

**Communications and Marketing for Nonprofit Fundraising  
Federal Reserve Bank of Richmond  
December 2, 2010**

**Agenda**

- 9:30 a.m. Registration and Continental Breakfast**
- 10:00 a.m. Welcome Remarks**  
Sally Green, Chief Operating Officer, Federal Reserve Bank of Richmond
- 10:15 a.m. Overview of Communication and Marketing for Nonprofits**  
*Moderator:* Alan Hutson, CFRE, Principal, The Monument Group
- Agenda review
  - Setting expectations
  - Defining rules of engagement
  - *Exercise:* Breaking the Ice
- 10:35 a.m. Communications and Marketing**  
*Moderator:* Alan Hutson
- *Exercise:* Our perceptions of communications and marketing
  - Why we communicate and market
  - How we communicate
  - *Exercise:* Communication inventory
  - *Media 101:* Bill Harrison, Vice President, Public Relations, American Red Cross
  - *Experiences with a New Nonprofit:* John Bryan, CEO, CultureWorks
- 12:00 p.m. Networking Lunch**
- 12:45 p.m. Fundraising**  
*Moderator:* Alan Hutson
- *GiveRichmond Profiles:* Michael Jones, GiveRichmond Coordinator, The Community Foundation
  - *Spokesperson Preparation and Promoting the Funder:* Kimberly M. Russell, Communications Officer, The Community Foundation

**Fundraising, continued**

- Perceptions of fundraising and how they tie into communications and marketing
- Understanding the world of philanthropy
- Understanding your donors' needs
- *Exercise:* Fundraising worst-case scenario

**2:30pm**

**Eating the Elephant**

*Moderator:* Alan Hutson

- Deciding where to start
- *Exercise:* Holding ourselves accountable
- Resources for further study
- The secret that no consultant wants you to know

**2:45 p.m.**

**Break**

**3:00 p.m.**

**Panel Discussion: How to Tell Your Story to Funders**

*Moderator:* Rachel Kopelovich, Program Director, Nonprofit Learning Point

- Cynthia Cecil, Senior Manager of Stakeholder Relations, Altria
- John Estes, Director of Programs, Richmond Memorial Health Foundation
- Susan Davis, Senior Vice President, Community Leadership Initiatives, The Community Foundation
- Amy Nisenson, Executive Director, Mary Morton Parsons Foundation
- Jane Holliday Walker, Director of Community Partnerships, Robins Foundation

**4:00 p.m.**

**Closing Remarks**

Kimberly Zeuli, Vice President and Community Affairs Officer,  
Federal Reserve Bank of Richmond

**4:15 p.m.**

**Adjourn to Networking Reception with Funders**