

An Open Discussion on Mid-Level Giving & Moves Management

August 2016

AUGUST 2-3 | New York Hilton Midtown | New York, NY | #NYNP2016



2016 New York
Nonprofit Conference



**GET GRITTY. GET GOING.
GET GREAT!**

Today's Discussion

- Introductions of Panelists
- Discussion Format
- Mid-Level Giving Information Grid
- Types of Mid-Level Giving Programs
- Primary Topics:
 - Targeting & Segmentation
 - Communication Strategies & Concierge Programs
 - Cross-Department Coordination
 - Metrics & Performance
- Wrap-Up



The Panel

Emily Anderson – Catholic Relief Services

Karen Barr – Save The Children

Vicky Barret-Putnam – Sierra Club

Katherine Bowen - The Nature Conservancy

Evan Johnson – Mercy Corps

Jann Schultz – Project HOPE

Angie Moore – Eleventy Marketing Group



Discussion Format

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Guess What?
There Really Is NO Deck!
There is an information grid.
There is discussion.



- Targeting & Segmentation
- Communication Strategies & Concierge Programs
- Cross-Department Coordination
- Metrics & Performance