**Spring 2015 Conference**

Tuesday, May 12th, 2015

The Minnesota Landscape Arboretum

3675 Arboretum Dr, Chaska, MN 55318

**Conference Schedule**

8:30 a.m. Registration & Continental Breakfast

9:00 a.m. Welcome, Announcements & Introductions

9:15 a.m. **Morning Keynote Address**

Prospect Management: Big shop versus little shop

*Jenny Gallagher, Iowa State University Foundation, Lauren Dixson, Drake University*

All prospect development professionals know how important a good prospect management system is for a high-performing fundraising team. But, does the size of your shop impact your ability to lead a successful prospect management program? Should your prospect management policies change depending on what stage of a campaign your organization is in? If you’re not in a campaign, does prospect management even matter? Join us as we share tips, tricks, horror stories and inside information on all things prospect management. Regardless of the size of your shop, the sophistication of your database, or the current fundraising priorities at your organization, this presentation will offer ideas and insights you can take back to your office and begin using immediately.

10:45 a.m. Morning Break

11:00 a.m. **Breakout Sessions 1 (please choose one)**

A. Research and Events

*Jenny Gallagher and Sandy Johnson, Iowa State University Foundation*

 Join in this discussion to learn about a program at the Iowa State University Foundation in which the Development Research and Events departments work together to identify prospects and implement a more strategic regional event. Learn a step-by-step process that includes identifying an event location and host, developing strategic guest lists, attending the event, conducting a post-event prospect debriefing, and identifying and assigning prospects for follow-up. This session will provide you with tools and ideas that you can take back to your office and begin implementing immediately for more strategic, exciting, and results-driven events.

B. The Minnesota Real Estate Market

*David Abele, ARESI Group*

Join David Abele, Founder of the ARESI Group to learn more about the Twin Cities real estate market.

12:00 p.m. Lunch

1:00 p.m. **Networking Session**

1:45 p.m. Afternoon Break

2:00 p.m. **Breakout Sessions 2 (please choose one)**

1. Excel and Pivot Tables

*Jenny Gallagher, Iowa State University Foundation*

If you think analyzing data is too difficult, too expensive, or will take too much of your time, this session is for you! Jenny will show you how to use Microsoft Excel pivot tables to summarize fundraising data and present it in a way that will make your executive team take notice. She will also share tips and tricks for extracting, formatting, and presenting key pieces of data that could have a direct impact on advancing your organization’s fundraising goals.

B. Researching Small Family Foundations

*Steve Paprocki, Access Philanthropy*

Small family foundations are the largest and fastest growing segment of institutional philanthropy in Minnesota. This session will explore the process of grantmaking and the practices used by Small Family Foundations through a sample of Minnesota focused organizations.

3:00 p.m. Closing Comments and Q&A

**Conference Presenters**

David Abele: David is the Founder of the ARESI Group, a Minneapolis based boutique real estate network. He brings more than 20 years of experience in residential real estate and related services and volunteers his time with charities such as the Smile Network, The Cowles Center, and Northrop Concerts and Lectures. He has served as the president of DIVAMN.

Lauren Dixson: Lauren is the Prospect Research Officer at Drake University in Des Moines, IA. Prior to joining the team at Drake, Lauren served as an Associate Director of Development Research at the Iowa State University Foundation. She is currently serving on the APRA Board of Directors and is a previous board member of APRA-Great Plains. In 2013 Lauren served as conference chair for APRA’s 26th annual international conference and has been a featured speaker at numerous APRA, CASE, and AFP events. Lauren lives in Des Moines, IA, with her husband and cat.

Jenny Gallagher: Jenny is the Director of Development Research and Data Analysis at the Iowa State University Foundation. She joined the Foundation in 2003 in the Gift Planning and Leadership Gifts unit and began working in Development Research in 2005. Jenny’s primary responsibilities include supervision of three assistant directors of research and an administrative assistant for research and events, data analysis, report building and overall management of the prospect management, research and analytics operations at the ISU Foundation. She is currently the president of the APRA Great Plains Chapter and has presented at APRA International, APRA Great Plains, and Big 12 Development Conferences.

Sandy Johnson: Sandy is the Executive Director of Development Research and Events at the Iowa State University Foundation, where she has worked for more than 15 years. Sandy has held prior positions at the University of Minnesota, University of Colorado and Gustavus Adolphus College. She served on the board of APRA International and the APRA Great Plains Chapter, and has presented at APRA International, CASE V and Big 12 Development Conferences.

Steve Paprocki: Steve is the President of Access Philanthropy, a national research and communications consulting firm specializing in philanthropy. He has spent his entire professional career in philanthropy - as a foundation director, fundraiser, trainer, donor consultant, researcher, and lobbyist – and is the author of over two dozen books and directories on foundations and corporate giving programs.