Friday, April 10, 2015

7:30 am
Registration and Continental Breakfast
Iowa Memorial Union, Chicago Lobby

8:30 – 8:45 am
Opening Remarks and Welcome
Iowa Memorial Union, Illinois Room
Kevin Gruneich
Philanthropic Studies Fund, University of Iowa
David Byrle
School of Journalism and Mass Communication, University of Iowa
Melissa Tully
School of Journalism and Mass Communication, University of Iowa

9:00 am – 4:30 pm
Social Media in Philanthropy
Iowa Memorial Union, Ohio State Room
Moderator: Andrea Weare
School of Journalism and Mass Communication, University of Iowa

9:00 am – 10:15 am
Fundraising for the Arts and Humanities
Iowa Memorial Union, Minnesota Room
Chris Kramer
Iowa Department of Cultural Affairs, Des Moines
Matthew Harris
Iowa Arts Council, Des Moines
Jane Van Voorhis
University of Iowa Foundation
Joanna Wosikowska
School of Public and Environmental Affairs, Indiana University – Bloomington
Jennifer Holan
Riverside Theatre, Iowa City
Moderator: Patty McCarthy
Iowa City Public Library

10:30 am – 11:45 am
Donor Motivation
Iowa Memorial Union, Michigan Room
M. Linda Wastyn
School of Journalism and Mass Communication, University of Iowa, and Wastyn & Associates, Inc., Port Byron, Illinois
Kevin Shanahan
Marketing, Mississippi State University
Kathleen Loehr
Kathleen Loehr & Associates, Alexandria, Virginia
Justin Tolan
Amperage Fundraising Advisors, Cedar Falls
Moderator: Melissa L. Pence
Alzheimer’s Association East Central Iowa Chapter, Cedar Rapids

1:00 pm – 2:30 pm
Fundraising for Health Care
Iowa Memorial Union, Minnesota Room
Melinda “Missy” Cowey
Genesis Health Services Foundation and Genesis Philanthropy, Davenport
Ryan Crane
Primary Health Care, Inc., Urbandale
Sheila Baldwin
University of Iowa Foundation
Liz Gardner
College of Media & Communication, Texas Tech University
Moderator: Rachel Young
School of Journalism and Mass Communication, University of Iowa

2:45 – 4:00 pm
Online Giving and Crowd Funding
Iowa Memorial Union, Michigan Room
Margaret Babitt
Advancement & Alumni Engagement, St. Ambrose University
Ritu Sharma
Social Media for Nonprofits, San Jose, California
Larry Hostetler
Association of Fundraising Professionals, Bedford, Texas
Michael Greenberg
ScaleFunder, Los Angeles
Moderator: Brian Ekedale
School of Journalism and Mass Communication, University of Iowa

4:30 – 5:30 pm
Keynote Address
Old Capitol Museum
BETH KANTER “The Human Side of Data: Between the Dashboard and the Chair”

5:30 pm
Reception
Old Capitol Museum

Saturday, April 11, 2015

9:00 am – 12:00 pm
Crowd Funding Innovation Lab
Iowa Memorial Union, Nebraska Room
Facilitated by Beth Kanter
(preliminary request required)
Thank you

Kevin and Donna Gruneich
School of Journalism and Mass Communication
University of Iowa Foundation
Center for Conferences
Iowa Chapters of the Association of Fundraising Professionals

PLANNING COMMITTEE:
Ann Haugland
Melissa Tully
M. Linda Wastyn
Andrea Weare

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Individuals with disabilities are encouraged to attend all University of Iowa-sponsored events. If you are a person with a disability who requires an accommodation in order to participate in this program, please contact the School of Journalism and Mass Communication in advance at (319) 335-3486.

Fundraising and Philanthropy Communication at the University of Iowa

In 2009, a gift from Kevin and Donna Gruneich through The University of Iowa Foundation created the Philanthropic Studies Fund. That gift allowed the School of Journalism and Mass Communication to develop the Certificate in Fundraising and Philanthropy Communication, which prepares undergraduate students of all majors for jobs in the growing field of nonprofit organizations. With the contributions of other donors, including Dale and Linda Baker, the Fund supports classroom activities and professional opportunities for students and faculty.

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