

NACCDO Target Audience Legend (TA): Frontline Fundraising (FF); Leadership (L); Strategic Engagement (SE), Development Operations (DO)

Sunday, April 23, 2023	
1:00 p.m. - 6:00 p.m.	Conference Check-In, Information, Food Hall/Dine Around Confirmations <b>Atrium Foyer</b>
2:00 p.m. - 4:00 p.m.	NACCDO Board and PAMN Steering Committee Individual Meetings with by Group Photos. (Limited to NACCDO and PAMN Board/Steering Members). <b>A704, A707</b>
4:00 p.m. - 5:00 p.m.	NACCDO Board and PAMN Steering Committee - Joint Meeting <b>A704</b>
6:00 p.m. - 8:00 p.m.	<i>Early arrival individually organized dinners. All reservations and costs on own if applicable.</i>
Monday, April 24, 2023	
7:30 a.m. - 7:30 p.m.	Conference Check-In, Information, Food Hall/Dine Around Confirmations <b>Atrium Foyer</b>
8:00 a.m. - 12:00 p.m.	PAMN Pre-Conference Workshop: <b>Career Coaching Clinic with Dr. Tim Dilg</b> (additional \$249 fee applies, includes 8:00 a.m. breakfast, available to PAMN and NACCDO attendees, limit 40 participants) <b>A704 &amp; A703</b>
12:00 p.m. - 1:00 p.m.	NACCDO CDO and Senior Leadership Lunch with Development Presenting and Platinum Sponsors (Limited to confirmed NACCDO Chief Development Officers, invited Senior Leadership attendees and invited Development Platinum, Presenting and Precision Sponsors) <b>Sponsored by BrookGlobal A704</b>
1:00 p.m. - 4:00 p.m.	NACCDO CDO and Senior Leadership Retreat: <b>Leading Effectively When Everything Is Urgent All of the Time</b> with <b>Brandon Smith</b> and <b>Building a Thriving Culture</b> with <b>Greg Hagin, Adam Miller, Allyson Reaves</b> . (Limited to Chief Development Officers and invited Senior Leadership Representatives, additional \$249 fee applies, includes 12:00 p.m. lunch) <b>A706 &amp; A703</b>
1:45 p.m. - 4:00 p.m.	Tour: Winship Cancer Institute at Emory Midtown, accessible via a walking or coach transfer (Limited to 120 attendees) <b>Departures from Courtland Street Entrance (Lower Level)</b>
4:30 p.m. - 5:15 p.m.	Cancer 101 with <b>Adam Marcus, PhD Atrium A</b>
5:15 p.m. - 6:00 p.m.	NACCDO New Member & First Time Attendee Reception <b>Sponsored by Moore A601</b>
5:15 p.m. - 6:00 p.m.	PAMN New Member and First Time Attendee Reception <b>A602</b>
6:00 PM - 7:00 PM	Welcome Reception in the Sponsor Hall at the Atlanta Marriott Marquis <b>Atrium B/C</b>
7:00 p.m. - 10:00 p.m.	Food Hall Dine Arouns featuring Ponce City Market, Krog District and Inman Park Neighborhood (7:00 PM - 10:00 PM Shuttles to all 3 locations provided by the conference, all food and beverage costs are the responsibility of the attendee) . <b>Departures from Courtland Street Entrance (Lower Level)</b>

NACCCDO Target Audience Legend (TA): Frontline Fundraising (FF); Leadership (L); Strategic Engagement (SE), Development Operations (DO)

