



NATIONAL CATHOLIC  
DEVELOPMENT CONFERENCE  
**IDEAS**  
CHICAGO 2010



# PROGRAM AT A GLANCE

## Saturday, September 18

12:00p - 5:00p	Registration Desk Open	7th Floor (Outside of Salon I, II, III)
2:00p - 3:30p	<b>Spiritual &amp; Contemplative Dimensions of Development Ministry*</b>	Denver/Houston/Kansas City (5th Floor)
2:00p - 5:00p	<b>Writers' Workshop*</b>	Salon C (5th Floor)
2:00p - 5:00p	<b>Planned Giving Interactive*</b>	Salon A/B (5th Floor)
2:00p - 5:00p	<b>Making Decisions Based on Mission and Values*</b>	Salon G (5th Floor)

\*Requires pre-registration

## Sunday, September 19

7:30a - 5:00p	Registration Desk Open	7th Floor
8:00a	Prayer Room Open	Great America 1 (6th Floor)
8:00a - 12:00 Noon	Exhibitor Registration and Set Up	Grand Ballroom (Salon I, II, III) 7th Floor
8:30a - 10:30a	Major Gifts Affinity Group* (nonprofits)	Los Angeles Room (5th Floor)
9:00a - 10:00a	Hispanic Fundraising Affinity Group* (nonprofits)	Miami (5th Floor)
9:00a - 10:30a	Fundraising as a Ministry	Salon F/G/H (5th Floor)
10:00a - 10:30a	Exhibitor's Meeting	Denver/Houston/Kansas City (5th Floor)
11:00a	<b>Eucharistic Celebration</b>	Salon D/E (5th Floor)
12:00 Noon	Grand Opening Exhibit Hall & Lunch	Grand Ballroom (Salon I, II, III) 7th Floor
12:30p - 1:30p	<b>Extreme Makeover – What's Happening with Credit Cards</b>	Denver/Houston/Kansas City (5th Floor)
2:00p - 3:00p	<b>Secrets of Prospect Research: Uncover Hidden Major Donors</b>	Denver/Houston/Kansas City Room (5th Floor)
3:30p - 4:30p	<b>Keynote Presidential Address:</b> Sr. Georgette Lehmath, OSF, NCDC	Salon D/E (5th Floor)
4:30p - 5:30p	Exhibitor's Welcome Cocktail Reception	Grand Ballroom (Salon I, II, III) 7th Floor

## Monday, September 20

24/7	Prayer Room Open	Great America 1 (6th Floor)
7:30a - 6:00p	Registration	7th Floor
7:30a	<b>Eucharistic Celebration</b>	Salon D/E (5th Floor)

8:00a - 6:00p	Exhibit Hall Open*	Grand Ballroom (Salon I, II, III) 7th Floor
	*closed for Awards Luncheon 12:00p - 1:30p	
8:15a - 9:00a	Continental Breakfast	Grand Ballroom (Salon I, II, III) 7th Floor
9:00a - 10:00a	Roundtables	Denver/Houston/Kansas City & Los Angeles/Miami/Scottsdale (5th Floor)
9:00a - 10:00a	<b>Schools</b> Even Superheroes Can Use a Hand	Salon F/G (5th Floor)
10:00a - 10:45a	<b>Break and Prize Drawing</b>	Grand Ballroom (Salon I, II, III) 7th Floor

### 10:45A - 11:45A BREAKOUT SESSIONS

<b>Direct Marketing</b>	Integrating Communications and Marketing with Effective Fundraising and Friend Raising	Indiana/Iowa Room (6th Floor)
<b>Emerging Markets</b>	Volunteers - An Untapped Resource	Los Angeles/Miami/Scottsdale (5th Floor)
<b>Fundamentals</b>	Mailing Smarter and Using Your Database to its Fullest Potential	Salon H (5th Floor)
<b>Leadership</b>	What Managers Really Do	Salon A/B/C (5th Floor)
<b>Major Gifts</b>	Major Gifts in a Small Shop – It Can Be Done	Denver/Houston/Kansas City (6th Floor)
<b>Planned Giving</b>	Planned Giving for the Boomer Generation	Northwestern/Ohio State (6th Floor)
<b>Schools</b>	Getting Off the Seesaw: Balancing Your Revenue Sources	Purdue/Wisconsin (6th Floor)
<b>Supplemental</b>	Roadmapping: A Comprehensive Integrated System for Planning from Vision to Execution	Salon F/G (5th Floor)
12:00 Noon - 1:30p	<b>Awards Luncheon</b>	Salon D/E (5th Floor)

