

Summit for Wisconsin Annual Giving Schedule

8:30-9:00	Continental Breakfast <i>(sponsored by Wilson Bennett Technologies)</i> Legacy Room	
9:00-9:20	Introductions Legacy Room	
9:20-10:15 (55 mins)	"Creating a Culture of Philanthropy on Your Campus" Bill Falk & Jenifer Allen - St. Norbert's College Legacy Room	
10:15-10:25	BREAK	
10:25-11:10 (45 mins)	Trends in Young Alumni Giving Sara Harvey - Marquette University Room 374	Caller Motivation & Management Dan Krueger - UW-Stevens Point Room 378
11:10-11:15	BREAK	
11:15-12:00 (45 mins)	Testing Ask Ladder Strategies Sarah French - UW-River Falls Room 374	Online Giving Challenges Dan Krueger - UW-Stevens Point Room 378
12:00-1:15 (75 mins)	LUNCH <i>(sponsored by JHL Digital Direct)</i> Q&A with John Leek and Jim Felhofer from JHL Legacy Room	
1:15-2:00 (45 mins)	Creating a Solicitation Schedule Sarah French - UW-River Falls Room 374	Phonathon Segmenting & Goal Setting Dan Krueger - UW-Stevens Point Room 378
2:00-2:10	BREAK	
2:10-2:50 (40 mins)	"Are We Being Successful?" Sara Harvey - Marquette University Legacy Room	
2:50-3:00	Wrap-up Legacy Room	
3:00	GO HOME!!!!	

SWAG Conference Schedule

August 5, 2016

8:30 – 9:15	Continental Breakfast (sponsored by Target Analytics) Alumni Memorial Union (AMU) Room 227	
9:15-9:30	Introductions and Welcome AMU Room 227	
9:30 – 10:00	Trends in Annual Giving Fundraising Gareth Blarney – Target Analytics AMU Room 227	
10:00 – 10:15	BREAK	
10:15 – 11:00	Phonathon Pledge Fulfillment Strategies Kayla Schumacher, Lawrence University AMU Room 252	Annual Giving Officer Roundtable Lisa Scalessi and Brittany Warren – Marquette University AMU Room 254
11:00 – 11:15	BREAK	
11:15 – 12:00	Creating your Annual Solicitation Schedule Dan Krueger – UW-Stevens Point AMU 227	
12:00-1:00	LUNCH (sponsored by Target Analytics) AMU Room 227	
1:00-1:45	E-solicitation Strategies Angela Bartosik – Marquette University AMU Room 252	Days of Giving Kaye Leszczynski – Alverno College AMU Room 254
1:45 – 2:00	Break	
2:00 – 2:45	Creating a Culture of Philanthropy on Your Campus Heather Kopec – UW-Madison AMU Room 227	
2:45-3:00	Ask the Facilitators Panel (for questions/topics left unanswered) AMU 227	
3:00	Adjourn!	

2017 SWAG Conference Schedule

August 4, 2017

8:30 – 9:00	Continental Breakfast (sponsored by Ripon Printers)	
9:00 - 9:15	Introductions and Welcome	
9:15 – 9:45	Creating your Annual Solicitation Schedule Angie Bartosik & Patrick McCarthy, Marquette University	
9:45 – 10:00	BREAK	
10:00 – 10:45	Phonathon Pledge Fulfillment Strategies Roundtable Discussion <i>(Please bring materials to share)</i>	Trends in Young Alumni Giving Billy Falk & Monica Moe, St. Norbert's
10:45 – 11:00	BREAK	
11:00 – 12:15	Online Giving – Integrating Social Into Your Strategy Justin Ware, Groundwork Digital?	
12:15 - 1:15	LUNCH (sponsored by Ripon Printers) A word from our sponsor: Ripon Printers	
1:15 - 2:00	The Great CVTC Alumni Hunt - Finding "Lost" Alumni Aliesha Crowe & Holly Bembenek, Chippewa Valley Technical College	Growing Alumni Participation Justin Ware, Groundwork Digital
2:00 – 2:15	BREAK	
2:15 – 3:00	The Gold Coin Society Dan Krueger, UW–Stevens Point	
3:00 - 3:15	Ask the Facilitators Panel (for questions/topics left unanswered)	
3:15	Adjourn!	

Thank you to our sponsors, Ripon Printers and the CASE V Venture Fund.

