

2008 AMA Nonprofit Marketing Conference
Telling Your Story: From Vision to Results
July 14-16, 2008
Mandarin Oriental - Washington, D.C.

Every nonprofit has a story. As the organization's marketing professional, it's your job to make sure it's being told – and truly engaging the audiences you need to reach. How are *you* doing?

If you're like other nonprofit marketers, you would welcome an opportunity to step back from every-day demands and focus on your organization's biggest asset – its story.

This year's conference is your chance! Join nonprofit marketing colleagues from across the country for three days of interactive sessions that will equip you to be more successful conveying your story – and increasing the power of your nonprofit's brand.

After kicking off the conference with a keynote presentation and workshop on storytelling, we'll offer case studies of organizations that are getting it right, dig into how to convey messages using specific marketing channels, and – ultimately – share how to measure the results of your work.

You'll leave this conference equipped to inspire *your* unique audiences to action and prove – to internal and external stakeholders – the vital role marketing plays in delivering on your organization's mission.

- Participate in interactive sessions with high-caliber speakers
- Learn from your colleagues' success (and missteps)
- Get face time with leading marketing experts
- Build your professional network
- Win prizes in our drawings
- Visit with exhibitors to learn how they can help you
- Recharge your battery and get new inspiration

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Cynthia Round, Executive Vice President, Brand Leadership, United Way of America
Brian Sobelman, Associate Vice President, Internet and Direct Marketing, Save the Children
Jeff Terry, Vice President, Cause Branding, Cone, LLC

Monday, July 14

7:30 - 8:00 a.m. Tutorial Registration

10:00 a.m. - 5:00 p.m. Conference Registration

Noon - 7:00 p.m. Exhibits

8:00 a.m. - 12:00 p.m. Optional Tutorials

A. Branding for Success

Larry Checco, President, Checco Communications

A good brand is far less about marketing, logos and taglines and far more about quality leadership and staff, accountable and ethical behavior and an organization's willingness, ability and commitment to live up to whatever it says about itself. This tutorial will provide practical, cost-effective ways to incorporate good branding strategies into your everyday business activities.

In this interactive tutorial learn:

- How to create a brand that is an accurate and honest reflection of your organization
- Cost-effective strategies for promoting your brand
- What it means to protect your brand

Optional: Bring samples of your organization's printed materials (i.e. brochures, flyers, annual reports, etc.). We'll peer-review them in class to determine how well they reflect your brand.

B. One to One Marketing: Using Technology to Connect with Individuals

Steve MacLaughlin, Director, Internet Solutions, Blackbaud, Inc., Michael Cervino, Vice President & Co-Founder, Beaconfire Consulting, Inc.

This session will demystify emerging communication channels collectively known as social media. Participants will reach a better understanding of how to use email, websites, RSS feeds, direct mail, stewardship, and social networking sites to improve people-to-people marketing, fundraising and friend-raising. During the interactive portion of this session, participants will work with peers to develop a wireframe multi-channel marketing plan based on real-world cases.

Learning objectives:

- Understand trends in marketing around one-to-one interaction with individuals (advocate, member, donor, prospect)
- Be able to describe results of social media as used by nonprofits and for-profits
- Prepare a plan to strategically apply social media into your marketing efforts

C. Marketing and Fundraising for the Small Shop

Marc A. Pitman, The Fundraising Coach, Fundraisingcoach.com

How do you differentiate your organization within your market while keeping up with the conflicting expectations of managing and meetings without going insane? And keep up with new tools and networks?

Join Marc A. Pitman, author of *Ask Without Fear!* and a Certified Franklin Covey Coach, to learn:

- A simple 3-step process to coordinating all of your organization's communication
- How a trip to the supermarket can help you make your story engaging
- 4 practical ways to build buzz
- 6 powerful tools to help tame the task-list tiger
- Ways to make your fundraising more appealing

12:00 - 1:00 p.m. Lunch on Your Own

1:00 - 1:30 p.m. First Time Attendee Orientation

If you are interested in meeting other first time attendees and hearing how to make the most out of this conference, AMA Foundation Board members and conference committee representatives invite you to attend a special welcome orientation. Members of the AMA Foundation Board and conference committee representatives will be your hosts. To join us, please click the "first time attendee" box when registering.

