



WORK GROUP AGENDA

PLANNING COMMITTEE:

- Sherry Bell, President, Founder & CEO, Grow Fundraising & Consulting Inc
- Giovana Brayman, Senior Client Service Manager, Ascenta Group
- Rachel Feldman, Director, Sustainer Strategy, Humane Society of the United States
- Tracey Goetchius, Account Manager, Lautman Maska Neill & Company
- Seth Merritt, Vice President, Donor Voice
- Tina Meyer, Director, New Donor Acquisition, IFAW
- Vincenzo Spagnola, Member Services Associate, PFFA

ADMINISTRATION & SUPPORT: Vince Spagnola

EMCEE: Tina Meyer, IFAW & PFFA BOD

Session Key:

- Acquisition
- Retention, Stewardship & Cultivation
- Benchmarking
- PFFA member specifics

***Includes dedicated discussion time in addition to Q&A**

8:30 – 9:00	Breakfast & Beverages
9:00 – 9:15	Welcome, introductions & housekeeping Tina Meyer, Director of Sustainer
9:15 – 10:15	Tina Meyer, Interim President, PFFA BOD and Monica Muten, Treasurer



PFFA Annual Member Meeting - A Look Back and Ahead *

10:15 – 10:30

Break

10:30 – 11:00

Leveraging Your F2F Investment through One Time Donors

Ken Petterson, Director of Donor Engagement, Autism Spectrum Disorder Fund (ASDF)

Sherry Bell, CEO & Lead Consultant, Grow Fundraising & Consulting Inc.

Description: What to about F2F acquired one-time gifts? There's a lot you can do. Whether it is a stand along F2F One-time gift acquisition campaign, clawbacks or month 1 cancellations, these donors can be valuable. This session will share the testing and results for outbound telemarketing efforts and the results of those efforts.

11:00 – 11:35

A Face-to-Face Case Study: How Door-to-Door Fundraising Flipped the Script for Acquisition Success in Public Media

Hunter Sears, Director of Partnership Development, CDP

Trever Hutcheson, VP of Operations, Donor Development Strategies

Description: Contributor Development Partnership was founded as an initiative within WGBH in 2011, CDP is now an independent public benefit corporation working on behalf of more than 230 public radio and television stations to share data across the system, analyze fundraising performance, and develop best practices.

With their partners at Donor Development Strategies (DDS), CDP helped build and manage face-to-face acquisition programs that have generated nearly a half a million new donors within the last 5 years. Join this session to find out how they did it and learn more about public media and what you can learn for your program.

11:35 – 12:05

Face-to-Face Inbox Email Save Pilot

Rachel E. Feldman, Director, Sustainer Strategies, The Humane Society of the United States (HSUS)



Description: What is a “Save rate”? How do you track it? What does success look like? Join this session to identify at least one way to optimize your investment in face-to-face fundraising. They are expensive so once you acquire them, let’s keep them.

12:05 – 1:35

Lunch catered by Noon Mediterranean

1:35 – 2:45

Best of F2F Benchmarking Workshop & Discussion * ●

Karen Barr, Managing Director, Individual Giving, Share our Strength – No Kid Hungry Campaign

Monica Muten, Vice President, Direct Response Marketing, Special Olympics International and Stefanie Schiavone, Senior Manager, Direct Response Marketing, Special Olympics International

Rachel E. Feldman, Director, Sustainer Strategies, The Humane Society of the United States (HSUS)

Description: The PFFA has invited top performers in several categories to share the why, what and how they became top performers in highest concentration of sustainers over 40 yrs. old; first 3-month retention; highest levels of nonmonthly donors; and more. Each speaker will share their knowledge in a 15-20 session and we have set aside plenty of time to discuss during and after.

2:45 – 2:55

Break

2:55 – 3:25

2024 donorCentrics | Sustainer Summit | Key Insights and Themes ●

Paige Grainger, Senior Principal Strategic Consultant, Blackbaud

Description: Each year, donorCentrics compiles fundraising data from a broad sample of large national nonprofits to evaluate overall trends in recurring giving behavior.

Join recurring giving expert Paige Grainger to learn key insights from the *2024 donorCentrics Sustainer Summit*, which brings together analysis of 20 million donors and over \$3.3 billion from organizations of varying sizes and missions. Takeaways will include insights into



key sustainer metrics and emerging trends from organizations focused on growing their recurring giving populations.

3:25 – 3:35

Break

3:35 – 4:35

Voices from the Field: What works best for the fundraisers to build teams, scale programs and acquire quality sustainers? * ●

Gabriel Bernstein, Field Director, Genuine Engagement
Trevor Hutcheson, VP of Operations, Donor Development Strategies
Rachel O'Hara, National Fundraising Manager, GIG
Shauna Sheldon, City Coordinator, All for One Fundraising
Sydney Snowden, Trainer, Grassroots Team

Description: Join us for a panel discussion with the people out in public securing donations through door, street and other various types of face-to-face fundraising – your fundraisers, trainers and strategic field staffers. We will dig into what is most helpful, supportive and impactful for field teams in order to hire, train, retain and grow face-to-face fundraisers while achieving high quality markers.

4:35 – 4:50

Voices from the Field: Break Out Discussion Mixer * ●

4:50 – 5:00

Closing remarks & announcements

5:30 – 7:30

Work Group Networking Happy Hour (aka relaxation station)

Tugboats at Hyannis Marina

11 Arlington St, West Yarmouth, MA 02673