SWAG Conference Schedule

August 3, 2018

8:30 – 9:00	Continental Breakfast (sponsored by Wilson-Bennett Technologies) Room #401	
9:00 - 9:15	Introductions and Welcome SWAG Committee Room #403	
9:15 – 10:00	A Year Living on the Edge Jonathon Kowalski, MSOE and Dan Krueger, UW-Stevens Point Room #403	
10:00 – 10:15	BREAK	
10:15 – 11:00	Phonathon Roundtables Dan Krueger, UW-Stevens Point Room #402	Segmentation Strategies Kayla Schumacher & Amber Nelson Lawrence University Room #403
11:00 – 11:15	BREAK	
11:15 – 12:15	So, this is your first day of giving? Kaye Leszczynski, MSOE & Angie Bartosik, Marquette University Room #403	
12:15 - 1:15	LUNCH (sponsored by Wilson-Bennett Technologies) Maximizing Your Phonathon Danielle Hughes, Wilson-Bennett Technologies Room #403	
1:15 - 2:00	Learning from Campus Partners: Communication Tips for the Next Generation Dr. Tim Valley, VP of Enrollment Management and Student Life, MSOE Room #403	Engaging the Foundation Board in AG Emily Gruenewald, UW-Whitewater Room #402
2:00 – 2:15	BREAK (sponsored by Wilson-Bennett Technologies) Room #401	
2:15 – 3:00	Innovation of Fundraising: Crowdfunding & Call Centers Josh Wolfgang & Bryce Swanson UW – Madison Room #403	
3:00 - 3:15	Turning your ideas into action items! Room #403	
3:15	Adjourn!	

Thank you to our sponsors, Wilson-Bennett Technologies

SWAG Conference Schedule

August 2, 2019

8:30 – 9:00	Continental Breakfast (sponsored by GiveCampus) DUC, The Legacy Room	
9:00 - 9:10	Introductions and Welcome DUC, The Legacy Room	
9:10 – 10:10	GiveCampus DUC, The Legacy Room	
10:10 – 10:15	BREAK	
10:15 – 11:00	What is the future of calling centers? Roundtables DUC, Room #374	Storytelling 101: Using stories for fundraising success Tori Follett & Emily Wermund, UW- Eau Claire DUC, Room #378
11:00 – 11:15	BREAK	
11:15 – 12:00	Young Alumni Giving Angela Bartosik, Marquette University DUC, Room #374	DIY Video Production Nicole Pare, UW-Stevens Point DUC, Room #378
12:00 - 1:00	LUNCH (sponsored by JHL Digital Direct) JHL Digital Direct DUC, The Legacy Room	
1:00 - 2:00	Day of Giving Nicole Pare, UW-Stevens Point DUC, The Legacy Room	
2:00 – 2:15	BREAK	
2:15 - 3:00	Keep Them Coming Back: Creating a Loyalty Program Heidi Jeter, Alverno College DUC, Room #374	Bold Beginnings, Future Focus (on Giving): Fundraising in UW-Parkside's 50th Anniversary Year Hannah Wallisch & Linnéa Booher, UW-Parkside DUC, Room #378
3:00 - 3:30	Turning your ideas into action items! Roundtables DUC, The Legacy Room	
3:30	Adjourn!	

Thank you to our sponsor, GiveCampus & JHL Digital Direct

I'm happy to announce our sessions for the 2021 Virtual SWAG series. I feel we have three excellent topics -- all of which have not really been featured as a standalone presentation. I am really excited for what we have planned over the coming weeks.

Wednesday, July 14

How to Create a Personalized Stewardship Experience for your Annual Giving Donors

Aimee Furrie - UW-Madison

Wednesday, July 28

Hanging Up on the Phonathon

Heather Dennis - UW-Whitewater

Wednesday, August 11

Texting in Annual Giving

Emily VanderLinden - Marquette University

Summit for Wisconsin Annual Giving

June 9, 2022

UW-Stevens Point – Dreyfus University Center (DUC)

