



OnPoint

MARKETING STRATEGIES
FOR NONPROFIT SUCCESS

2012 AMA/AMAF Nonprofit Marketing Conference

July 9-11, 2012 | Washington, DC

Presented by



2012 AMA/AMAF NONPROFIT MARKETING CONFERENCE

July 9-11, 2012 | Washington, DC

Get on point and drive effective solutions by attending this year's Nonprofit Marketing Conference

The 2012 AMA/AMAF Nonprofit Marketing Conference (NPMC) will zero in on today's marketing essentials to help you better engage your members/constituents and meet your mission-critical objectives. This cutting-edge, highly-interactive conference will focus on the hot topics that we are all dealing with as well as advanced marketing practices, maximizing your limited resources and helping you get started if you are new to nonprofits. This is the conference to attend to ensure your continued professional and organizational growth.

One-of-a-kind perspectives, expert-led sessions and an exceptional line up of speakers from nonprofits of all sizes will be featured throughout this unparalleled conference program. Whether you are large or small, national or local, an association, museum, school or a charity, the 2012 AMA/AMAF Nonprofit Marketing Conference will help bring to light the skills and knowledge you need to get you and your organization on point.

Get updates on the conference via Twitter at #AMANP

For the full agenda, session descriptions and registration information,
visit www.marketingpower.com/nonprofit or call 1.800.AMA.1150

KEYNOTE SPEAKERS

Our speakers and industry experts will offer valuable insights to key marketing strategies that inspire nonprofit success.

Todd Cohen

Keynote Speaker and Author: Everyone's In Sales

George Weiner

CTO, DoSomething.org (Back by Popular Demand!)

Jessica End

Industry Manager, Nonprofit and Religion, Google

Andy Goodman

Nationally Recognized Author, Speaker and Consultant in the Field of Public Interest Communications

Jamal Edwards

President and CEO, Howard Brown Health Center

Dawn Gilpin, PhD

Assistant Professor, Walter Cronkite School of Journalism and Mass Communications, Arizona State University

Samantha DeVita

Director, Marketing and Communications, R2integrated

Chris Chodnicki

CTO, R2integrated

Brock Yetso

President and CEO, The Ulman Cancer Fund for Young Adults

Additional nonprofit marketing thought leaders include:

Diana Cardenas | Independent Consultant, Easy Nonprofit Marketing

Patricia Cluff | AVP, Strategic Relations and Marketing, University of Virginia Health System

Brian Cox | Director, Online Engagement, United Way

Melissa DelaCalzada | Executive Director, Communications and Community Relations, San Diego Hospice

Jake Dell | Senior Manager, New Media, National Episcopal Church

Shawna Forsberg | Director, Marketing and Public Relations, The Durham Museum

Angela Geiger | Chief Strategy Officer, Alzheimer's Association

Elyse Guilfoyle | Account Planner, Google

Barbara Harrington | Founder, SPONSORSHIPNETWORKPLUS

Kay Keenan | Chair, 2012 Nonprofit Marketing Conference, President, Growth Consulting Inc.

Jake Lefebure | Co-Founding Partner and CEO, Design Army

Dan Lucarelli | Director, Marketing and Education, Pennsylvania 811

Bill Meierling | Worldwide Director, Communications, United Way

Christian R. Moritz | Principal, Alliance Interactive

Jerry Rackley | Vice President, Marketing and Communications, DemandMetric

Anisha Robinson Keeyes | Principal, Best Practice Fundraising

Laura Salpietra | Account Manager, Google

Matt Schwabel | Director, Account Planning and Public Relations, University of Virginia Health System

Michael F. Stara | President, East Coast Consulting Group

Sara Stern | EVP, Creative Services, LipmanHearne

SCHEDULE

DAY ONE » MONDAY, JULY 9, 2012

8:00 – 11:00 am **PRE-CONFERENCE TUTORIALS (SEPARATE REGISTRATION)**

TUTORIAL A: Measuring Nonprofit Marketing Effectiveness

Jerry Rackley | Vice President, Marketing and Communications, DemandMetric

TUTORIAL B: Nuts and Bolts: Marketing to Your Customers, Your Contributors, Your Vendors, and Your Bank With a Limited Budget

Michael F. Stara | President, East Coast Consulting Group

TUTORIAL C: Best Practices in Philanthropic Communications

Sara Stern | Executive Vice President, Creative Services, LipmanHearne

9:00 – 11:00 am **INDIVIDUAL COACHING SESSIONS (REGISTER MORNING OF CONFERENCE)**

12:00 – 12:45 pm **CONFERENCE COMMENCEMENT**

Welcome & Interactive Introductions

Kay Keenan | Chair, 2012 Nonprofit Marketing Conference

12:45 – 1:45 pm **We're All in it Together: Develop, Recapture, Renew Relationships to Achieve Your Mission**

Todd Cohen | Keynote Speaker and Author of "Everyone's In Sales"

1:45 – 2:30 pm **NETWORKING BREAK IN EXHIBIT HALL**

2:30 – 3:30 pm **Mobile Marketing and Metrics that Matter**

George Weiner | CTO, DoSomething.org

3:30 – 4:30 pm **The Zero Moment of Truth: Winning the Moments that Matter**

Jessica End | Industry Manager, Nonprofit and Religion, Google

4:30 – 5:00 pm **END OF DAY INTERACTIVE PANEL DISCUSSION**

George Weiner and Jessica End

5:00 – 6:30 pm **OPENING RECEPTION**

Networking Activity and Raffle Prizes!

