Rewriting Your Story:
Adapting to Changing Donor Demands and Shifting Alumni Expectations
### TUESDAY | MAY 29, 2018

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<tr>
<th>Time</th>
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<td>3:00 pm – 6:00 pm</td>
<td>Registration</td>
<td>Wright Foyer</td>
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<tr>
<td>5:00 pm – 6:00 pm</td>
<td>Welcome Reception</td>
<td>Streeterville Terrace</td>
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### WEDNESDAY | MAY 30, 2018

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<tr>
<td>8:00 am</td>
<td>Breakfast</td>
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<td>9:00 am – Noon</td>
<td>Morning Plenary Sessions - Leadership Storytelling: An Under-Utilized 21st Century Fundraising Skill</td>
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<tr>
<td>9:00 am – 10:30 am</td>
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People forget facts, but they never forget a good story! It sounds so simple: incorporate a story and people will remember your message. But when you get down to crafting one, there’s nothing easy about it. Material for stories surrounds us. Yet few people are skilled at sharing personal anecdotes, and even fewer know how to link them to fundraising goals. So, what’s your story? How will you tell it? And who will listen?

In this morning keynote, you will learn the principal elements of storytelling, how to apply them to philanthropy and have a great deal of fun doing both. The sessions will be highly interactive and require everyone to actively share and craft stories.

**Keynote Speaker**

**Esther Choy,** President & Chief Story Facilitator, Leadership Story Lab

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<th>Noon – 1:15 pm</th>
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<td>Terrace City View</td>
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Breakout Sessions:

**Breakout 1:**
**Fundraiser Metrics & Portfolio Management – A New Way to Lead Gift Officers to Greater Effectiveness**

Wright Ballroom 3

In an era where 95 percent of the money comes from just five percent of the donors, securing major gifts is paramount for law schools. And yet, major gift fundraising programs are often managed using practices and rules of thumb that have not changed much since the 1980s. Moreover, the typical metrics used to gauge fundraiser performance are more indicative of raw activity than actual gift outcomes. This presentation challenges conventional practices and protocols about how to best measure outcomes instead of activities, and how to end counterproductive prospect management practices that actually keep some of the best prospects from getting touches or moving toward a proposal.

**David Lively,** Senior Associate Vice President and Campaign Manager, Northwestern University

**Breakout 2:**
**The Many Parts of a Large Fundraising Machine**

Wright Ballroom 2

Like the manufacturing process required to produce a quality product, there are many functions within a large fundraising organization that must work in concert and at maximum efficiency and proficiency to allow the organization to deliver on its philanthropic goals. Hear how a major university foundation is organized and how the various functions operate and interact to optimize the fundraising process.

**Bob Fealy,** President & Co-Founder, ALUMinate

**Breakout 3:**
**The Tax Cuts and Jobs Act, Is This the End of the Charitable Deduction?**

Wright Ballroom 1

The Tax Cuts and Jobs Act doubles the standard income tax deduction causing some to predict that 2 million taxpayers will stop taking the charitable deduction resulting in a decline of as much as $20 billion in charitable giving in 2018. This session will review the changes in the law, how taxpayers may respond to them, and provide an overview of the deductibility of the various types of charitable gifts.

**Charles Slamar, Jr.**, Charles Slamar & Associates

2:45 pm Break

Wright Foyer

3:00 pm – 4:30 pm

**Plenary – The Dean’s Perspective:**
**Crafting a Story to Support Advancement and Engagement in a Time of Change**

Wright Ballroom 3

This panel of deans, representing a variety of law school settings with varying sizes of development teams, will discuss the unique challenges and opportunities they face when it comes to advancement and engagement in this new era of fundraising. Listen as they discuss how they have connected alumni with the shifting needs of legal education, how they have crafted narratives that inspire more alumni to support their law schools, how they have collaborated with their development teams, and the lessons they have learned along the way.

**Moderator**

**Laura Rosenbury,** Dean, University of Florida Levin College of Law

**Speakers**

**Jennifer Brown,** Dean, Quinnipiac University School of Law

**Eric Mitnick,** Dean, University of Massachusetts School of Law

**Trevor Morrison,** Dean, New York University School of Law

**Verna Williams,** Dean, University of Cincinnati College of Law

5:00 pm Networking Reception

Pullman
8:00 am
Breakfast

9:00 am – 10:30 am
Plenary – Women in Philanthropy: A Conversation with Donors

Women are a fast-rising force in philanthropy, exercising growing leadership in fundraising and bringing people together to mobilize huge resources for different causes. Don’t miss this unique opportunity to hear from our panel of female attorneys and businesswomen who provide financial support to their respective law schools as well as other philanthropic priorities. Learn about what motivates their giving, how they establish and manage philanthropic priorities and what they expect from the law schools and other organizations they support. Deans and fundraisers will hear direct advice and examples of their work with all types of schools and nonprofit organizations.