8:30 - 9:00	Continental Breakfast Legacy Room	
9:00 - 9:15	Introductions and Welcome SWAG Committee Legacy Room	
9:15 - 10:15	Five Key Strategies for Donor Engagement in 2022 Chad Warren, DPP Ruffalo Noel Levitz Legacy Room	
10:15 – 10:30	BREAK	
10:30 - 11:15	Best Practices for Giving Days Roundtable Discussion Room 374	The Direct Mail Landscape in 2022 Dan Krueger JHL Advance Room 378
11:15 - 11:30	BREAK	
11:30 – 12:15	Development from the Ground Up at LCOOC (Virtual Presentation) Jessica Wagner-Schultz Lac Courtes Oreilles Ojibwe College Legacy Room	
12:15 - 1:15	LUNCH Legacy Room	
1:15 - 2:00	Transitioning Students to GoLD Donors Roundtable Discussion Room 374	Donor Engagement Officers Betsy Massnick UW-Madison Room 378
2:00 - 2:15	BREAK	
2:15 - 3:00	Panel Discussion: Segmentation Strategies – UW-Madison Taylor Wilmoth – UW-La Crosse Kelly Nielsen – Ripon College Legacy Room	
3:00 - 3:15	Wrap-Up	
3:15	Adjourn!	
3:30(ish)-4:00	Post-SWAG “Extracurricular” (optional) Direct Mail Production Floor Tour JHL Digital Direct	

Summit for Wisconsin Annual Giving

June 8, 2023

UW-Oshkosh – Culver Family Welcome Center

8:30 - 9:00	Continental Breakfast Ballroom A	
9:00 - 9:15	Introductions and Welcome SWAG Committee Ballroom A	
9:15 - 10:15	From Disengaged to Donor: Digital Strategies for Higher Education Fundraising Megan Sherar Vinyl Marketing Ballroom A	
10:15 - 10:30	<i>BREAK</i>	
10:30 - 11:15	Breaking Through the Noise: 8 Characteristics of a Results Focused Donor Appeal Jeanette DeDiemar, Ph.D. Lawrence University Ballroom A	
11:15 - 11:30	<i>BREAK</i>	
11:30 – 12:15	Maximizing Your Direct Mail Dan Krueger JHL Advance Ballroom B	Engagement Centers Nicole Lindberg UW-Eau Claire Ballroom C
12:15 - 1:15	LUNCH	
1:15 - 2:00	The Annual Giving Quest: Using the Hero's Journey to Connect with Donors and Drive Giving Results Megan Sherar Vinyl Marketing Ballroom B	Faculty-Staff Campaigns (Roundtable) Led By: Taylor Wilmoth UW-La Crosse Ballroom C
2:00 - 2:15	<i>BREAK</i>	
2:15 - 3:00	FSU's Great Give (Virtual Presentation) Sarishni Patel and Sadiki Perry Florida State University Foundation Ballroom A	
3:00 - 3:15	Wrap-Up	
3:15	Adjourn!	

Updated: 5/31/2023



**St. Norbert College – F.K. Bemis International Center
June 6, 2023**

8:30 - 9:00	Check In and Continental Breakfast Lower Lounge	
9:00 - 9:15	Greeting and Introductions Fort Howard Theater	
9:15 - 10:15	Recruiting Senior Leaders to Support Your Leadership Giving Efforts Greta Daniels, Ruffalo Noel Levitz Fort Howard Theater	
10:15 - 10:25	<i>BREAK</i>	
10:25 - 11:10	AI in Action: Transforming Annual Giving Strategies Shannon Hoffman, UW-Superior Fort Howard Theater	
11:10 - 11:20	<i>BREAK</i>	
11:20 - 12:05	Engaging Recent Graduates with AI and Technology Dr. Andrea Carroll-Glover, Ruffalo Noel Levitz Room 20A	Annual Leadership Giving: Why the Donor Experience Matters Shannon Malnory-Silbernagel, Alverno College Kayleen Berwick, UW-Madison Room 20D
12:05 - 12:10	Travel to Lunch	
12:10 - 1:10	LUNCH Michels Commons, Michels Ballroom <i>(Brief: IP Targeting Dan Krueger, JHL Advance)</i>	
1:10 - 1:15	Travel from Lunch	
1:15 - 2:00	Social Media Strategy for Fundraising Dana McCullough, Alverno College Fort Howard Theater	
2:00 - 2:10	<i>BREAK</i>	
2:10 - 2:55	Roundtable: Giving Day Idea Exchange Dan Krueger, JHL Advance Room 20A	Thinking Outside the Box: A Successful Engagement Center as told by SNC and UWM Alej Mandli, St. Norbert College Zach Mock, UW-Milwaukee Room 20D
3:00 - 3:15	Wrap-Up Fort Howard Theater	
3:15	Adjourn!	