



Philanthropy Partners of the Cape and Islands  
[www.capecodgiving.org](http://www.capecodgiving.org)

### Request for Presenters

18th Annual Cape Cod Philanthropy Day  
Wednesday, November 12, 2014  
The Resort and Conference Center at Hyannis  
35 Scudder Avenue (West End Rotary) Hyannis, MA

#### Organization Profile

Philanthropy Partners of the Cape and Islands is the organizing host of Philanthropy Day on Cape Cod. The purpose of Philanthropy Partners of the Cape and Islands is to encourage charitable giving, promote cooperation, and foster a better understanding among professional charitable giving planners, and also to further the education of its members, the professional community, and the general field of charitable giving.

#### Request for Presenters (DEADLINE: May 12, 2014)

Presenter proposals are now being accepted for the 18<sup>th</sup> Cape Cod Philanthropy Day, for Wednesday, **November 12, 2014**. The conference is the only annual fundraising professional conference for fundraisers, Executive Directors, Board members, and volunteers in the area and attracts more than 500 professionals. Our education program consists of one hour and 15 minute sessions, with approximately 30-50 attendees per session.

#### Audience

Philanthropy Day is for professionals in non-profit organizations (*the majority are very small shops*) on Cape Cod and the Islands, their volunteers, board members, as well as professional advisors such as attorneys, estate planners, financial advisors, accountants and others.

#### Session Topics

Presenter considerations are based on the ability to provide session(s) from the following topic headings.

##### Membership Based Organizations

- Pros and cons of memberships
- Soliciting memberships vs. contributions
- Case studies on moving toward or away from memberships

##### Communications: Telling your Story

- Why it's important to tell your organization's stories and how to do it in a compelling way
- Brand identity; social media; integrated marketing with donors and agencies

##### Writing Your Development Plan

- Why a development plan is so important
- Planning the plan
- Working the plan

##### Development Committees and How to Manage Their Success

- How do you build your dream team
- Working with professional staff
- The committee member as a fundraiser
- Governance

##### Databases and Datamining

- Donor retention
- Database offerings
- How to get what you need from your database

##### The Beginners Guide to Building Donor Relationships

- Focus on Moves Management
- Roundtable format – each roundtable tackles a move and presents to the group

##### Social Marketing Successes: Leveraging Social Media for Your Next Fundraising Event

- Who are your followers? How do you use Twitter and Facebook to connect with them?
- How do you link people to your fundraising event?
- Case studies on successful social marketing strategies for event fundraising

### **Planned Giving in a Small Shop**

- Marketing a planned giving program
- How to close more and larger gifts
- Benefits of having a planned giving program

### **Succession Planning for your Board and CEO**

#### **Grants Roundtables**

- How do I do it all?
- How do I prioritize the opportunities?
- If you are spending so much time writing, how do you reuse it?

#### **Next Generation of Philanthropists**

- Case studies on Cape Cod families raising the next generation of philanthropists
- Engaging the next generation

#### **Careers in Development**

- How to plan a career in development instead of falling into it
- Skills needed to be an effective fundraiser

### **Presenter Promotion**

The Philanthropy Partners of the Cape and Islands uses various promotional vehicles to publicize the conference and provide visibility to featured presenters to Cape Cod and the Islands non-profits and vendors. Promotions include preconference direct mail piece, web site spotlight, social media and sponsored print ads, and post conference follow up.

### **Presenter Selection**

*The conference committee will give preference to proposals that:*

- Include a statement of how they will address the topic of strong competition among non-profits for the same donors in a seasonal environment and second home residents.
- Include a statement on how they will incorporate social media elements.
- Incorporate an interactive approach.
- Present an opportunity for discussion on small non-profits related to your topic.
- Include a case study of best practices or current trends in the field of development.

*Please provide us with:*

- Session topic and title
- A description of your session (no more than 100 words) including 3-4 clear learning objectives
- The intended audience (i.e. **new professional, mid-career, executive, board or committee member, volunteer**).
- Please list the last two most recent presentations made, to what audience, and the approximate number of people in attendance. (Previous experience is not required, but is viewed favorably.)
- Names of panelists in your session (if applicable).

### **All session rooms will be set theater style and will have:**

- a standing lectern;
- a six-foot table in front of room for Presenter use;
- a lectern microphone;
- table microphones if applicable
- Overhead computer display hook-up

*You must bring your own laptop computer.*

### **Conference Fees**

The Philanthropy Partners of the Cape and Islands is not able to offer compensation to our presenters. The conference registration fee will be waived for presenters who wish to participate in the remainder of Philanthropy Day beyond their own presentation sessions. Travel, hotel, and other expenses are the responsibility of the presenter.

### **Presenter Responsibilities**

For accurate and timely conference program content and publication, presenters are required to abide by submission requirements below regarding text relating to bios and presentation descriptions. Submission of handouts and all presentation materials (electronic version in Microsoft PowerPoint, Microsoft Word, or Adobe Acrobat) is the responsibility of the presenter. All handouts and PowerPoint presentations will be posted on the web site for attendees to download after the conference.

**Please note that overt marketing of services, materials, or products by presenters is not permitted during presentations.**

Please note that there are a limited number of session slots. Proposals will **not be accepted after May 12, 2014**. All proposals will be reviewed by the Education Committee. **All presentations submitted will not necessarily be chosen.**

Thank you for taking the time to submit your information to:

**Philanthropy Day on Cape Cod Committee**  
**Rosemarie Resnik, Chair, Education Committee**  
[rresnik@resnikassociates.com](mailto:rresnik@resnikassociates.com)

**Please Note: We will keep your proposals on file for future considerations.**