



American Marketing Association
 311 South Wacker Drive #5800
 Chicago IL 60606-2266

2008 AMA NONPROFIT MARKETING CONFERENCE

Telling Your Story

From Vision To Results

JULY 14-16 | 2008
 MANDARIN ORIENTAL
 WASHINGTON D.C.

Nonprofit Org.
 U.S. Postage
PAID
 Permit No. 595
 Palatine, IL 60095

Telling Your Story

From Vision To Results

In partnership with the AMA Foundation

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?

REGISTER BY JUNE 16TH AND SAVE \$100



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 quality 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

NEW FOR 2008

Nonprofit Marketer of the Year Award

Join us during lunch on Tuesday, July 15th while we honor 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, recognizes an outstanding professional who has made significant contributions to the nonprofit marketing profession.

"I am fairly new to the nonprofit sector and have been surprised at how most nonprofits don't rely on marketing professionals like me. This conference really reinforced for me how important marketing can be to this sector. The conference gave me much needed ammunition to take back to senior management and our board."

2007 AMA Nonprofit Marketing Conference Attendee

"Andy makes such a good case for storytelling and explains how to tell a story so well, that I find myself thinking in those terms every time I talk about what NEETF does."

*Patrick Deavy, Director of Development
National Environmental Education and Training Foundation*

"Storytelling as Best Practice" with Andy Goodman

BROUGHT TO YOU BY LIPMAN HEARNE

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 nonprofit 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.

Join keynote speaker Andy Goodman to hear why he believes storytelling is the single most powerful communication tool you possess. Leave the session with key examples of how your organization can use stories to advance your mission.



- Founder of the American Comedy Network
- Successful television writer and producer
- Author of books; *Why Bad Ads Happen to Good Causes* and *Why Bad Presentations Happen to Good Causes*
- Communications consultant and trainer specializing in helping nonprofits, foundations, government agencies, and educational agencies effectively communicate better

PROGRAM HIGHLIGHTS

General Sessions

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

ELLEN HADDIGAN, Executive Director, Diamond Empowerment Fund

PAULA OYER BEREZIN, President & Chief Strategist, Social Capital Partnerships (moderator)

STEVE SALEM, Executive Director, Cal Ripken Sr. Foundation

Using Celebrity to Promote Social Change and Awareness

ELLEN HADDIGAN, Executive Director, Diamond Empowerment Fund

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

DEBRA NEUMAN, Senior Vice President, Resource Development, CARE

Monetizing Passion

JENNIFER GENNARO OXLEY, Managing Director, Mid-Market & Small Business, U.S. Chamber of Commerce (moderator)

BRENDAN HURLEY, Senior Vice President, Marketing & Communications Goodwill of Greater Washington

LIN MACMASTER, Senior Managing Director, Member Experience, AARP

Marketing Civic Activism

COURTNEY DIESEL O’DONNELL, Director of Marketing, William J. Clinton Foundation

“I enjoyed being in the company of others in my line of work. The conference is one of just a few opportunities I have to meet folks who do what I do and work at the scale at which I work.”

2007 AMA Nonprofit Marketing Conference Attendee

Breakout Sessions

STORYTELLING

Telling Ten Thousand Teachers’ Stories: “High Touch” Online Fundraising and DonorsChoose.org

ERICA GOLDMAN, Vice President of Consumer Marketing, DonorsChoose.org

Storytelling through Media

ETTORE ROSSETTI, Associate Director, Internet Marketing, Save the Children

BRIAN SOBELMAN, Associate Vice President, Internet and Direct Marketing, Save the Children

Marketing New Ventures: Building Community Before the Doors Open

PAM QUATCHAK, Director of Marketing and Communications, August Wilson Center for African American Culture

MARKETING CHANNELS

New Waves of Marketing

JANET LEA, Vice President, Sherry Matthews Advocacy Marketing

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

RANDAL MOSS, Director, Futuring and Innovation Center, American Cancer Society

How to Attract Diverse Audiences & Sustain Their Engagement

DONNA WALKER—KUHNE, President, Walker International Communications Group, Inc.

