



Tentative Event Schedule

**times are listed in Eastern time*

	Thursday, September 17	Friday, September 18
9:45 - 10 am	Log in and settle in	Sponsor “rooms” open
10 – 10:15	Kickoff!	Q&A, door prizes
10:15 – 11	Session 1: Message Matters: What to say to inspires people to give content, small group exercise, Q&A	Session 6: Tips to maximize Giving Days content, small group exercise, Q&A
11 – noon	Session 2: Use what you’ve got to get people warmed up and ready to give! content, small group exercise, Q&A	Session 7: Secrets of Successful Virtual Events content, small group exercise, Q&A
Noon – 1 pm	Lunch break, sponsor “rooms” open	Lunch break, sponsor “rooms” open
1 – 2	Session 3: Make Your Website Donor Friendly with Greg Adkins content, small group exercise, Q&A	Session 8: Ins and Outs of Goal-Busting Facebook Fundraisers content, small group exercise, Q&A
2 – 2:45	Session 4: How to construct an Online Fundraising Campaign content, small group exercise, Q&A	Session 9: Plan Your Online Year-End Fundraising Campaign content, small group exercise, Q&A
2:45 -3:15	Session 5: Compliance for Online Fundraising with Greg McRay content, Q&A	Session 10: 90-Day Action Plans Exercises
3:15 – 3:30	Wrap up	Final Q&A
3:30 – 4:00	Sponsor “rooms” open	End at 3:30 pm