
<p>4:00 pm</p>	<p>APRA Florida Updates/Closing Remarks</p>	

*Schedule is subject to change