### 1:45P - 2:45P BREAKOUT SESSIONS

<b>Direct Marketing</b>	Show Me the Money: Best Practices in Direct Response Fundraising	Indiana/Iowa (6th Floor)
<b>Emerging Markets</b>	Acquiring Donors Online - Yes, It's Possible	Los Angeles/Miami/Scottsdale (5th Floor)
<b>Fundamentals</b>	Engaging Consultants and Service Providers in Your Mission (Panel)	Salon H (5th Floor)
<b>Leadership</b>	Money, Management and Ethics	Salon A/B/C (5th Floor)
<b>Major Gifts</b>	Corporate Gifts and Grants for Program Funding	Denver/Houston/Kansas City (5th Floor)

**Planned Giving** Trust Everyone But Ask Questions – Managing Bequests  
Northwestern/Ohio State (6th Floor)

**Schools** Following the Leader: Presidents, Principals and Board Chairs  
Who Work Together, Succeed Together Purdue/Wisconsin (6th Floor)

**Supplemental** Postal Savings: Strategies for Minimizing Your  
Biggest Expense Salon F/G (5th Floor)

2:45p - 3:15p **Refreshment Break and Prize Drawing**  
Grand Ballroom (Salon I, II, III) 7th Floor

### 3:30P - 4:30P BREAKOUT SESSIONS

**Direct Marketing** Social Networking: Can't Live Without It!  
Indiana/Iowa (6th Floor)

**Emerging Markets** It's All About Integration: Online and  
Offline Fundraising Los Angeles/Miami/Scottsdale (5th Floor)

**Fundamentals** Best Practices for Direct Response Fundraising  
Salon H (5th Floor)

**Leadership** The People Part of Managing Salon A/B/C (5th Floor)

**Major Gifts** What's the Research Telling Us: The Giving USA  
and Bank of America Studies Denver/Houston/Kansas City (5th Floor)

**Planned Giving** Changing the Conversation to Increase  
Planned Giving Commitments Northwestern/Ohio State (6th Floor)

**Schools** Avoiding the Seven Deadly Sins and Embracing The Seven  
Virtues of School Capital Campaigns Purdue/Wisconsin (6th Floor)

**Supplemental** Catholic Donor Stewardship: What Really Happens  
Salon F/G (5th Floor)

5:00p - 5:45p Tour of St. James Chapel\* Archbishop Quigley Center  
\*offsite

6:00p - 6:30p Vespers with His Eminence Cardinal Francis George, OMI  
St. James Chapel  
\*offsite

6:30p **Welcome to Chicago Gala\*** Archbishop Quigley Center  
\*offsite

## Tuesday, September 21

7:30a - 4:30p Registration 7th Floor

8:00a - 10:00p Prayer Room Open Great America 1

8:00a - 12:30p Exhibit Hall Open Grand Ballroom (Salon I, II, III)

9:00a - 10:00a **General Session: Linked in to the New Generation  
of Donors** Robert Wendover, Center for Generational  
Studies Salon D/E

### 10:15A - 11:15A BREAKOUT SESSIONS

**Direct Marketing** Lapsed Donors: How to Re-Engage Them  
Indiana/Iowa (6th Floor)

**Emerging Markets** Cultural Differences-How They Impact  
Our Fundraising Efforts Los Angeles/Miami/Scottsdale (5th Floor)