Tuesday, April 25, 2023										
7:30 a.m. - 6:00 p.m. Conference Check-In, Information <b>Atrium Foyer</b>										
7:30 a.m. - 9:00 a.m. Buffet Breakfast <b>Atrium B/C, Overflow in A601/602</b>										
9:00 a.m. - 9:45 a.m. NACCCDO 2.0 - Navigating your Membership and Resources with <b>Michelle Adcock, Michael Hibler and Sally Wajahn A704</b>										
9:00 a.m. - 9:45 a.m. NACCCDO: Using Data To Make Your Case – Making Spreadsheets Persuasive with <b>Sarah Christensen and David Edwards A706</b>										
9:00 a.m. - 9:45 a.m. PAMN: How to Make the Most of your PAMN Membership + Intro to Affinity Groups with <b>Heidi Findlay and Christine Thomas A703</b>										
10:00 a.m. - 10:15 a.m. Welcome by NACCCDO and PAMN Chairs, <b>Michael Hibler and Heidi Findlay Atrium A</b>										
10:15 a.m. - 11:15 a.m. Plenary Session 1 featuring <b>Nicole Walters Sponsored by CCS Fundraising Atrium A</b>										
11:15 a.m. - 11:45 a.m. Coffee Break & Networking with Sponsors <b>Atrium B/C</b>										
11:45 a.m. - 12:30 p.m.	Session 1	<b>NACCCDO Track 1</b>	<b>NACCCDO Track 2</b>	<b>NACCCDO Track 3</b>	<b>NACCCDO Track 4</b>	<b>NACCCDO-PAMN Collaboration</b>	<b>PAMN Track 1</b>	<b>PAMN Track 2</b>	<b>PAMN Track 3 Physician Relations</b>	<b>PAMN Track 4</b>
		<b>Major Gifts:</b> Time + Trust + Teamwork = Transformational Gifts That Change Everything!	<b>Planned Giving:</b> Goldilocks and the 3 Bears. Planned giving marketing for small, medium, and large shops.	<b>Stewardship and Communications:</b> Stewardship...The Miami Way!	<b>Corporate and Cause Marketing/ Special Events:</b> Engaging the Next Generation in Philanthropy.	Inside Out: Expand your audience by centering your science.	Healthcare Marketing & Customer Experience: What's Next?	Plan to Enhance Diversity (PED)- Lessons learned on the newest component of NCI's CCSG.	Reinventing Physician Outreach in a Digital World – The WinshipMD app	Addressing Health Inequities and Barriers in Cancer Care.
	<b>Speakers</b>	Shannon Stuart	Renee Kurdzos, Erin McKenna	Jon Eden, Britten King, Megan Massacci, Chad Smith	Danielle Culbertson, Marianne Johnson, Rebecca Langham, Emily Pratt.	Amitabha Gupta, Ph.D.	Tanya Andreadis	Ildemaro J. Gonzalez, MBA, Anand Narayan, MD, PhD	Heath Hopkins, Kimberly Lawhorn	Laura Kurland, Barb Hamilton-Sustad
	<b>TA:</b>	FF, L	FF, L	SE, FF, DO	SE, DO	<b>ALL</b>				
	<b>Room</b>	<b>A706</b>	<b>A705</b>	<b>A704</b>	<b>A703</b>	<b>A601</b>	<b>A707</b>	<b>A708</b>	<b>A702</b>	<b>A701</b>
12:30 p.m. - 1:30 p.m. NACCCDO Lunch with Awards ( <i>seating assigned by center type</i> ) <b>Atrium A</b>										
12:30 p.m. - 1:30 p.m. PAMN Lunch <b>Sponsored by Doximity A601/A602</b>										
1:30 p.m. - 2:00 p.m. Dessert with Sponsors <b>Atrium B/C</b>										

NACCCO Target Audience Legend (TA): Frontline Fundraising (FF); Leadership (L); Strategic Engagement (SE), Development Operations (DO)

Tuesday, April 25, 2023 Continued										
2:00 p.m. - 3:15 p.m.	Plenary Session 2: Cancer Center Directors' Panel featuring: <b>Robert L. Ferris, MD</b> of UPMC Hillman Cancer Center, <b>Ben Ho Park, MD, PhD</b> of Vanderbilt-Ingram Cancer Center, <b>Suresh S. Ramalingam, MD</b> of Winship Cancer Institute of Emory University, <b>Joann Sweasy, PhD</b> of University of Arizona Cancer Center. Moderated by <b>Otis Brawley, MD</b> of Johns Hopkins University. <i>Sponsored by Moore Atrium A</i>									
3:15 p.m. - 3:45 p.m.	Pet Therapy with Sponsors, featuring service dogs from Happy Tails! <i>Atrium B/C</i>									
3:45 p.m. - 4:30 p.m.	Session 2	NACCCO Track 1	NACCCO Track 2	NACCCO Track 3	NACCCO Track 4	Case Study Track 1	Case Study Track 2	PAMN Track 1	PAMN Track 2	PAMN Track 3 Physician Relations
		Major Gifts: Our Best Partners in Philanthropy - Physicians!	Annual Giving: How to leverage giving days as part of a successful annual giving program.	Collaboration, Communication and Coordination - Oh My!	Streaming: Charity Streaming 101.	CCS Fundraising with Moffitt Cancer Center Foundation: Big Ideas with Patient Data	Stamats with Indiana University Melvin & Bren Simon CCC. How to Move Forward in a Complex Environment that Competes Against Itself in Search.	Developing a Collaborative Content Strategy.	How to Add Audio to your Media Mix.	'Out of the Box' Physician Referrals.
	Speakers	David A. Frank, MD, PhD, FACP, Jennifer Morthland, MPA, CFRE	Kyle Bove	Michael Delzotti, CFRE, Margaret Fala, Martha Schumacher	Katherine Bahrawy, Jackie Montstream	Rebecca Norman, Allison Willner	Sandra Fancher, Michael Schug	Audrey Laine Seymour	Lindsey Gruenberg, Jennifer Hargett, Megan Peters	Barb Buesse, Meredith Fane, Ashley Snowden
	TA:	FF, SE, DO	SE, FF	L, FF	SE, DO					
	Room	A706	A705	A704	A703	A601	A707	A708	A702	A701
5:00 p.m.	Optional: Early Transfer to Ponce City Market for Shopping									
6:00 p.m. - 9:00 p.m.	Off Site Evening Event at Skyline Park at Ponce City Market <i>Departures from Courtland Street Entrance (Lower Level)</i>									