Facilitator: Dan Lucarelli

6:30 pm **DC DINE-AROUND—COMMUNITY DINNERS**

DAY TWO » TUESDAY, JULY 10, 2012

7:45 – 8:30 am **CONTINENTAL BREAKFAST IN EXHIBIT HALL**

8:30 – 9:30 am **Creating Integrated Social Strategies That Activate & Build Your Online Community**

Samantha DeVita | Director, Marketing and Communications, R2integrated

Chris Chodnicki | CTO, R2integrated

Brock Yetso | President and CEO, The Ulman Cancer Fund for Young Adults

9:30 – 10:30 am **Innovate. Reach Out. Deploy.**

Jamal M. Edwards, Esquire | President and CEO, Howard Brown Health Center

10:30 – 11:00 am **NETWORKING BREAK IN EXHIBIT HALL**

11:00 – 11:55 am **BREAKOUT ONE: NEW TO NONPROFIT**

Who are You Trying to Reach for What?

Bill Meierling | Worldwide Director, Communications, United Way

Brian Cox | Director, Online Engagement, United Way

BREAKOUT TWO: MAXIMIZING YOUR LIMITED RESOURCES

The Gladys Kravitz Marketing Plan (a location-based advocacy and education campaign)

Dan Lucarelli | Director, Marketing and Education, Pennsylvania 811

BREAKOUT THREE: ADVANCED NONPROFIT PRACTICES

Making the Case

Angela Geiger | Chief Strategy Officer, Alzheimer's Association

12:00 – 1:20 pm **NONPROFIT MARKETING AWARDS LUNCHEON**

2012 Nonprofit Marketer of the Year

For the full agenda, session descriptions and registration information, visit www.marketingpower.com/nonprofit or call 1.800.AMA.1150

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1:20 – 1:30 pm **TRANSITION**

1:30 – 2:30 pm **BREAKOUT ONE: NEW TO NONPROFIT**

Sponsorships – More Than Just Fundraising

Barbara Harrington | Founder, SPONSORSHIPNETWORKKPLUS

BREAKOUT TWO: MAXIMIZING YOUR LIMITED RESOURCES

Making Google Work for You: AdWords and Apps for Nonprofits

Elyse Guilfoyle | Account Planner, Google

Laura Salpietra | Account Manager, Google

BREAKOUT THREE: ADVANCED NONPROFIT PRACTICES

The Importance of Brand Positioning, Management and Standards for the Nonprofit Marketing Strategy

Patricia Cluff | AVP, Strategic Relations and Marketing, University of Virginia Health System

Matt Schwabel | Director, Account Planning and Public Relations, University of Virginia Health System

2:30 – 3:00 pm **NETWORKING BREAK IN EXHIBIT HALL**

3:00 – 4:00 pm **BREAKOUT ONE: NEW TO NONPROFIT**

The Modern Family Phenomenon: Talking to Multicultural and Diverse Audiences

Diana Cardenas | Independent Consultant, Easy Nonprofit Marketing

Anisha Robinson Keays | Principal, Best Practice Fundraising

BREAKOUT TWO: MAXIMIZING YOUR LIMITED RESOURCES

Placing Smart Bets....Leveraging Constituent Insights to Make Sound Marketing Decisions

Shawna Forsberg | Director, Marketing and Public Relations, The Durham Museum

BREAKOUT THREE: ADVANCED NONPROFIT PRACTICES

Dream Big. Start Small.

Jake Lefebure | Co-Founding Partner and CEO, Design Army

4:00 – 4:10 pm **TRANSITION**

4:10 – 5:10 pm **BREAKOUT ONE: NEW TO NONPROFIT**

Making Sense of All the New Media Tools (Facebook, Twitter) and Old Media, and How To Use Them Most Effectively

Jake Dell | Senior Manager, New Media, National Episcopal Church

BREAKOUT TWO: MAXIMIZING YOUR LIMITED RESOURCES

Social Media Success on a Shoestring Budget

Melissa DelaCalzada | Executive Director, Communications and Community Relations, San Diego Hospice

BREAKOUT THREE: ADVANCED NONPROFIT PRACTICES

Growing your Organization by Personal Brand Management

Christian R. Moritz | Principal, Alliance Interactive

5:10 – 6:40 pm **NETWORKING RECEPTION IN EXHIBIT HALL**

More Raffle Prizes!

