



October 15, 2022

All times listed are Eastern Time.

10:00.–10:15 a.m.

Stacy LeBaron

Welcome and opening remarks

10:15.–11:30 a.m.

Morgan Domijan, Fundraising Coach, Get Fully Funded

The Formula for Successful Fundraising

Do you ever wonder how successful nonprofits raise the kind of money they do? Do you feel stuck, confused, or just plain tired of trying to do your work on a shoestring budget? In this presentation, you'll hear about how you can dramatically increase the funds you raise each year using a three-part formula for successful fundraising. Plus you'll get practical tools that you can take away and use—as early as tomorrow!—on everything from social media fundraising to asking for major gifts.

About Morgan Domijan

Morgan is a Fundraising Coach at Get Fully Funded, supporting fundraisers and nonprofit leaders with tools and resources to be confident and successful when fundraising. As a previous teacher, Morgan wakes up inspired every day that her role as a coach combines her love for education and fundraising. She has co-founded a nonprofit and understands first-hand the complexities of a start-up. Morgan has also lived across Africa for the last six years, fundraising for International and American nonprofits. She has supported a variety of causes, including animal welfare nonprofits, and continues to help nonprofits with their online fundraising, building donor relationships, and storytelling. Morgan's personal passion is traveling, and you can find her splitting her time between Africa and Dallas, Texas. Find out more about Morgan and Get Fully Funded at www.getfullyfunded.com/about.

11:15 a.m.–12:00 p.m.

**Justin Ruffier, Founder, Animal Cause Marketing and TrapandReturn.com
Senior Marketing Director, CARS**

Multi-Channel Fundraising Made Easy

In this session, we'll discuss some of the easiest and most effective marketing and fundraising techniques for your shelter, with demos and examples of the free resources your team can use. These tips and hacks will help you create professional materials and promote them on multiple marketing channels in half the time. We're excited to share how AI software can help you write pet adoption descriptions, how Canva can enhance your design capabilities, and how the free Google Grant can support your organization.

Justin Ruffier

Justin Ruffier is a hands-on marketer with over 10 years of experience. For the past six years, he has been working in fundraising and supporting nonprofits and animal welfare organizations like Best Friends, the Humane Society of the United States, ASPCA, and countless local rescues. He takes pride in supporting groups large and small because every dollar counts when it's going to help animals in need.

Justin started trapandreturn.com and animalcausemarketing.com in 2022 as a way to provide services and resources to the rescue community. Justin is TNR certified through the Community Cats Podcast program and manages several community cat colonies in his neighborhood. He has four indoor cats (Drogon, Starscream, Thunder, Breeze), and one outdoor cat (Pepper), and is a Board of Director Advisor for two cat rescue organizations.

<https://www.linkedin.com/in/justinruffier/>

12:00–12:45 p.m.

Lunch break

12:45–1:45 p.m.

Chloe DiVita, CEO, BlogPaws

Storytelling For Fundraising

Join Chloe to learn a time-tested storytelling method that can help you take your fundraising to the next level. You will learn what makes a great story, three types of stories to tell, and a structure to start using right away. A well crafted story connects with the audience, makes them feel, and helps you reach your fundraising goals. Everyone has stories and everyone can be a storyteller with the right guidance!

About Chloe DiVita

Chloe DiVita, CEO of BlogPaws, whose conferences raised over \$125k in cash for pet shelters and over \$50k in goods from 2010 - 2018, is a digital marketing expert. She has helped many pet brands, pet bloggers, and small pet businesses grow their online presence using content creation and story structure as a main focus. Chloe counts Pet Age's 40 under 40 and Cat Writers' Association's Muse Medallions among her honors in the pet industry. As Executive Producer for TEDxCambridge, one of the longest running TEDx events, she helps speakers bring their stories to life across stages and screens. For 10 years she served as President on the Board of a local art focused non-profit where she brought her accounting skills and story skills to help them grow their fundraising efforts year over year.

1:45– 2:15p.m.

Brianna Lovell Myers, Hospitality Cat and Independent Consultant, Breezy Consulting

Community Cats Grants Overview and Cool Tools

Check in with the Community Cats Grants program, ask questions about the application process, and understand what's changing for 2023. We'll also chat about some cool tools and creative fundraising ideas anyone can utilize to make the most of their next grant application. Bring your questions!

About Brianna Lovell Myers

Brianna is our very own Hospitality Cat! She is a program manager for Community Cats Podcast, and directly oversees the grants program. She is also the administrative director for United Spay Alliance, an organization dedicated to promoting accessible, affordable spay/neuter services around the country.

Brianna was recently elected to the Board of Directors for Community Cat Alliance in Winchester, Virginia. She previously worked for Alley Cat Allies, where she held various management roles in outreach, programs, and events, and led the charge for their flagship National Feral Cat Day and Global Cat Day campaigns. In 2020, she started working as an independent consultant to provide project management support to organizations serving animals. Brianna holds a Master of Public Administration degree from West Virginia University. She currently lives in Maryland with her husband and their senior rescues.

2:15-3:15 p.m.

Bonney Brown and Diane Blankenberg, Humane Network

End-of-Year Fundraising: Getting Your Paws on More Money This Year

Over 30% of annual charitable giving occurs in December. Some nonprofits bring in as much as 50% of their donation income from end-of-year asks. It's not too late to prepare for the season of giving!

This session will give you specific end-of-year fundraising ideas from which your team can choose. Implementing even a couple of the ideas will help you raise more money this year!

The session will be presented by Bonney Brown and Diane Blankenberg of Humane Network and will give you the tools you need to feel confident about your fundraising going into this holiday season.

About Bonney Brown & Diane Blankenberg

Bonney Brown and Diane Blankenberg are co-founders and together lead Humane Network, a team of expert consultants that help organizations across the country to be more successful in a wide range of ways through a variety of affordable services. Bonney was the CEO and Diane was the Development and Community Programs director of Nevada Humane Society. They both worked for Best Friends Animal Society in key roles. Respectively, they have 30 and 20 years of experience in the field of animal welfare to draw upon to help organizations achieve their goals.

3:15–3:30 p.m.

Break, cat trivia

3:30–4:45 p.m.

Caitlin Quinn, Director of Operations for HeartSpeak

Creating Deeper Community Connections

The way we collect and craft stories – whether for individual campaigns or for our day-to-day communications – has a tremendous influence on how the community receives our message, and even more critically, how they perceive animal welfare organizations in the future. Making genuine and lasting connections with community members is central to working with people and pets. Equitable storytelling and inclusive communication practices can help build a welcoming and more effective program. In this session, we'll talk about redefining the role of stories in our work, the ethics of storytelling for fundraising, and the mechanics of building campaigns around mission-driven stories. Central to this conversation is how we create and use language and imagery, how to build and preserve trust in our everyday communications, and how thinking big-picture about our community can help guide our decision-making.

About Caitlin Quinn

Caitlin is passionate about working with animal service organizations to reimagine the way they tell their stories and connect with the community. She has served in the animal welfare field since 2008 and is currently the Director of Operations for HeARTs Speak (www.heartsspeak.org). This national nonprofit works to increase the visibility of shelter animals by providing training, tools, and partnerships designed to make highly effective marketing a reality for organizations of every size and budget. In 2015 she got her

MPA with a concentration in nonprofit management, and in 2021 she began teaching shelter marketing for the University of Florida Master's in Shelter Medicine program. Caitlin lives in the Hudson Valley in NY and credits her initial love for animals to two distinctly different but equally incredible cats who shaped her childhood, Sneakers and Meeko.

4:45-5 p.m.

Cat Trivia and Closing remarks