NACCCO Target Audience Legend (TA): Frontline Fundraising (FF); Leadership (L); Strategic Engagement (SE), Development Operations (DO)

Wednesday, April 26, 2023										
7:30 a.m. - 5:00 p.m.	Conference Check-In, Information <i>Atrium Foyer</i>									
7:30 a.m. - 9:00 a.m.	Buffet Breakfast <i>Atrium B/C, Overflow in Atrium Foyer</i>									
		NACCCO Track 1				PAMN Track 1	PAMN Track 2	PAMN Track 3 Physician Relations	PAMN Track 4	
9:00 a.m. - 9:45 a.m.	Session 3A	<b>NACCCO Business Meeting and Benchmarking</b> ( <i>Limited to NACCCO Members</i> )  <i>(1 session for all NACCCO, 9:00 a.m. - 10:30 a.m.)</i>				<b>PAMN PAMN Business Meeting and NCI Update (9:00 a.m. - 9:40 a.m.)</b> with Heidi Findlay, Christine Thomas and Michelle White <b>A706</b>				
9:45 a.m. - 10:30 a.m.	Session 3 B					The Future of Print Publications & Collateral.				Clinical Trial Recruitment: What's the Secret?
	Speakers	Michael Delzotti, CFRE, Michael Hibler, Jennifer McDonald, Erin McKenna, Kurt McKinley				Nicole Fawcett and Meredith Vehar	Sarah Wilson	Kimberly Lawhorn, Mihir M. Shah, MD	Vincent Dollard, Ruth Harper-Rhode	
	TA:	All								
	Room	<i>Atrium A</i>				<i>A702</i>	<i>A705</i>	<i>A707</i>	<i>A708</i>	
10:30 a.m. - 11:00 a.m.	Coffee Break & Networking with Sponsors <i>Atrium B/C</i>									
11:00 a.m. - 11:45 a.m.	Session 4	NACCCO Track 1	NACCCO Track 2	NACCCO Track 3	NACCCO Track 4	Case Study Track 1	Case Study Track 2	PAMN Track 1	PAMN Track 2	PAMN Track 3
		<b>Major Gifts:</b> Getting Top-Tier Results from Mid-Tier Gifts.	<b>Planned Giving 101:</b> The art and science of soliciting a planned gift.	<b>Campaigns:</b> A Tale of Two Campaigns: Best Practices for Transformational Campaigns.	<b>Corporate &amp; Cause Marketing/ Special Events:</b> Corporate Event Sponsorship.	EverTrue with Winship Cancer Institute at Emory University: The Donor Experience Academy.	Case Study featuring Doximity with Fred Hutch Cancer Center.	Cultivating Relationships and Collaboration at a Matrix Cancer Center.	Prime your digital content for success.	<i>Session 4 will include 2 PAMN Tracks</i>
	Speakers	Chelsea Knowles, Shawn McDaniel	Karen Hill, Amy Schwader	Allison Krebs, Loren Savage	Tyler Bowers, Mary Jane Gibson, Jaclynn Rodriguez. Moderator: Lisa Bailey	Elizabeth Chapman, Sarah Duhon	Nick Sterner, Cassidy Stevens	Karen Gehrman, Pauline Horton, Amy Kleger	Laura Kuechenmeister	
	TA:	FF, SE, DO	FF, SE, DO	L, FF, DO	SE, DO, FF					
	Room	<i>A706</i>	<i>A705</i>	<i>A704</i>	<i>A703</i>	<i>A701</i>	<i>A707</i>	<i>A708</i>	<i>A702</i>	
11:45 a.m. - 11:50 a.m.	Transition									