1:30 – 1:40 p.m. Conference Introduction - Rachel Hutchisson – Conference Chairperson, Director, Corporate Relations & Philanthropy, Blackbaud, Inc.

Session 1 – Keynote

1:40 – 3:30 p.m. Storytelling as Best Practice

Andy Goodman

Since we first began talking to each other, telling stories has been an effective way to capture attention, engage an audience, and motivate them to act. In the public interest sector, though, translating complex issues, goals that are often intangible and abstract ideas into a good story can be a daunting challenge. Modern technology has given us shiny new tools to help us communicate – from PowerPoint to the Internet – but in our fervor to remain current (and appear "professional") we often ignore our natural inclination to tell a good story. In "Storytelling as Best Practice," Andy Goodman will explain why he believes storytelling is the single most powerful communication tool you possess, and he will offer specific ways your organization can use stories to advance your mission.

An author and nationally-recognized speaker based in Los Angeles, Andy Goodman (www.agoodmanonline.com) specializes in helping nonprofits, foundations, government agencies and educational institutions reach more people more effectively. As a public speaker, Andy regularly delivers presentations including, "The Four Connecting Points," "Storytelling as Best Practice," and "Why Bad Ads Happen to Good Causes." He publishes a monthly newsletter, *free-range thinking* that profiles best practices in public interest communications and is author of the books *Why Bad Ads Happen to Good Causes* and *Why Bad Presentations*

Happen to Good Causes. Andy was also selected by Al Gore to train 1,000 volunteers who are currently making presentations about global warming around the world.

3:30 – 4:00 p.m. Break

Session 2

4:00 – 5:30 p.m. Story Telling Breakouts – Facilitated Sessions

You will learn to tell your own story through experiential learning. Andy and facilitators will work with you to tell your own story in this hands-on session.

5:30 - 7:00 p.m. Evening Reception

Tuesday, July 15

8:00 a.m. - 5:00 p.m. Registration

8:00 a.m. – 6:45 p.m. Tabletop Exhibits

8:00 - 8:30 a.m. Continental Breakfast

8:30 – 9:30 a.m. Session 1

Journey to “I Am Powerful”: Building the Next Generation of Support for CARE

Beth Meyer, Director of Corporate Marketing Alliance, CARE

Join Beth Meyer, Vice President of Communications and Marketing for CARE, to hear about CARE’s *I Am Powerful* marketing campaign, part of the organization’s effort to fight extreme poverty through the empowerment of women. Experience the story yourself through Beth’s multimedia presentation, hear what the organization went through to make the campaign a reality, and share in “lessons learned” that you can apply to campaigns at your nonprofit.

9:30 – 10:00 a.m. Break

9:30 – 10:00 a.m. AMA Nonprofit Special Interest Group (SIG) Break

If you are a member of the AMA Nonprofit SIG, or interested in learning more, please join us.

10:00 – 11:00 a.m. Concurrent Sessions 2

1. Telling Ten Thousand Teachers' Stories: "High Touch" Online Fundraising and DonorsChoose.org

Erica Goldman, Vice President of Consumer Marketing, DonorsChoose.org

An effective marketing initiative accomplishes two key objectives: (1) telling the organization’s story and (2) inspiring action, often in the form of a donation. An organization’s website is a critical tool in meeting both of these goals... and for a web-based nonprofit, the website can make or break the organization’s success. In this session, we will discuss some lessons learned in Internet marketing from DonorsChoose.org, a nonprofit that uses an e-commerce model to inspire donations and deliver resources to high-need public schools. DonorsChoose.org aims to combine “high tech” and “high touch” marketing strategies to engage its donors, while accomplishing its social mission.