Moderator
Emily Mullin, Senior Director, Major and Annual Giving, Northwestern University Pritzker School of Law

Speakers
Christine Evans, Legal Director, Chicago Alliance Against Sexual Exploitation
Marlene Nations, Partner, Dentons US LLP
Nina Stillman, Retired Partner, Morgan Lewis & Bockius

10:30 am Break

10:45 am – Noon Breakout Sessions:

Breakout 1:
Advancement 101 for New Deans and Chief Development Officers Part 1: Deans’ Perspectives

This two-part series is designed to offer deans and development officers an opportunity to discuss advancement basics, best practices, emerging trends, and ways to innovate in a competitive fundraising environment. Deans are encouraged to attend these sessions with their chief development officers.

Part 1 features a panel of deans who will share their own experiences of developing and honing their fundraising skills and reflect on what they wish they had known about advancement when they started their deanships. The session also includes an interactive Q&A to address specific challenges participants are facing and to share additional perspectives. Topics will include:

- Defining advancement: it’s not just asking for money
- Balancing and prioritizing advancement among other demands on deans’ time and attention
- Assessing, benchmarking, setting goals for, and measuring the performance of your advancement programs
- Strategies for defining, prioritizing, and communicating your institutions’ fundraising priorities
- Building relationships with volunteer leadership and top donors
- Initiating campaigns or being part of larger university campaigns
- What deans should expect from their chief development officers (and what chief development officers should expect from their deans)

Moderator
Laura Rosenbury, Dean, University of Florida Levin College of Law

Speakers
Ben Barros, Dean, University of Toledo College of Law
Margaret Raymond, Dean, University of Wisconsin Law School
Daniel Rodriguez, Dean, Northwestern University Pritzker School of Law
Breakout 2:  
Affirm, Ask, Answer, Amplify: Leveraging Social Media for Your Campaign

People give and are involved where they feel connected, where they can feel confident of impact, and where they feel their values resonate. For law schools seeking to grow support, social media platforms can help you tell the stories alumni and friends want to hear—and to seamlessly translate engagement into giving, advocacy and involvement. University and nonprofit marketing experts will present case studies, examples, and tips to help communicators in big and small shops:

- Discover which social media platforms your alums use—and for what purposes
- Understand the content audiences are looking for and how to deliver it using the unique tools each platform offers
- Equip your networked supporters to amplify your message to their social and professional connections
- Explore tracking and attribution tools that will help you measure effectiveness and justify ongoing investment

Speakers
Michi Gupta, Senior Digital Strategist, Lipman Hearne Inc.
Colleen O’Grady, Associate VP and Philanthropic Strategist, Lipman Hearne Inc.

Breakout 3:  
Managing Internal Relationships to Advance Donor Conversations

A successful fundraising campaign is heavily dependent upon the convergence of multiple stakeholders within the law school, the university, and in the development office. Large donations involving new initiatives driven by donors require the collaboration of the dean, development office and often many others in and around the law school. This session will share past major gift successes and challenges from various perspectives and offer sound advice on how to manage expectations on all sides of the gift giving process.

Moderator
Emily Mullin, Senior Director, Major and Annual Giving, Northwestern University Pritzker School of Law

Speakers
Nan Edgerton, Assistant Dean for Development, Indiana University Robert H. McKinney School of Law
Scotty Mann, Associate Dean, Development and Alumni Relations, Vanderbilt Law School
David Nacol, Executive Director, Alumni Relations & Development, Northwestern University

Lunch and Keynote Program

Special Guests
Valerie Jarrett, Senior Distinguished Fellow at the University of Chicago Law School and Senior Advisor to the Obama Foundation
Daniel Rodriguez, Dean and Professor, Northwestern University Pritzker School of Law

Breakout Sessions:

Breakout 1:  
Advancement 101 for New Deans and Chief Development Officers Part 2: Fundraising Essentials

Part 2 features a panel of chief development officers with experience leading a wide range of law school and university advancement organizations in both their current and former roles. The session explores the nuts and bolts of building, growing, and sustaining high-performing advancement programs regardless of the programs’ size or maturity. The session also includes an interactive Q&A to address specific challenges participants are facing in their own institutions and to share additional advancement best practices. Topics will include:

- The Development Cycle (identifying, cultivating, soliciting, and stewarding): how and when best to deploy the dean
- Ways to give, including endowment v. expendable gifts, restricted v. unrestricted gifts, and planned gifts
- Program fundamentals: a primer on annual giving and major gifts
- Building and resourcing your advancement team
- Navigating your school’s relationship with university advancement
- Making the case: strategies for navigating prospect and donor conversations
Breakout 2: Best Practices in Strategic Talent Management

Focusing on and investing in an organization’s greatest asset—its talent—entails intentionally developing plans and strategies that effectively attract, develop, and retain top performers. A successful talent management strategy must be aligned with the overall business goals, and involve and impact staff at all levels of the organization. This session will address ways to take a proactive approach to talent management by exploring best practices in strategic talent acquisition, staff development, and optimizing the overall employee experience. This panel will offer practical tips for the busy manager that can be applied in any size organization, ensuring that you walk away with next steps to create a thoughtful and wise approach to maximizing organizational success through effective talent management.

