

Fundraising and Marketing – Tactics to Triumph in Challenging Times

Academic Directors: Rich Honack and Liz Howard

Program Manager: Sunny Roberts

Wieboldt Hall
June 7-9, 2009

Time	Sunday June 7	Time	Monday June 8	Time	Tuesday June 9
		8:30- 10:30am	Panel Discussion: <i>Using Cyberspace Networks for Marketing & Fundraising</i>	8:30- 10:00am	Case Discussion <i>Rich Honack & Liz Howard</i>
		10:45- 11:45am	Small Group Work: <i>Using Cyberspace Networks for Marketing & Fundraising</i> <i>Rich Honack & Liz Howard</i>	10:15- 11:15am	Case Discussion, cont'd <i>Rich Honack & Liz Howard</i>
3:00- 3:30pm	Program Introduction <i>Rich Honack & Liz Howard</i>	11:45- 1:00pm	Lunch	11:15- 11:45am	Bringing it All Together <i>Rich Honack & Liz Howard</i>
3:30- 4:45pm	Looking at Today's Environment <i>Rich Honack & Liz Howard</i>	1:00- 2:30pm	Implementing Your Opportunities <i>Rich Honack & Liz Howard</i>	12:00pm	Lunch and Debriefing (optional) <i>Jennifer Paul & Sunny Roberts</i>
5:00- 6:30pm	Grading Your Environment <i>Rich Honack & Liz Howard</i>	2:45- 4:00pm	Debrief of Challenges & Opportunities <i>Rich Honack & Liz Howard</i>		
6:30- 7:30pm	Networking & Cocktails	4:15- 5:30pm	Key Marketing & Fundraising Issues (choose one) <ul style="list-style-type: none"> • Strategic Marketing • Capital Campaigns • Media Relations 		