



communication professionals
for community foundations

CommA Days - San Francisco – Saturday & Sunday, September 17 & 18

Friday, September 16

4-6 p.m. CommA Days materials pick up

Saturday September 17

7:30 to 9:00am CommA Days materials pick up

8:30 – 9:30am Continental breakfast, Welcome by LuAnn Lovlin, CommA Steering Committee Chair

9:30 – 10:30am Session One (All)

Understanding Google Analytics; What do the Metrics Mean?

Presenter: Alex Abelin, Google

Most everyone uses Google Analytics with their Foundation's website to quantify use and traffic. But what do these metrics really mean? This session will explore in-depth, the capabilities and information supplied through these measurement tools and teach participants how to interpret the data and create a measurable campaign.

Session designer: Roberta King, Vice President, PR& Marketing, Grand Rapids Community Foundation

10:45 – 11:45 Session Two (two options)

Communicating Community Leadership

Presenter: Nancy Jones, Miami Foundation

Community leadership is a hot topic in our field. How do we clearly and concisely convey to our audiences what we do without chest thumping and calling ourselves "Leaders"? This interactive session will include examples of success and failures from our peers. You'll walk away with some best practices, new ideas and hopefully a laugh or two

The New News Landscape – Who Will Tell your Story?

Presenter: Heidi Williamson, Vice President for Communication, Berks County Foundation

As newsrooms shrink or morph, new distribution channels proliferate. Where should foundations focus their time and energy to best tell their stories? This session will give participants insight on what's working and what's not by looking media trends that impact the way you get the word out about your foundation.

Noon – 1:00 LUNCH/NETWORKING and IPAD GIVEAWAY, A WORD FROM OUR SPONSOR(S)

1:15 – 2:15pm Session Three (two options)

Marketing to your Strengths: Targeting the Right Audience with the Right Message

Presenters: Michelle Sklar, Vice President of Development & Rebecca Sainer, Vice President of Marketing & Communications, Silicon Valley Foundation

Community Foundations are best positioned to meet the needs of local philanthropists, corporations and other non profits but sometimes fall short in getting the message out to the community. The Silicon Valley Foundation will be used as a case study to share examples of how to highlight and build upon relationships with Professional advisors and the ability to provide international grant making expertise, local community knowledge, and strong investment returns.

When an Initiative Takes Off and Takes Over: Can it Leave the Rest of the Foundation Work Behind?

Presenter: Emily Jones Rushing, Director of Communications and Marketing, Greater Birmingham Foundation

What happens when a community initiative gains a lot of attention, needs more constant monitoring on social and “regular” media, and involves an ever increasing cast of important figures? The Foundation will share a recent case study and discuss what to do with this attention as you 1) manage the outcome of the initiative and 2) try to loop a new audience back into an understanding and appreciation of the Community Foundation.

2:30 – 4:00 pm Session Four (All)

“Group Therapy” Breakouts /Facilitated Discussion Tables

- Examining Annual Reports
- Giving Days Goodness or Match Day Mayhem?
- Anniversaries: How (and why) to celebrate.
- Social Media Success Stories
- Disaster Stories: Surviving or Responding to the Big One

Sunday, September 18

8:00 – 8:45am Hearty, hot breakfast, **CommA Days** closing remarks and send off
Roberta King and Nancy Jones, CommA Days co-chairs

9:00 – 10:00am *Concurrent session: ADnet & CommA*

A Match Made in Heaven: When Marketing and Development See Eye To Eye

Presenters: Hillary Nather-Detisch, Director of Donor Accounts & Kali Baker, Director of Communications, Omaha Foundation

Creating a seamless marketing and development plan can yield big results. The Omaha Foundation will be sharing the necessary steps to creating a successful and fool-proof marketing and development plan that can be tailored to fit your organization. The session will cover brand strategy, audience identification, crafting multi-layered communication strategies, social media strategies and more.

10:15 – 11:15 *Concurrent sessions: ADnet & Comma*
Pick one of the following three options

A. Crowdsourcing, Crowd Raising, Crowd Voting; Models in Philanthropy and Foundation Experiments

Presenter: Amanda St Pierre, PR Specialist, Grand Rapids Community Foundation

Working the crowd may seem like an exciting way to build web traffic and engage your audience, but why should we also proceed with caution? This session will explore how crowdsourcing can be applied to the work of community foundations. It will examine some models in our sector and lessons that have been learned from projects that have already been tested.

B. How to tackle: High (graphic) Standards Hell, the Curse of Foundation Speak, and Sit Down Drag Out Donor Events

Presenter: Sheri Booms Holm, Communications Director, West Central Initiative (MN)

It's good to have graphic standards, but are yours dragging you down? Can people understand what you are saying in all your written communiqués, including grants? Are you dreading another dinner with talking heads? Come find out how to make subtle changes that will broaden and improve your communication techniques and gain some tips from others on how to shake up your donor events!

C. Online giving beyond Match Days: An E-philanthropy experiment at The Denver Foundation

Presenters: Rebecca Arno, Vice President of Communications; Angelle Foucher, Senior Communications Officer; Sarah Harrison, Deputy VP Philanthropic Services Group, Denver Foundation

The Denver Foundation is deeply involved in addressing the issue of hunger in Metro Denver. In early 2011, the Foundation decided to raise money for grants to front-line food pantries during the summer months, when school is out and demand spikes. At the same time, the Foundation was approached by Giveo, an on-line fundraising start-up to beta-test their system. Hear about this trial-by-fire and share the lessons learned about online fundraising, social media, and the challenges of connecting a cause with new audiences.