

2022 Annual NEDRA Conference

#NEDRAcon2022

May 5-6, 2022
Schedule-at-a-Glance

Thursday – May 5, 2022			
9:30 a.m. – 9:55 a.m.	Pre-Conference Networking Opportunities		
10:00 a.m. – 10:50 a.m.	Welcome & Keynote: Michael Norton		
10:50 a.m. – 11:00 a.m.	Break		
11:00 a.m. – 11:50 a.m.	(A1) New Parent Prospecting in Education: Sooner is Better <i>Peter Lull & Jeff Goff</i> MIT	(A2) Collaborating for Success: A Frontline Fundraiser Panel <i>Suzy Campos</i> Amherst College	(A3) Bon Appetit: How to Properly Digest Stock Form Alphabet Soup and Footnote Word Salad <i>Jonathan Keane</i> Massachusetts General Hospital
11:50 a.m. – 12:15 p.m.	Break		
12:15 p.m. – 12:45 p.m.	Awards Ceremony & NEDRA Updates		
12:45 p.m. – 12:50 p.m.	Break		
12:50 p.m. – 1:40 p.m.	(B1) Research in the Remote Environment: The Zoom Where it Happens <i>Rachel Dakarian</i> American Civil Liberties Union	(B2) Prospect Management is More Than Data <i>Nicole Fonsh</i> Harvard Law School	(B3) Seeing Clearly Through Your Data Forest: How the next generation of fundraising technology can help you work smarter, boosting your prospect development efforts <i>Scott Rosenkrans</i> DonorSearch
1:40 p.m. – 1:50 p.m.	Break		
1:50 p.m. – 2:20 p.m.	Sponsor Sessions		
2:20 p.m. – 2:50 p.m.	Sponsor Booths Open		
2:50 p.m. – 3:00 p.m.	Break		
3:00 p.m. – 3:50 p.m.	(C1) Return of the Revenge of Prospect Logistics: Avoiding Supply Chain Failures with your Constituent Base <i>Ian Wells</i> Ian T. Wells & Associates	(C2) Changing America Through Powerful Prospect Research <i>Armando Zumaya</i> Somos El Poder	(C3) Understanding Entrepreneurial Wealth-Generation & the Opportunities They Create for Your Advancement Team <i>Bill Cote, Aidentified</i> <i>Sandra Davis, Donorly</i>
3:50 p.m. – 4:00 p.m.	Regular Programming Ends		
4:00 p.m. – 5:00 p.m.	Networking		

*Schedule is subject to change//For complete session descriptions, please refer to the NEDRA website: www.nedra.org/conference

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Friday – May 6, 2022

9:30 a.m. – 9:55 a.m.	Ask an Expert/Sponsor Booths					
10:00 a.m. – 10:50 a.m.	Wearing Two Hats: Development Professionals as Fiction Writers					
10:50 a.m. – 11:00 a.m.	Break					
11:00 a.m. – 11:50 a.m.	(A1) Looking for Love in all the Right Places: The Cause-Based Approach to Prospect Research Marc Keller & Brandy Sims Best Friends Animal Society		(A2) Dashboard Confessional: Working Collaboratively to Build Fundraiser Tools Jacqueleen Mazick & Corinne Barber Brown University		(A3) DEI in Fundraising Analytics: where to start, what to ask, how to engage Kristal Enter, Massachusetts General Hospital Alexander Oftelie, BWF	
11:50 a.m. – 12:15 p.m.	Break					
12:15 p.m. – 12:45 p.m.	Roundtables					
	DEI Samir Chapra Princeton University	International Research Dave Owens Boston Children’s Hospital Trust	Prospect Management Samantha Harris Combined Jewish Philanthropies	Recruitment Emily Donohue University of Massachusetts Boston	Prospect Identification Lauren Langendorf Dana-Farber Cancer Institute	Small Shops Moira Pulitzer-Kennedy Mount Holyoke College
12:45 p.m. – 12:50 p.m.	Break					
12:50 p.m. – 1:40 p.m.	(B1) How Information Helped Close a \$1 Million Gift Sarah Landman Insightful		(B2) Prospects & Processes: Streamlining International Research Brendan O’Hagen & Becky Miner Memorial Sloan Kettering Cancer Center		(B3) Value of Verifications Sarah Price, BWF Sarah Bernstein, Philanthrodata	
1:40 p.m. – 1:50 p.m.	Break					
1:50 p.m. – 2:20 p.m.	Sponsor Sessions					
2:20 p.m. – 2:50 p.m.	Sponsor Booths					
2:50 p.m. – 3:00 p.m.	Break					
3:00 p.m. – 3:50 p.m.	(C1) Navigating the APRA DEI Data Guide: How to collect, store and use identity information Megan Horton UC San Diego		(C2) Practical Analytics with Excel Dave Langer Dave on Data		(C3) From the Ground Up: How to Rebuild a Broken Advancement Services Shop Felecia McCree Advancement Services Optimization, LLC	
3:50 p.m. – 3:55 p.m.	Break					
3:50 p.m. – 4:00 p.m.	Closing Remarks					
4:00 p.m.	Conference Concludes					