Building Passion Brands: Telling Your Story to Different Audiences

KATHY ROGERS, Vice President, Cause Initiatives & Integrated Marketing, American Heart Association

A Study in Modern Day Movement Building

BILL TOLIVER, Executive Director, The Matala Line

TO VIEW THE FULL AGENDA PLEASE VISIT THE WEB AT:

WWW.MARKETINGPOWER.COM/NONPROFIT

PROGRAM HIGHLIGHTS

Breakout Sessions

MEASURING RESULTS

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

Measuring Marketing Outcomes of Partnerships

SCOTT ANDERSON, Senior Director, Corporate Relations, Habitat for Humanity International

How Do You Measure Programmatic Outcomes?

DR. JENNIFER CULLEN, Director, Research & Evaluation, American Legacy Foundation

KELLY KOZAK, Director of Marketing, Produce Marketing Association

BETSY SHAW, Director, National Center for Environmental Innovation, U.S. Environmental Protection Agency

More Breakout Sessions on the website, visit
www.marketingpower.com/nonprofit

TO VIEW THE FULL AGENDA PLEASE VISIT THE WEB AT:

"I am going to strongly recommend this conference to each and every one of my colleagues."

2007 AMA Nonprofit Marketing Conference Attendee

Make more of your experience by attending an optional pre-conference session.

TOPICS INCLUDE

Branding for Success

LARRY CHECCO, President, Checco Communications

One to One Marketing: Using Technology to Connect with Individuals

STEVE MACLAUGHLIN, Director, Internet Solutions, Blackbaud, Inc.

Marketing and Fundraising for the Small Shop

MARC A. PITMAN, The Fundraising Coach

WWW.MARKETINGPOWER.COM/NONPROFIT

CONFERENCE ADVISORS

TOM ABRAHAMSON, Managing Director & Principal, Lipman Hearne, Inc.

ALAN R. ANDREASEN, Professor of Marketing, Georgetown University

PAULA OYER BEREZIN, President and Chief Strategist, Social Capital Partnerships

MEME DRUMWRIGHT, Professor of Advertising, University of Texas at Austin

CAROLYN MILES, Executive Vice President/Chief Operating Officer, Save the Children

ALICE SABL, Vice President, Membership, Goodman Theatre Companies

BILL TOLIVER, Managing Director, The Matala Line

CONFERENCE COMMITTEE

RACHEL HUTCHISSON (2008 CHAIR), Director of Corporate Relations and Philanthropy, Blackbaud, Inc.

CYNTHIA ROUND (2009 CHAIR), Senior Vice President, Brand Leadership, United Way of America

CASEY MINIX BAGNALL, Strategic Partner Relations, American Red Cross National Headquarters

KAREN BRESSON, Director of Marketing & Branding, Society of Actuaries

LISA CHERNICK, Executive Director, AMA Foundation

JENNIFER GENNARO OXLEY, D.C. Chapter President (AMA) and Managing Director, Mid-Market & Small Business, U.S. Chamber of Commerce

ELAINE FOGEL, President and CMO, SOLUTIONS Marketing & Consulting LLC, AMA Nonprofit SIG Leader

CLARA NELSON, Program Manager, American Marketing Association

BRIAN SOBELMAN, Associate Vice President, Internet and Direct Marketing, Save the Children

JEFF TERRY, Vice President, Cause Branding, Cone, Inc.

CONFERENCE SPONSORS

Lipman Hearne

Blackbaud®

THE NONPROFIT TIMES
The Leading Business Publication For Nonprofit Management

REGISTRATION FEES

Register by June 16th and save \$100

AMA MEMBER - \$619

NON-MEMBER - \$876

Please add \$100 to registration fee after June 16, 2008

TUTORIAL FEES

AMA MEMBER \$275

NON-MEMBER \$300

*Please add an additional \$25 to tutorial fees after June 16, 2008.

Register now at:

www.marketingpower.com/nonprofit

Exhibit and Sponsorship opportunities available.

Contact Lore Gil at: lgil@ama.org or call 312.542.9033