2. Storytelling through Media

Brian Sobelman, Associate VP, Internet and Direct Marketing, Save the Children

What are the synergies between the various media channels for nonprofit resource mobilization and brand building? How do you integrate email, postal mail, telemarketing, and TV? Hear and see a real-world view of some innovative projects, products and results that combine these channels to maximize audience reach and fundraising.

3. How to Attract Diverse Audiences and Sustain Their Engagement

Donna Walker-Kuhne, President, Walker International Communications Group, Inc.

Donna Walker-Kuhne, national audience development authority, will share insights on engaging diverse communities as participants in the nonprofit arena from her new book *Invitation to the Party*. In this session, she will cover her “10 Tools for Building Audiences” as well as leading a discussion on the impact of social networks, audience research, and tapping into new arenas such as corporate employee groups and the faith-based community. This discussion will provide you an opportunity to ask pointed questions about how you can apply these insights to your own organization.

11:00 – 11:15 a.m. Travel Time

11:15 a.m. – 12:15 p.m. Concurrent Sessions 3

1. Marketing New Ventures: Building Community Before the Doors Open

Kim Bowman, Vice President of Advancement and Foundation Executive Director, South Carolina Governor’s School for Science and Math and Pam Quatchak, Director of Marketing and Communications, August Wilson Center for African American Culture

How do you market something that isn’t there? It’s a simple question that more of us face than you might realize. Whether you’re launching a completely new organization, adding a new building (or wing) to your campus, or laying the groundwork for an important new program or service, marketers face a unique challenge – building community (and brand) before your new offering is available for use. In this session, Pam Quatchak and Kim Bowman will share their extensive experience in creating brands and building communities of engaged supporters for a variety of different organizations. The session will include the stories of a variety of organizations, focusing especially on three years leading up to the opening of the EdVenture Children’s Museum in Columbia, SC, and the pending opening of the August Wilson Center for African American Culture in Pittsburgh, PA. In addition to sharing ideas and lessons learned, the speakers will touch on how they reach out to diverse communities as a part of their work.

2. Building Passion Brands: Telling Your Story to Different Audiences

Anu Gandhi, Marketing Director, Cause Initiative and Integrated Marketing, American Heart Association

This session will teach you how to create brands that will reach, engage, and truly delight multiple and diverse target audiences. Payoffs include: acquisition and retention of customers, greater impact, increased fundraising, an enhanced competitive edge, and stronger, longer corporate partnerships. Learn how the American Heart Association (AHA) has successfully engaged four distinct and diverse cause audiences by creating highly sought-after passion brands that speak directly to the distinct audiences.

3. The Story-Driven Board: Creating Leaders, Storytellers, Champions

June Bradham, President, Corporate DevelopMint

For years, marketing, fundraising and board development have always been placed in separate boxes, overseen by those with different expertise. This separation may make sense on your organization chart, but to communicate a consistent, compelling story, integration of these key pieces is critical. In this session, June Bradham – an expert on nonprofit strategy, board development and high-end fundraising – will discuss how to work with board members to do more than just open their wallets. Story-driven board development will not just keep your leaders informed, it will create champions – champions who speak your organization's language in the community, embrace your story as their story, and blossom from board members into major donors.

12:15 – 1:30 p.m. Lunch

Join us, and our presenting sponsor *The Nonprofit Times*, in honoring the first-ever recipient of the Nonprofit Marketer of the Year Award. This new award, to be given annually by the American Marketing Association and the American Marketing Association Foundation, honors a nonprofit marketing professional's leadership and achievements in the field of nonprofit marketing.

1:30 – 2:30 p.m. Concurrent Sessions 4

1. A Study in Modern Day Movement Building

Bill Toliver, Executive Director, The Matala Line

This session will analyze some of the most successful movement building campaigns in the nonprofit world, deconstruct how they were created, and reconstruct them in a way that provides you with the basic tools you need to build an appropriate movement of your own. This session will also provide specific advice on leveraging the internet and guerilla marketing tactics and will culminate in a real-world case study of a nonprofit that's on its way to building a movement of its own.

