

Mission Driven Fundraising

2018 Annual TACCF Conference

February 21 - 23, 2018

Renaissance Austin Hotel - Arboretum

Wednesday: February 21, 2018	
1:30 p.m. – 2:00 p.m.	Check-In
2:00 p.m. – 5:00 p.m.	<p>Mission-Driven Preconference: Conducting Visioning and Strategic Planning Initiatives with your Board <i>Dr. Scott Elliff, Board Retreat Consultant</i></p> <p>This interactive session goes through a visioning exercise and explains the objectives of each step. At the end of the pre-conference, participants will have the template to replicate a visioning/strategic planning process with their Foundation boards or leadership groups. Sponsored by Texas Pioneer Foundation</p>
5:00 p.m. – 6:00 p.m.	<p>Welcome Reception at the Treehouse Kitchen Sponsored by Blackbaud</p>
6:30 p.m. – 8:30 p.m.	<p>Dinner On Your Own Meet in hotel lobby at 6:15 p.m. Find a group to network with then pick an area restaurant. Plenty to choose from.</p>
Thursday: February 22, 2018	
7:30 a.m. – 8:30 a.m.	<p>Check-In & Buffet Breakfast Sponsored by PFM Asset Management</p>
8:30 a.m. – 8:45 a.m.	Welcome – Matthew Busby, TACCF President
8:45 a.m. – 9:45 a.m.	<p>Hope is Not a Strategy: Moving from Transactional to Transformational Fundraising <i>Matthew Busby, College of the Mainland; Jeff Doherty, Mission Advancement Professionals</i></p> <p>Learn how a mid-sized community college foundation worked to reshape the philosophy and practices to incorporate major gift fundraising.</p>
9:45 a.m. – 10:45 a.m.	<p>Cultivating an Attitude of Gratitude <i>Lynne M. Wester, Donor Relations Consultant</i></p> <p>Learn how creating an intentional attitude of gratitude can positively impact the success of your fundraising efforts. Sponsored by Texas Pioneer Foundation</p>
10:45 a.m. – 11:00 a.m.	<p>Break Sponsored by Mission Advancement</p>
11:00 a.m. – 12:00 p.m.	<p>Making the Ask <i>Perry T. Hammock, Professional Fundraising Specialist</i></p> <p>Preparing for major gift asks is half the battle. Getting the conversation going is another. Then there is making the ask. Learn strategies for all three to increase your confidence and success.</p>
12:00 p.m. – 1:00 p.m.	<p>Lunch Sponsored by USEED</p>
1:00 p.m. – 1:45 p.m.	TACCF Annual Meeting
1:45 p.m. – 2:45 p.m.	<p>Are Promise Programs our Future? <i>Mitch Andrews, Tyler Junior College; Dr. Pyeper Wilkins, Dallas County Community College</i></p> <p>Explore the different program structures, funding models, successes and status of promise scholarship programs as two Texas-based promise initiatives share lessons learned.</p>

2:45 p.m. – 3:00 p.m.	Dessert Break Sponsored by Cargill & Associates
3:00 p.m. – 4:00 p.m.	Fundraising = Common Sense <i>Jim Eskin, Alamo Colleges Foundation</i> This interactive session is about understanding and harnessing the power of common sense to advance our community colleges.
4:00 p.m. – 5:00 p.m.	Rotating Roundtable Mini Presentations & Discussions Multiple topics with 20 minute rotations at tables. Topics include: Non-Credit Scholarships, LinkedIn as an Advancement Resource, 990 Reporting, Emergency Aid Best Practices.
5:00 p.m. – 6:00 p.m.	Happy Hour Reception at the Treehouse Kitchen Sponsored by Blackbaud
6:30 p.m. – 8:30 p.m.	Dinner on your Own For those interested, casual dinner with TACCF members at North by Northwest Restaurant & Brewery close to the hotel. (Dutch Treat) Meet in hotel lobby at 6:15 p.m. (Seating Limited. Please RSVP)
Friday: February 23, 2018	
7:30 a.m. – 8:30 a.m.	Buffet Breakfast Sponsored by Thompson & Associates
8:30 a.m. – 9:30 a.m.	Herding Bulls & Bears Executive Track <i>Mary McQueen, Del Mar College; John Robinson, PFM Asset Management</i> How Foundations steward their assets is just as important as getting the gifts. This session will help you learn what you need to know about investment management so you can speak the language with donors and trustees.
8:30 a.m. – 9:30 a.m.	Crowdfunding with USEED, Building a Culture of Philanthropy <i>Suzanne Bristol, Dallas County Community College District Foundation; Ross Sylvester, USEED</i> Learn how DCCCD Foundation raised over \$75,000 through their crowdfunding campaigns since 2016. What made their program so successful when only 10% of crowdfunding campaigns reach goal.
9:30 a.m. – 10:30 a.m.	Our Planned Giving Start-Up: We Can Do This Executive Track <i>Thomas Cullinan, Thompson & Associates; Mary McQueen, Del Mar College</i> Starting planned giving does not have to be cost prohibitive. Del Mar College launched a program in 2017 and saw a 400% increase in documented gifts – at a cost less than a single planned giving officer’s salary. Find out if this type of program can work in your shop.
9:30 a.m. – 10:30 a.m.	Scholarship Success – Accountability Sells <i>Dr. Jennifer Graham and Debbie Philpott, Temple College</i> Temple College Foundation incorporated student accountability for scholarship programs to assure donors that their students are worthy investments. Find out what they did and how it paid off.
10:30 a.m. – 10:45 a.m.	Break
10:45 a.m. – 11:15 a.m.	Share Session Share experiences of programs that have worked for you. Bring examples to illustrate. Each speaker will have 5-7 minutes to showcase a successful program. Sign up during conference.
11:15 a.m. – 11:30 a.m.	Closing Remarks

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