Building Blocks: Growing Future Gifts

We all know that the key to fundraising success - the building blocks, if you will - is cultivating meaningful relationships with others. Join us in Dallas-Fort Worth this February to sharpen your skills in building a successful fundraising program for future gifts from the inside out!

Take this important time away from the office to refresh, reflect, and connect with other garden development and membership colleagues. Share your experiences and ideas. Pick up new ideas and tips. Explore these exceptional host gardens and learn from their leaders. You’ll come away with new insights and inspirations to spring forward in 2017!
DEPART HOTEL FOR DALLAS ARBORETUM AND BOTANICAL GARDEN
2:00 - 2:45 pm
Buses load at 1:45 pm from the Sheraton Arlington Hotel

WELCOME & OPENING REMARKS
3:00 - 3:30 pm
D. Casey Sclar, Executive Director: American Public Gardens Association
Mary Brinegar, President and CEO: Dallas Arboretum and Botanical Garden

OPENING SESSION:
FUNDRAISING IS THE KEY TO YOUR GARDEN’S FUTURE
3:30 - 4:30 pm
Dave Forehand, Vice President of Gardens: Dallas Arboretum and Botanical Garden

Part of the responsibility each of us has, as leaders in public horticulture, is to understand the finances of our gardens, especially the important area of contributed revenue. Without revenue streams you can count on year after year, the garden’s ability to fulfill its dreams of growth may be stymied and a garden that is not financially stable has jeopardized its future. This session by Dave Forehand is an overview of how the Dallas Arboretum and Botanical Garden has developed a fundraising culture that includes all staff regardless of discipline or title. Dave will explain how he, in his role as VP of garden operations has been able to support his CEO Mary Brinegar and her development staff by fully participating in donor cultivation and request for funds for capital projects. Dave will give examples of how this approach works, with time for plenty of questions and answers.

TOUR OF THE DALLAS ARBORETUM AND BOTANICAL GARDEN
4:30 - 5:30 pm
Architectural Digest recently named the Dallas Arboretum and Botanical Garden “one of the world’s 15 most breathtaking gardens.” Here’s your opportunity to take an optional guided tour or wander independently through this extraordinary 66-acre garden! Enjoy their rich display gardens and groves, the DeGolyer Estate, Alex Camp House, a life science laboratory, the internationally acclaimed Rory Meyers Children’s Adventure Garden and more. Spring will be greeting you in true Texas-style here!

RECEPTION AND DINNER AT DALLAS ARBORETUM AND BOTANICAL GARDEN
5:30 pm - 7:30 pm
Sponsored by Dallas Arboretum and Botanical Garden

Join us in the center of the Arboretum at the beautiful DeGolyer Estate for a welcome reception and elegant dinner sponsored by our hosts.
SESSION 2 - 9:00 - 10:00 am
MEMBERSHIP BY THE NUMBERS
Dana Hines and Rosie Siemer: Membership Consultants

Data and metrics run our lives today. Membership in the botanical garden and arboreta world is no different. In this session, participants will learn that metrics drive our industry in acquisition, renewals, online communications and member demographics. Participants will be able to compare their numbers to those of the industry standards and take the temperature of their overall program health. Membership and development managers will walk away with a report card on their program’s productivity.

SESSION 3 - 10:05 - 10:35 am
USING DATA TO DEVELOP A NEW MEMBERSHIP PROGRAM
Melissa Dietrich, Senior Membership Manager: Longwood Gardens

The Membership program at Longwood Gardens originally launched in 2007 and quickly grew to over 65,000 household Members by 2016. The program, as originally designed, was not able to support future growth while providing an extraordinary member experience. Using a variety of methods, Longwood Gardens began crafting a new model for membership that would lead them on a path of continued growth. This short session will discuss how data informed the evolution of the program, including membership levels, benefits, and events, as well as tactics to ensure success.

SESSION 4 - 10:45 - 11:45 am
PUBLIC ENGAGEMENT: FROM FIRST-TIME VISITOR TO MAJOR DONOR
George Ivey, Director of Public Engagement: The North Carolina Arboretum

While annual garden visitation in the tens or hundreds of thousands provides one metric of success, productive relationships with fewer than 100 major donors can prove far more important to achieving a public garden’s mission, growth and success. Learn how The North Carolina Arboretum aligns marketing, visitor services, volunteer programs, membership and major giving to attract high visitation and drive membership, while also focusing on the relative few who make the most difference. They will also share their tools for analyzing and prioritizing resources along this continuum of engagement.

LUNCH: FOOD FOR THOUGHT DISCUSSION - 12:00 - 1:15 pm
Sponsored by Dallas Arboretum and Botanical Garden
Facilitators: Symposium Planning Committee Members

Network informally with your colleagues by sharing your common experiences, current development challenges and what you hope to get out of the 2017 Symposium. Lunch conversations will be facilitated at each table by Symposium Planning Committee members.

SESSION 5 - 1:30 -2:30 pm
NO FENCE, NO PROBLEM: BUILDING A CASE FOR SUPPORT WHEN YOUR GARDEN IS ADMISSION-FREE
Maureen Heffernan, Executive Director: Myriad Botanical Garden

How do you motivate people to become members when you don’t charge admission to your site? Garden and museum leaders share their insights on structuring special events and developing benefits to grow their member programs. The presentation will also include ideas and methods that other public gardens and urban parks can use to attract and retain members, and how membership can be marketed successfully, especially through social media sites.
SESSION 6
2:40 - 3:40 pm
THE MAJOR GIFTS PIPELINE ACROSS GENERATIONS
Kate Senner, Director, Development & Major Gifts: Sarah P. Duke Gardens
Kate Brueggeman, MA, CFRE, Principal Giving Director: Missouri Botanical Garden
A robust major gift program begins with a strong mid-level giving program. Building your annual gift pipeline will include connecting with new donors, good stewardship, willing leadership volunteers, informative data and a strong organizational plan. Learn from two public garden fundraising professionals on how they are building a sustainable major gifts program across generations, from the Silent Generation to Millennials. This session focuses on working with volunteers, recruiting new annual fund supporters, building sustainable relationships and managing the major gift process. Be sure to bring your major gift pipeline questions for an informal Q&A session.

