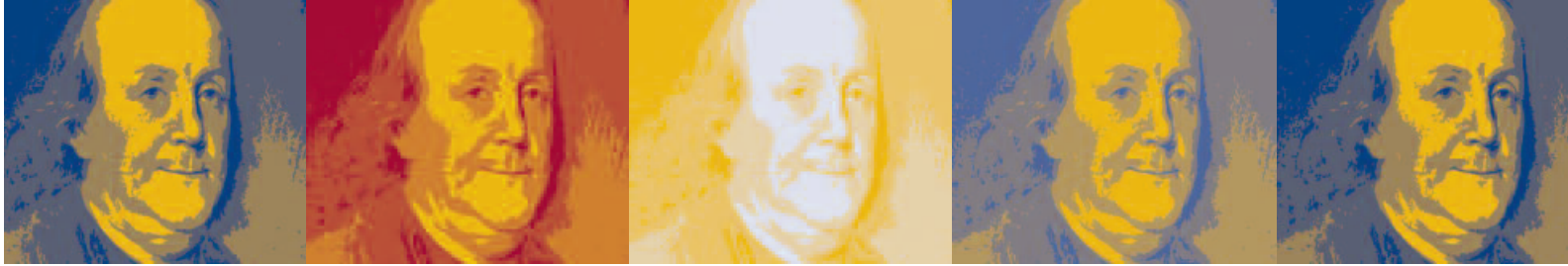


FRANKLIN 20 FORUM 13



Franklin Forum Schedule of Events:

8:00 am - 9:00 am Registration/Networking Breakfast

9:00 am - 10:15 am **Keynote Address: Eileen Heisman, CEO
National Philanthropic Trust**

10:15 am - 10:35 am Networking Break with Exhibits

10:20 am - 11:40 am

CONCURRENT SESSION I

**1A: Mentor Matchup: Discuss Strategies &
Professional Development Opportunities**

**1B: Content Marketing: Powerful Action Steps to
Engage More Donors & Supporters**
Hunter Boyle, Senior Business Development Manager, Aweber

1C: The Fundraiser's Guide to Data-Driven Strategy
Gregory Hagin, Corporate Vice President & Managing Director, CCS

1D: Getting to the Point
Sharene Azimi, Mission Communications

1E: Creating a Social Media Strategy That Fits: One Small Nonprofit's Journey
Mae O'Brien, Executive Director, HealthLink Medical Center, Inc.

11:50 am - 1:10 pm Lunch with topic discussions

Franklin Forum Schedule of Events:

1:10 pm - 2:25 pm

CONCURRENT SESSION II

2A: The Push and Pull of Fundraising

Matt Hugg, President, HuggDotNet LLC

2B: I'm New... and I Want to be Good!

Mark Chilutti, Assistant Vice President, Magee Rehab Hospital Foundation

2C: The Importance of Leadership for You

Susannah Coleman, Senior Development Officer, Institute for Advanced Study

2D: Ask Without Fear!

Marc Pitman, The Fundraising Coach, LLC

2E: Social Network Fundraising: Updated Facts, Myths & Strategies that Work

Terry Hersh, Reginal Manager, DonorPerfect Fundraising Software

2F: Being Strategic About Strategic Planning

Al Mollica, Principal, Mollica Consulting Group, LLC

2:25 pm – 2:45 PM

Networking Break with Exhibits

2:45 pm - 4:00 pm

CONCURRENT SESSION III

3A: The Three Things Your Vendors Say About You

Ashley Tobin, Founder, Work Better Consulting

3B: It All Begins with the Board

Elayne Howard, President, Elayne Howard & Associates, Inc

3C: Managing a Major Gifts Portfolio For Success

Stephen Smith, Vice President, Development and Chief Operating Officer,
Thomas Jefferson University and Hospitals

3D: Connected Content: Making the Most of Your Media - Online and Off

Beth Brodovsky, President, Iris Creative

3E: Diversify Your Funding Streams to Create Financial Sustainability

Cindy Bergvall Director, Catalyst Center for Nonprofit Management/Bee, Bergvall & Co.