2. New Waves of Marketing

Janet Lea, Vice President, Sherry Matthews Advocacy Marketing

In a state where five people are killed every day in alcohol-related traffic crashes, the stakes are high when it comes to public education measures to stem the tide. That's why surf, sand and cyberspace are taking the place of traditional advertising in Texas to appeal to hard-to-reach 18- to 34-year olds most likely to be the drunk driver. Find out how the Texas Department of Transportation is using nontraditional media—from YouTube style videos to plastic deer gone wild—to promote sober driving in the Lone Star State.

3. The Power of New Media: ACS Relay for Life and Second Life

Randal Moss, Director, Futuring and Innovation Center, American Cancer Society

American Cancer Society will illustrate how by using new media, via Second Life, they were able to take their story to a new audience and engage them in the Relay for Life. ACS will discuss how the organization engages in new media strategies both to support marketing and fundraising.

2:30 – 2:45 p.m. Travel Time

2:45 – 3:45 p.m. Concurrent Sessions 5

1. Using Celebrity to Promote Social Change and Awareness

Ellen Haddigan, Executive Director, Diamond Empowerment Fund (D.E.F.)

Using a cause marketing model, the Diamond Empowerment Fund™ (D.E.F.) was founded in 2007 to support education initiatives that empower economically disadvantaged people in African nations where diamonds are a natural resource. D.E.F. wants a conscious consumer to have choices when shopping for diamond jewelry, and to choose pieces that provide opportunity for Africa's most important natural resource – its young minds and future leaders. Founder and chairman Russell Simmons started the trend with his own Simmons Jewelry Co., and their "Green Bracelet" that has been spotted on many high profile wrists, from Beyonce to Bill Clinton. D.E.F.'s executive director, Ellen Haddigan, will share the vision for giving the consumer many choices in diamond jewelry that all share the common element that they help African youth shine through education.

2. And the results are in... Findings from the 2008 AMA/Lipman Hearne Nonprofit Marketing Survey

Donna VanDeWater, Managing Director & Principal, Lipman Hearne
Mary Rownd, Director of Marketing, American Marketing Association

Is your organization's marketing strategy, budget, and staffing keeping pace with your peers? In this session, Lipman Hearne and the AMA will unveil results of its national benchmarking survey of 1,000 nonprofit organizations, representing all sectors. The findings of this first-ever study will inform your understanding and decision-making about industry practices and trends, management of the marketing function, effective strategies and tactics, budgets, trends, staffing, and more.

3:45 – 4:15 p.m. Break

4:15 – 5:15 p.m. Session 6

The Importance of Telling YOUR Story – the Executive's Perspective

Ellen Haddigan, Executive Director, Diamond Empowerment Fund, Ann Palmer, Senior Vice President, Field Management, Cystic Fibrosis Foundation, Chuck Brady, Deputy Executive Director, Cal Ripken, Sr. Foundation, Paula Oyer Berezin, President & Chief Strategist Social Capital Partnerships (moderator)

Why is there a resurgence among today's business leaders in storytelling at a time when electronic communications might seem to make it obsolete? Human beings have been communicating with each other through storytelling since we lived in caves and sat around campfires exchanging tales. What is new today about storytelling is the purposeful use of the narrative to consistently communicate an organization's vision to staff, members and the public. In this panel session, three senior executives will discuss how they use story telling to keep their organization on track and take it to the next level.