SESSION 7
3:50 - 4:50 pm
SHAKEN, NOT STIRRED: RETHINKING DONOR/VOLUNTEER ENGAGEMENT
Kathleen Speiss, CFRE, Senior Director of Major Gifts: The Morton Arboretum
Lynne Heinrich, Senior Consultant & Principal: Marts & Lundy
In 2015, The Morton Arboretum decided to shake things up with a full assessment of volunteer engagement in fundraising programs. Kathleen will discuss the benefits of Arboretum efforts to “shake up, not just stir” long-standing volunteer committees. This session will provide insights and thoughts on how to “shake up” volunteer engagement to achieve new levels of success including details on the benefits of the review, careful management of institutional traditions and long-term volunteer interests, surprising insights regarding younger donor engagement, and maximizing ROI with volunteer committees.

SESSION 8
5:15 - 6:00 pm
MARKETPLACE NETWORKING RECEPTION
Grab a pre-dinner drink and work your way around the “marketplace” for these lively roundtable discussions on:
Membership * Corporate Giving * Relationship Management * Board Governance & Leadership * Setting up a Member Program

DINNER AT DALLAS ARBORETUM AND BOTANICAL GARDEN
6:00 - 7:30 pm
Sponsored by Dallas Arboretum and Botanical Garden
Our busy day concludes with a reinvigorating stroll through the center of the Garden to the Alex Camp House where we will enjoy a buffet dinner overlooking the tranquil White Rock Lake.
TOURS OF FORT WORTH BOTANIC GARDEN AND BRIT

9:00 - 10:15 am
Start the morning off with a walk through the beautiful 110-acre Fort Worth Botanic Garden, Texas’ oldest botanical garden. Wander independently or take one of two optional guided tours departing from the Garden Center: Fort Worth Botanic Garden’s Japanese Garden from 9-9:30 am, or a tour of the Botanical Research Institute of Texas facility from 9:55-10:15 am.

SESSION 9
10:30 - 11:30 am
IT DOESN’T TAKE A MAGICIAN: CORPORATE PARTNERSHIPS
Michelle Conklin, CFRE, Executive Director: Tucson Botanical Gardens
Sue Sirkus, CFRE, Consultant and Vice President Philanthropy: Tucson Botanical Gardens
Via Video: Lisa Lovello, Vice President: Cox Communications
Corporations can be the most difficult of relationships to cultivate - and keep. A CEO, a Campaign Consultant and Executive Director discuss the entire process. Learn how to qualify your corporate prospects and create a meaningful case for support. You’ll also learn how to get your foot in the door, and what you should know before the meeting…because after all, a partnership is more than just giving the gift!

LUNCH AND SESSION 10
11:45 am - 12:30 pm
Sponsored by the Botanical Research Institute of Texas and Fort Worth Botanic Garden
THE ROLE OF THE CEO IN FUNDRAISING
Dr. Edward L. Schneider, President & Executive Director: Botanical Research Institute of Texas
Fundraising is a team sport. What is the role of the Executive Director in fundraising? How does s/he engage the appropriate key players, the chief development officer and other development professionals, in building a highly effective partnership? It is far more than selecting the appropriate chief development officer and hiring the development professionals. Critical to building a successful fundraising program is ensuring an engaged, informed, and committed Board of Directors. What critical commitments are the owners, your board of directors, expected to provide to your fundraising program in addition to financial support? Dr. Ed Schneider will review his experiences and strategies in building the fundraising capacity in several non-profit organizations.

1:00 pm - TAKE-AWAY ROUNDUP ON THE BUS
Facilitators: Symposium Planning Committee Members
What was your top take-away idea from the 2017 Symposium? What will you start doing when you get back to your garden? This session is back by popular demand but this year, we're taking it on the road in a lightning-round session while driving back to our conference hotel in Arlington. Hope to see you in Hamilton, Ontario for the 2017 Annual Conference!
### SCHEDULE AT A GLANCE

**Wednesday, February 15, 2017**

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<thead>
<tr>
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<td>Opening Session: <em>Fundraising is the Key to Your Garden's Future</em></td>
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<td>Lunch and Session 9: <em>The Role of the CEO in Fundraising</em></td>
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<td>1:00 pm</td>
<td>Wrap-up: <em>Take-away Roundup on the Bus</em></td>
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**For Certified Fund Raising Executives (CFRE):**  
*Full participation in Building Blocks: Growing Future Gifts is approved by CFRE International for 8.25 continuing education credits.*
Please register online at: www.publicgardens.org
There will be a $25 processing fee for paper registration.

Cancellation Policy
All requests for cancellation refunds will be subject to a cancellation fee of $100 and must be received by February 8, 2017. No refunds will be given after that date for cancellations or no-shows.

Lodging
Sheraton Arlington Hotel
1500 Convention Center Drive
Arlington, TX 76011
www.sheratonarlingtonhotel.com

Symposium rates are $162 per night single or double. Daily breakfast buffet is included. Please reserve hotel accommodations directly via the on-line booking system, https://www.starwoodmeeting.com/events/start.action?id=1610217656&key=194F8166. You may also call the group reservation specialist at 800-325-3535 (Specify American Public Gardens Association Symposium when reserving).

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