Betsy Jackman, Executive Director, Talent Management, Office of University Development, University of Michigan

Breakout 3: Nonprofit Boards: Designing your Perfect Board

Panelists will share their personal experience and discuss the do’s and don’ts to consider when recruiting and engaging prospective board members.

Moderator
Nora Kantwill, Assistant Dean for Advancement, Loyola University Chicago School of Law

Speakers
Renee Citera, Founder, RGC Consulting Services, LLC; Trustee, Adler University and St. Ambros University; former Board Member, Constitutional Rights Foundation of Chicago
Jan Feldman, Executive Director, Lawyers for the Creative Arts in Chicago
Mitzi Norton, Director of the Office of the President, Adler University
Tonya Romin, Director of Development and Law Advancement, Loyola University Chicago School of Law

Break

Plenary – Affinity Groups: Diversity and Alumni Engagement: The New Face of Philanthropy

Panelists will share their experiences, offer specific examples and share best practices [and what not to do] on their outreach to affinity groups and working with women and minorities. You will hear about trends and approaches for engaging alumni and donors from across the diversity continuum, including Women in Leadership, Young Alumni, African Americans, Hispanics, and the LGBT community.

Moderator
Danielle Conway, Dean & Professor, University of Maine School of Law

Speakers
George Corton, Chief Development Officer and Senior Associate Vice President of Development, Florida International University
Darnell Hines, Jr., Senior Director of Alumni Engagement and Donor Relations, Northwestern University Pritzker School of Law
Brittany Kegley, Director of Young Alumni Engagement and Activities, University of Miami School of Law
Nathaniel O’Connell, Senior Leadership Gifts Officer, Boston University School of Law

Networking Reception

Streeterville Terrace
## FRIDAY | JUNE 1, 2018

### 7:00 am
**Breakfast**  
*Sullivan Ballroom C*

### 8:00 am – 9:30 am
**Plenary – Fundraising and Funding Trends and Observations**  
*Sullivan Ballroom A/B*

Panelists will discuss the recent trends in both fundraising and funding/awarding of grants, as well as how this affects the forecast for nonprofit organizations.

**Moderator**  
Nora Kantwill, Assistant Dean for Advancement, Loyola University Chicago School of Law

**Speakers**  
- Kelly McLaughlin Kennedy, Senior Director of Philanthropic and Strategic Initiatives, John G. Shedd Aquarium
- Dan Nisbet, Vice President of Development, Feeding America
- Martha Truby, Data Analytics Manager, Robert R. McCormick Foundation

### 9:30 am
**Break**  
*Sullivan Foyer*

### 9:45 am – 11:00 am
**Roundtables**  
*Sullivan Ballroom A/B*

Each table will have a leader/facilitator who will provide a brief intro to the topic. Attendees should come prepared with questions that the group can discuss in addition to questions facilitated by the leader. Attendees will have the opportunity to visit two discussions during the overall session, scheduled as follows:

- **9:45 am - 9:50 am**  
  *Intro to Roundtable Facilitators*
- **9:50 am - 10:25 am**  
  *Roundtable 1*
- **10:25 am - 11:00 am**  
  *Roundtable 2*

1. **Upgrading your Giving Society**  
   Shawn Gavin, Associate Dean, Alumni Affairs and Development, Cornell Law School

2. **Using Donor Challenges to Close Major Gifts**  
   Laura Rosenbury, Dean and Professor, University of Florida Levin College of Law

3. **Stewardship for Scholarship Donors**  
   Georgina Angones, Assistant Dean, Law Development and Alumni Relations, University of Miami School of Law

4. **Big Fundraising/Small Shop**  
   Jennifer Crane, Director of Development, University of Maine School of Law

5. **Alumni Relations and Annual Giving: Getting 100% Participation from Clubs/Volunteers**  
   Emily Meisenzahl, Assistant Director, Alumni Engagement, Northwestern University Pritzker School of Law

6. **Social Media for Law Schools**  
   Whitney Smith, Assistant Dean for Messaging and Outreach, University of Florida Levin College of Law

7. **Fundraising for Public Interest Clinics**  
   Nick Vagelatos, Assistant Dean for Development and Alumni Relations, New York University School of Law

### 11:00 am
**Conference Concludes**
2018 LAW SCHOOL DEVELOPMENT CONFERENCE COMMITTEE

CO-CHAIRS

Emily Mullin
Senior Director, Major and Annual Giving
Northwestern University Pritzker School of Law

Laura Rosenbury
Dean and Professor
University of Florida, Fredric G. Levin College of Law

MEMBERS

Georgina Angones
Assistant Dean
Law Development and Alumni Relations
University of Miami School of Law

Danielle Conway
Dean and Professor
University of Maine School of Law

Julia Erwin-Weiner
Senior Associate Dean for External Relations
Stanford University Law School

Shawn Gavin
Associate Dean for Alumni Affairs and Development
Cornell Law School

Nora Kantwill
Assistant Dean for Advancement
Loyola University Chicago School of Law

Trevor Morrison
Dean and Professor
New York University School of Law

Daniel Rodriguez
Dean and Professor
Northwestern University Pritzker School of Law

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