

# big give



8:30 CHECK IN

9:00 WELCOME

*Scott McAninch*

9:20 MORNING SESSION #1

*Chris Strub*

*The Show's Just Begun: Maintaining And Earning Attention Through Social Media*

New research reveals that just 40% of U.S. nonprofits have a social media strategy in place. Whether your organization practices social wizardry or you're struggling with just your Facebook page, social media speaker and the 'Giving Day Guy,' Chris Strub is back with a brand-new overview of how to best find new vocal advocates for your organization while keeping your existing audience coming back for more. This interactive session will dive deep into how to best leverage Facebook as your social media 'home base,' how to position your nonprofit for future success through Instagram, and how to expertly use Twitter to build relationships with sponsors, partners and donors alike. Chris will challenge conventional thinking and leave you with tons of actionable items to supercharge your social media strategies for both The Big Give, and for 2020 and beyond. Attendees are encouraged to bring a mobile device that is logged in to the organization's social media networks.

10:30 MORNING SESSION #2

*Schuyler Lehman*

*Now What? Cultivating Donor Relationships After the Big Give*

The Big Give was a success and you introduced your nonprofit to dozens – even hundreds – of new donors. Now what? One of the single most important measurements for a development operation is donor retention. In fact, your nonprofit could likely double its revenue by keeping and growing the donors you have today.

Moving donors along the journey from transactional, one-time donations to transformational gifts takes time and an intentional development strategy. This session will focus on the principles of relationship-based fundraising, and how you can begin to strengthen the connection with your donors after the Big Give. We will discuss how to enhance your case for giving by connecting your mission to your donors' passions and interests, so they continue to support you year after year.

11:30 LUNCH

*This year our afternoon sessions will consist of four separate breakout groups. The presenters and topics will be the same for both sessions. You are welcome to stay in the same session for both blocks or move between topics. These sessions are:*

Peer to Peer Fundraising  
Matching Gifts and the GiveGab Platform  
Being a Social Media Giving Day Ninja  
How to Keep Your Donors Coming Back for More

*Sarah Douglas  
Laryssa Hebert  
Chris Strub  
Schuyler Lehman*

12:45 AFTERNOON SESSION #1

*Breakout*

2:00 AFTERNOON SESSION #2

*Breakout*

3:15 ADJOURN



**Chris Strub** CEO - *I Am Here, LLC*

Chris is a nationally recognized social media expert whose work with giving days across the country has led to a marked increase in their fundraising success. Chris is fluent in multiple platforms including Facebook, Twitter, Instagram, Snapchat, LinkedIn and more. As an integral part of Big Give Chris has provided many of our participants with information to improve their fundraising efforts not just during Big Give but year-round. We are very happy to have him back as a trainer and event representative for Big Give 2020.



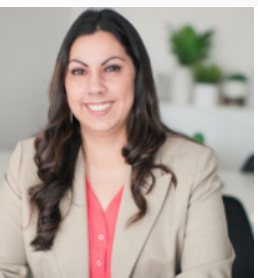
**Schuyler Lehman** CEO - *Mission Advancement*

Serving as a fund-raising consultant since 1983, Schuyler has helped raise more than five billion dollars for a wide variety of nonprofit organizations. He has personally conducted over 50 major capital and endowment campaigns on a local, statewide, regional, national and international level. During the past 30 years, he has provided consultation and advice to over 1,000 other nonprofits throughout the U.S. and Canada. Schuyler created MAP with the objective of helping nonprofit organizations grow their operational funding – an area that most consulting firms do not address.



**Sarah Douglas** Owner - *Full of Grace Marketing*

I'm a Small Business Owner on a mission to make the world more positive, purposeful and full of grace through the use of modern technology and digital marketing. With a vision to help companies with a positive purpose spread their message and further their mission, I began a consulting and marketing company, Full of Grace Marketing, in 2013. My company helped HIS Bridge Builders have an extremely successful Big Give campaign the last 2 years.



**Laryssa Hebert** Senior Project Manager - *GiveGab*

Laryssa has been with Big Give for several years now and has been an invaluable part of the Big Give team and the success of the event. As our project manager Laryssa has assisted us in implementing new ideas and tools to help make the event a success. We are very glad she will be joining us again this year to talk about the GiveGab platform and specifically how to implement and use matches on the site.