5:15 – 6:45 p.m. Reception *sponsored by the American Marketing Association Foundation*

7:00 p.m. Dine Around - Optional Sign Up to Join Other Attendees at Area Restaurants

Wednesday, July 16

8:00 a.m. - 12:00 p.m. Conference Registration

8:00 - 10:00 a.m. Exhibits

8:00 - 8:30 a.m. Continental Breakfast

8:30 – 9:30 a.m. Concurrent Sessions 1

1. Tying Marketing and Program Delivery for Results

Angela Geiger, Vice President, Constituent Relations, Alzheimer's Association

Matt Shapiro, Senior Director, Business Development, United Way of New York City

Today's nonprofit marketer is responsible for delivering beyond the marketers of yesteryear. Social Innovation, Community Impact and Move the Needle are daily phrases of our lives. Hear about two different frameworks – equally innovative in their approach – that have successfully aligned programming, marketing and measurement to deliver not only impact results that fuel the sustainability of their efforts, but incredible mission-based value for their organizations and communities. Two viewpoints, the national Alzheimer's Association and United Way of New York City will explore successes in a way that's scalable to your goals.

2. Measuring Marketing Outcomes of Partnerships

Scott Anderson, Sr. Director, Corporate Relations, Habitat for Humanity International

This session will present the mutually beneficial results of strategically-aligned and co-branded integrated marketing programs between a nonprofit and corporation. The session will highlight how Habitat for Humanity and Whirlpool Corporation built upon its initial partnership to create an innovative marketing and communications strategy that created measurable results for each, evolved and strengthened the partnership and helped each establish new ways to reach its audiences. Finally, this session examines how all this is possible without compromising your brand, values or principles.

3. How Do You Measure Programmatic Outcomes?

Dr. Jennifer Cullen, Director, Research & Evaluation, American Legacy Foundation, Kelly A.

Koczak, Vice President, Marketing Communications, Produce Marketing Association,

Betsy Shaw, Director, National Center for Environmental Innovation, U.S. EPA

Today, successful marketing ***requires*** the ability to measure the effectiveness of a campaign regardless of what business you are in. With a good marketing measurement program in place, you can easily demonstrate your program's progress, its strategic contributions to the organization and increase member and stakeholder satisfaction.

This session will bring together three different organizations that have been successful in implementing and measuring the effectiveness of their marketing programs. The Produce Marketing Association discovered how the people – the "Heart and Soul" of their industry – were truly what defined the organization and will share how their campaign success was determined, tracked and analyzed, and discuss the measurable outcomes. The American Legacy Foundation will share results from the EX Campaign – designing and evaluating the

effectiveness of the campaign targeting adult smokers who want to quit and those preparing to quit and the EPA's National Center for Environmental Innovation will share lessons learned from measuring and evaluating results of the 50 plus EPA Partnerships Programs ranging from Energy Star to Waste Wise.

9:30 – 10:00 a.m. Break

10:00 – 11:00 a.m. Session 2

Monetizing Passion – Brendan Hurley, Senior Vice President, Marketing & Communications, Goodwill of Greater Washington, Lin MacMaster, Senior Managing Director, Member Experience, AARP, Jennifer Gennaro Oxley, Managing Director, Mid-Market & Small Business, U.S. Chamber of Commerce (moderator)

So you work for a cause or an association you know is making a difference AND you have impassioned supporters BUT you can't seem to raise enough money to make the difference THEY request and/or need. How frustrating! This group of experienced panelists will steer you through an interactive session on understanding your value proposition and turning that into an "obvious" buy for your prospective donors and/or member companies. Look to take away at least three new ideas from our panelists and your peers!

11:00 a.m. – 12:00 p.m. Session 3

Marketing Civic Activism

Michael Silberman, Partner and Co-Founder, EchoDitto

This session will explore methods of engaging broad audiences and inspiring them to take action on pressing social issues. Through events, targeted materials, online outreach and other activities – the Clinton Foundation has inspired people ranging from ordinary citizens around the world to CEOs and world leaders to take action on challenging issues of our time. Through the 2007 publication and launch of his book *Giving: How Each of Us Can Change the World*, President Clinton encouraged thousands of people to give time, money, knowledge and talents to helping others. We will review the marketing channels used to inspire these actions through case studies and discussion.

12:00 – 1:00 p.m. Boxed Lunch – grab a lunch to go or join fellow attendees for lunch

CONFERENCE ENDS