

***Annual Giving: Building the Base of Support at Your Institution –
Messages, Methods and Metrics***

December 10, 2015

AT&T Executive Education and Conference Center

Austin, Texas

10:00am – 3:30pm

Three-time CASE *Innovations in Annual & Regular Giving* author and CASE Crystal Apple speaker Bob Burdenski presents a day of new ideas for growing giving participation and your donor pipeline through annual, regular and recurring giving strategies. Bob is well-known for featuring many examples from a world-wide range of colleges and universities in his presentations – see what he has to share with his Texas friends. His topics for the day include:

Morning Sessions

- **Annual Giving Today – Important Trends, Beloved Excuses, and Measures of Success**
An overview session on where we're heading with annual giving. Along with some challenges, there are exciting new possibilities for annual giving programs. How do we define success, and what are the "little numbers" that contribute to "big number" fundraising goals?
- **The Fundraising Case for Support - Why Do People Give?**
More than 200 institutions world-wide share sample appeals in Bob's Annual Giving Appeal Exchange each year. Bob will dive into the batch and share the most creative and innovative examples for crafting a variety of case-for-support messages. What's the difference between charitable support and philanthropic support? What themes are particularly useful to higher education and academic medicine fundraising? And what's resonating?

Afternoon Sessions

- **Your Online Annual Giving Toolbox (and Other Methods)**
Day-of-giving, crowdfunding and other Web giving opportunities are emerging fast, along with many other online tools and strategies. What are the smart ideas in new media and the latest online innovations in annual giving, along with some tips for direct mail, phonathons, and personal visits?
- **Practices among UT institutions**
What is working among UT institutions? Several institutions will present selected features of their programs.
- **Case Scenarios, Shared Group Ideas and Discussion**
An end-of-the-day discussion to answer other questions or provide opinions about current fundraising ideas and trends, and the current situation at your institution.