NACCCO Target Audience Legend (TA): Frontline Fundraising (FF); Leadership (L); Strategic Engagement (SE), Development Operations (DO)

Wednesday, April 26, 2023 Continued										
		NACCCO Track 1	NACCCO Track 2	NACCCO Track 3	NACCCO Track 4	Case Study Track 1	NACCCO-PAMN Collaboration	PAMN Track 1	PAMN Track 2	PAMN Track 3 Physician Relations
11:50 a.m. - 12:35 p.m.	Session 5	Major Gifts: The Perfect Recipe for Success – Blended Gifts.	Foundation Relations: Teamwork Makes the Dream Work.	Stewardship and Communications: The Heart of Donor Communications.	Special Events, 3rd Party & Peer to Peer: Don't just save the date: Planning for a Gala that looks beyond your event.	Moore with MD Anderson, CHOP and Winship: How Technology Shapes Philanthropy.	Urban to Rural and Beyond: Programs and Campaigns to Reach Diverse Audiences.	Session 5 will include 2 PAMN Tracks	Data-informed content creation.	Stewardship in Outreach: Lessons Learned from Philanthropy.
	Speakers	Ken Dolbashian, Clare Flanagan	Michael Hibler, Andrew Isaac, Caroline E. Kimberly, Ph.D.	Joyce Gallagher, Johanna Schoeller	George Beschen and Ashley Howell	Adi Espat (Pre-recorded), Gretchen Littlefield, Jon Thompson, Shomari White. Moderator: Jeff Nickel	Jacqueline Brakey, David Oglethorpe, Heather Simonsen		Peter Soscia	Meredith Fane, Raniee Johnson
	TA:	FF, SE, DO	FF, SE	SE, FF	SE, DO					
	Room	A706	A705	A704	A703	A708	A707		A702	A701
12:35 p.m. - 2:00 p.m. Joint Buffet Lunch followed by Dessert with Sponsors <i>Atrium A, Atrium B/C</i>										
2:00 p.m. - 2:45 p.m.	Session 6	Major Gifts: Unusual Suspects – Looking Beyond the Grateful Patient Model.	Board Relations: A Conversation with Volunteer Leaders: Harnessing Advocacy, Engagement, and Philanthropy Among Volunteer Leaders.	DEI: Building an inclusive retention plan (Career Mapping).	Streaming & DIY: Maximizing Your Pipeline Through P2P/DIY Events.	Marts&Lundy with Wilmot Cancer Institute: Changing Culture to Promote Philanthropy: A Case Study for Sustained Grateful Patient Fundraising	From Pen to Pitch to Philanthropy: Maximizing Your Storytelling Potential	Growing for the Future: Proving your Impact to Expand Your Team, Budget and Influence.	Patient privacy in a digital world: How to stay compliant without compromising usable data.	Session 6 will include 2 PAMN Tracks
	Speakers	Molly Chestnut, CFRE, Kristine Davidson	Gail Grimmett, John Rice. Moderator: Michael Delzotti.	David Marks, Jessica Parker. Moderator: Juliette Cagigas	Colleen Hanley and Pam Mohr	Clare Flanagan, Frank Interlichia, Evan St. George	Jasmine Davis, Amy Lacey, Allison Perry	Tanya Andreadis, Rhonda Curry, Jenny Owen	Dan Cave, Steve Singer	
	TA:	(FF, DO)	(SE, FF, DO)	(L, FF, SE, DO)	(SE, FF)					
	Room	A706	A705	A704	A703	A708	A707	A701	A702	

NACCCO Target Audience Legend (TA): Frontline Fundraising (FF); Leadership (L); Strategic Engagement (SE), Development Operations (DO)

