

2022 CONNECT COMMUNITY FOUNDATIONS CONFERENCE



FOR GOOD.
FOR IOWA.
FOR EVER.



Thursday, September 15
9 am – 4:30 pm
Hilton Garden Inn, Johnston

If two or more representatives from your community foundation attended today, you are eligible for:

Mileage Reimbursement | Up to \$100 per community foundation | Requests due October 7

9:00 – 9:30 am Registration + Marketing Exchange (Hallway/Entry)

The Marketing Exchange will be available throughout the day. Explore ways community foundations across Iowa have shared their message in their communities. We hope this will help spark ideas for you!

9:30 – 9:45 am Welcome (Ballrooms 1 & 2)

Kari McCann Boutell, *Iowa Council of Foundations*

**9:45 – 10:45 am Work Less and Raise More with a Strategic Donor Communications Plan:
It's all about Left Brain Marketing Methods with a Dash of Right Brain
Marketing Moxie (Ballrooms 1 & 2)**

Dawn Brown, *Community Foundation of Grant County (Indiana)*

Have you ever felt like a one-man (or woman) band trying to communicate your ah-mazing mission to your donors without watering down your message to the lowest common denominator? Yeah, me too! Alas, there is hope! Using your logical left brain to select your Minimum Viable Audience (MVA) will help you find the donors that have an affinity for your cause and the capacity to do something about it. (Hint: It's not everyone in your database!) A dash of your creative right brain moxie will get those hand-picked donors to open your mail, read it, act on it, and even tell others about it—it's like a built-in secondary marketing department as your donors sing your praises. Want to work less and raise more? Yeah, me too!

10:45 – 11:00 am Break + Marketing Exchange (Hallway/Entry)

11:00 – 11:20 am CF Snapshot Live (Ballrooms 1 & 2)

- Kelly Thompson & Kalleigh Trammel, *Quad Cities Community Foundation*
- Angie Widner, *Community Foundation of Northeast Iowa*
- Julie Hitchens, *Community Foundation of Marshall County*

11:20 – 11:50 CF Snapshot Live: Breakout Conversations (Ballrooms 1 & 2)

11:50 – 1:05 pm Legislative Update & Networking Lunch (Ballrooms 1 & 2)

David Adelman, *Cornerstone Government Affairs*

1:05 – 1:15 pm Break + Marketing Exchange (Hallway/Entry)

1:15 – 2:15 pm Peer-Learning Circles (Multiple Rooms)

An important part of any conference event is the networking and conversations that take place between conference participants. These conversations will provide an opportunity for you to pose questions to your peers at other community foundations throughout Iowa. You will be invited to submit questions in advance to help guide the conversation.

- Development & Fundraising Staff
- Grants & Program Staff
- CEOs
- Affiliate Liaisons
- Affiliate Staff & Contractors
- Affiliate Advisory Committee Members
- Finance Staff
- Marketing & Communications

2:15 – 2:30 pm Break + Marketing Exchange (Hallway/Entry)

2:30 – 3:30 pm Development: Navigating the New Normal (Ballrooms 1 & 2)

Kelly Schrock

We will address the touch points of community foundations and help you navigate in this new normal. Focusing on the donor, asset building versus fundraising, and reviewing communication, relationships and resources will be part of this interactive presentation.

3:30 – 3:45 pm Afternoon Snack (Hallway/Entry)

3:45 – 4:15 pm ICoF Grant Previews (Ballrooms 1 & 2)

Hear ways Iowa community foundations have implemented ideas and projects they learned about at Connect back in their communities. We hope this will help spark ideas for you that you may be able to leverage Idea Implementation Grant funding for. We will also feature stories of successful capacity building grants.

4:15 – 4:30 pm Closing Announcements + Mini-Grant Drawing

UPCOMING ICoF / IOWA COMMUNITY FOUNDATIONS INITIATIVE EVENTS:

National Community Foundation Boot Camp

November 2-4, 2022 | Virtual | Reduced fee for Iowa CFs