**Fundamentals** You Gotta Have a Plan! Learn the Essentials!  
Salon H (5th Floor)

**Leadership** Strategies: Managing and Planning  
Salon A/B/C (5th Floor)

**Major Gifts** Moving a Program From Direct Marketing To Major Gifts  
Denver/Houston/Kansas City (5th Floor)

**Parishes** Why Do Development in a Parish? Purdue/Wisconsin (6th Floor)

**Planned Giving** Culling the File: Finding Hidden Planned Giving Donors  
Northwestern/Ohio State (6th Floor)

**Supplemental** Planning & Feasibility Studies for Capital Campaigns  
Salon F/G (5th Floor)

11:15a - 12:00p

**Parishes** What a Successful Parish Development Program Looks Like  
Purdue/Wisconsin (6th Floor)

11:15a - 12:00 Noon **Grand Prize Drawings in Exhibit Hall**  
Grand Ballroom (Salon I, II, III)

12:00 Noon Registration for Combined Lake and River Tour closes  
Registration Desk (7th Floor)

12:00 Noon - 1:30p **Annual NCDC Membership Luncheon** Salon D/E

### 1:45P - 2:45P BREAKOUT SESSIONS

**Direct Marketing** Hot Postal Questions: What You Want to  
Know But Were Afraid to Ask! Indiana/Iowa (6th Floor)

**Emerging Markets** Visualizing Your Social Imprint  
Los Angeles/Miami/Scottsdale (5th Floor)

**Fundamentals** In or Out? The Dilemma of Outsourcing Vs. Doing  
Things In-House Salon H (5th Floor)

**Leadership** Managing Fundraising Volunteers Salon A/B/C (5th Floor)

**Major Gifts** Building a Culture of Philanthropy  
Denver/Houston/Kansas City (5th Floor)

**Parishes** Ten Steps in Strategic Planning Purdue/Wisconsin (6th Floor)

**Planned Giving** Marketing Planned Giving for Those Who Have  
Too Much on Their Plates Northwestern/Ohio State (6th Floor)

**Supplemental** Facebook to Facebook: Competing for Donor Dollars  
In Today's Socially Networked Society Salon F/G (5th Floor)

### 3:00P - 4:00P BREAKOUT SESSIONS

**Direct Marketing** Breakthrough Formats = Breakthrough Results  
Indiana/Iowa (6th Floor)

**Emerging Markets** Facebook to Facebook: Competing for Donor Dollars  
In Today's Socially Networked Society  
Los Angeles/Miami/Scottsdale (5th Floor)

**Fundamentals** The Secrets Behind Breakthrough Creative in Acquisition  
Salon H (5th Floor)

**Leadership** Working with Boards: Roles and Responsibilities  
Salon A/B/C (5th Floor)

**Major Gifts** Major Donors Live! Denver/Houston/Kansas City (5th Floor)

**Parishes** Capital Campaign Studies: Lessons Learned in the New Economy  
Purdue/Wisconsin (6th Floor)

**Planned Giving** Never Refuse a Planned Gift  
Northwestern/Ohio State (6th Floor)

**Supplemental** The Truth and Consequences of Provincial  
and Institutional Mergers ( Panel) Salon F/G (5th Floor)

4:15p - 5:15p **Eucharistic Celebration** Salon D/E

5:45p Meet in Lobby for Combined Lake and River Tour Lobby

7:00p - 8:30p **Combined Lake and River Tour\*** \*Offsite

## Wednesday, September 22

7:30a **Eucharistic Celebration** Salon D/E (5th Floor)

8:00a - 12:00p Registration 5th Floor

8:15a - 8:45a Buffet Breakfast Denver/Houston/Kansas City (5th Floor)  
Los Angeles/Miami/Scottsdale (5th Floor)

8:45a - 9:10a Roundtables Denver/Houston/Kansas City (5th Floor)

9:15a - 10:15a **General Session: New Media and New  
Evangelization: Five Ways to Make a Difference**  
Sr. Rose Pacatte, FSP, Pauline Center for Media Studies  
Salon D/E

10:15a Sr. Rose Pacatte, FSP Book Signing Foyer Salon D/E

10:30a 12:00p **Great Ideas I Had That Worked! (Panel)** Salon D/E