Wednesday, April 26, 2023 Continued											
2:45 p.m. - 3:15 p.m. Coffee Break & Networking with Sponsors and Afternoon Yoga by Healthy Emory! <i>Atrium B/C</i>											
3:15 p.m. - 4:00 p.m.	Session 7	NACCCO Track 1	NACCCO Track 2	NACCCO Track 3	NACCCO Track 4	Case Study Track 1	NACCCO-PAMN Collaboration	PAMN Track 1	PAMN Track 2	PAMN Track 3 Physician Relations	
		Major Gifts: Successful Gift Officer Partnership with Your Prospect Research Team.	Annual Giving: Massey Club Volunteer Solicitor Program - Getting your board engaged	<i>Session 7 will include 3 NACCCO Tracks</i>	Special Events, Third Party, and Peer to Peer: Tips, Tricks and Lessons Learned in Sports Based Fundraising Events.	Gobel Group with Sylvester Comprehensive Cancer Center.	Teamwork: Making Your MarComm and Development Dreams Work.	From the Keyboard to the Community: How Marketing Can Make an Impact in COE Efforts.	Partnering with AACR To Promote Your Institution's Science	Helping Physicians Build Their Brand: A Toolkit for Success.	
	Speakers	Tom Nichols and Rebecca Norman	Becky Massey, Robinette Tiller		Scott Larimore and Shawn McGee	Lisa King, Jocelyn Reilly	Gretchyn Beys, Heidi Findley, Becky Griess, Michelle Ostrander	Kiara Ellis, Amy Leader. Moderator: Matthew Huesser, MBA, DBA	Rick Buck, Julia Gunther	Paula Little and Chantel Pepin	
	TA:	FF, DO	SE		SE						
Room	A706	A705		A703	A704	A707	A708	A702	A701		
4:05 p.m. - 4:50 p.m.	Session 8	Individual Breakout Sessions									
		NACCCO AFFINITY GROUP POTLUCK:					PAMN AFFINITY GROUP BREAKOUTS				
		Annual Giving, E-Philanthropy and Pipeline	Campaign Strategy: Campaign Innovations	CDO	DEI	Board Relations	Children's Affinity Group	Media Relations	CCSG Components - Community Outreach and Engagement (COE), Diversity Equity & Inclusion (DEI)		
		A702	A703	Atrium A Assigned Area	Atrium A Assigned Area	Atrium A Assigned Area	Atrium A Assigned Area	A705	A706		
		Foundation Relations: Atlanta-based Pediatric Grantmakers Q&A. Speakers: Courtney Davies, Leigh Anna Lang, and Lauren Korthoff. Moderator: Caroline E. Kimberly, Ph.D.	Special Events, Third Party and Peer to Peer with Streaming & DIY and Corporate and Cause Marketing: What's Keeping You Up At Night?	Major and Principal Gifts	Planned Giving: Universal Topic "Grab Bag"	Stewardship and Communications	Digital Strategies (DS)	Physician Relations Group (PRG) featuring a Roundtable Show & Tell			
A704	Atrium A Assigned Area	A701	Atrium A Assigned Area	Atrium A Assigned Area	A707	A708					
5:00 p.m. - 8:00 p.m. Evening at leisure for Team Dinners or Atlanta Braves vs. Miami Marlins (all costs on own, see conference activities page of conference website for reduced rate tickets, available for purchase by April 7)											

NACCDO Target Audience Legend (TA): Frontline Fundraising (FF); Leadership (L); Strategic Engagement (SE), Development Operations (DO)

<b>Thursday, April 27, 2023</b>		
7:00 a.m. - 10:30 a.m.	Conference Information <b>Atrium Foyer</b>	
7:00 a.m. - 8:00 a.m.	Buffet Breakfast <b>Atrium B/C</b>	
<b>NACCDO &amp; PAMN Collaboration</b>		
8:00 a.m. - 8:55 a.m.	Session 9	NACCDO & PAMN Collaboration Session Featuring <b>Dr. Barrett Rollins</b> . Moderated by <b>Monica Pearson</b> <b>Atrium A</b>
9:00 a.m. - 10:00 a.m.	Closing Session	Conference Closing Session: Adversity and Leadership Featuring former Atlanta Falcons Quarterback <b>Matt Ryan</b> in a conversation with <b>Monica Pearson</b> <b>Atrium A</b>
10:00 a.m. - 10:15 a.m.	Closing Remarks	The 2023 Conference will conclude with The Winship Cancer Institute of Emory University Team passing the torch to Huntsman Cancer Institute with closing remarks by NACCDO Chair Michael Hibler and PAMN Chair, Heidi Findlay <b>Atrium A</b>