Facilitator: Dan Lucarelli

7:30 pm **OPTIONAL BUS TOUR OF DC**

DAY THREE » WEDNESDAY, JULY 11, 2012

7:45 – 8:30 am **CONTINENTAL BREAKFAST**

8:30 – 9:30 am **Epidemiology of the Komen Crisis: Complex Lessons for Nonprofits**

Dawn R. Gilpin | Assistant Professor, Walter Cronkite School of Journalism and Mass Communications, Arizona State University

9:30 – 10:00 am **NETWORKING BREAK IN EXHIBIT HALL**

10:00 – 11:00 am **Storytelling: The First Big Thing**

Andy Goodman | Nationally Recognized Author, Speaker and Consultant in the Field of Public Interest Communications

11:00 – 11:30 am **CLOSING REMARKS WITH FINAL PRIZE DRAWINGS**

SPECIAL ONPOINT SESSIONS

INDIVIDUAL COACHING SESSIONS

Monday, July 9th - 9:00 – 11:00 am

Meet one-on-one with leading experts in nonprofit marketing to gain valuable insights and actionable guidance related to your specific challenges. Feel free to bring your organization's materials and questions with you. Sign-up sheets will be available at the Conference Registration Desk. Available on a first-come, first-serve basis, so be sure to arrive early.

DC DINE-AROUNDS

Monday, July 9 - 6:30 pm

Please join us for the NPMC DC Dine-Arounds for continued professional development, sharing and fun with nonprofit marketing executives and experts. Enjoy dinner together in small groups at some of the area's greatest restaurants where discussions will be led by nonprofit industry experts who have been members of the 2012 Conference Planning Committee. Restaurant/group topic sign-up sheets will be posted at the Conference Registration Desk.

ADDITIONAL INTERACTION WITH NONPROFIT MARKETERS

This year's conference is filled with networking opportunities where you can establish new, and deepen existing relationships. Don't miss the two networking conference receptions with cocktails and great food, the 2012 Nonprofit Marketer of the Year Award luncheon and the optional evening tour of Washington, DC monuments on Tuesday night.

AMAF NONPROFIT CMO ROUND TABLE (INVITATION ONLY)



Nonprofit CMO Roundtable

American Marketing Association Foundation

The Nonprofit CMO Roundtable is the exclusive, invitation only forum for marketing leaders of the largest nonprofit organizations (at least \$100 million in annual revenue) to engage around challenges, opportunities, and solutions.

For the full agenda, session descriptions and registration information,
visit www.marketingpower.com/nonprofit or call 1.800.AMA.1150

REGISTRATION & HOTEL INFORMATION

JOIN THE AMA TODAY AND SAVE!

All AMA Members receive discounted rates on AMA events.

REGISTRATION FEES*†

AMA MEMBER \$650
NON-MEMBER \$890

*Add \$100 to fees if registration is received after June 11, 2012

†Are you a member who has previously attended this conference? Or is your company sending 3 or more employees? If so, please call 1.800.AMA.1150 for a special discount.

OPTIONAL SINGULAR TUTORIAL PRICING*

Tutorials take place on July 9th from 8:00 – 11:00 am

AMA MEMBER \$250
NON MEMBER \$275

HOTEL INFORMATION

Washington Marriott Wardman Park
2660 Woodley Road NW
Washington, DC 20008

PHONE 1 202.328.2000 | FAX 1 202.234.0015

TOLL-FREE RESERVATIONS 1 800.228.9290

HOTEL WEBSITE www.wardmanparkmarriott.com

ROOM RATES

\$169.00 SINGLE/DOUBLE OCCUPANCY PER NIGHT

Please call 1 800.228.9290 and reference the American Marketing Association Nonprofit Marketing Conference to make reservations. The reservation cut-off date is Friday, June 8, 2012 and we recommend booking overnight accommodations right away, as there are a limited number of AMA special rates available. For complete details, visit www.marketingpower.com/nonprofit

2012 NONPROFIT MARKETING CONFERENCE COMMITTEE

Kay Keenan

Conference Chair, President,
Growth Consulting Inc.

Diana Cardenas

Consultant, Easy Nonprofit Marketing.com

Clair Diones

Director, Marketing, National Endowment for
Financial Education

Morgan Estabrook

Senior Manager, Marketing and
Communications, University of
Virginia Innovation

Dan Lucarelli

Director, Marketing and Education, Pennsylvania 811

Valerie Morris

Marketing and Financial Services Consultant

Leslie Mueller

Business Development Specialist,
Minnesota Society of CPAs

Colleen Ryan

Director, Business Development,
Lipman Hearne

La Sridhar

Founder/President, ResearchSense

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OnPoint Marketing Strategies for Nonprofit Success

Register today

Call 800.AMA.1150 or visit www.marketingpower.com/nonprofit

Follow us on Twitter for news about the conference: #AMANP

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