

## SESSION TITLE

Emerging Trends in Digital Fundraising

## SESSION DESCRIPTION

In digital fundraising, there's only one constant – change! Privacy regulations, platform changes, and emerging networks can leave you behind quickly. So how can your organization stay responsive, meet donors where they are, and continue to grow?

## SESSION OUTCOMES

1. Discover weaknesses hurting your digital fundraising program, and how minor adjustments can have huge impact on results
2. Evaluate available digital advertising networks to maximize return on investment
3. Keep up with the latest trends so your organization stays agile

## ADDITIONAL TOPICS TO BE COVERED IN THIS SESSION

1. The key considerations about when and how to invest in innovation when you have limited time and resources.
2. How artificial intelligence and chatbots effect the current fundraising environments.
3. How digital fundraising is changing in a post-COVID environment.

## ONE KEY PRINCIPLE ATTENDEES WILL TAKE AWAY

Learn how to prioritize and incorporate the most critical emerging technologies for your organization in order to increase your fundraising results.

## SESSION PRESENTERS

### **Aubrey Hoepfner, Vice President, Client Services, Douglas Shaw & Associates**

Aubrey's relational and communication gifts allow her to build strong, meaningful relationships with our client partners at Douglas Shaw & Associates. With high attention to detail, a gift for data analytics, and a strong listening ear, Aubrey thrives as a client team lead and works with our clients' development and program teams to successfully weave together financial needs with personal stories that stir donors' hearts.

Before coming to Douglas Shaw & Associates, Aubrey pursued an education in intercultural communications and international studies, just before heading overseas to teach English at a high school level. It was during this time her passion to bridge relationships, overcome cultural divides, and tirelessly serve to meet needs globally was ignited.

Aubrey's drive and commitment to serve alongside clients of diverse backgrounds, missions, and perspectives is still evident today as she leads strategy, extensive testing within cultivation and to give our clients the data they need to reach the right donors with the right message at the right time.

### **Amy Sewell, Senior Vice President of Digital Solutions, Douglas Shaw & Associates**

Amy leads our full-service digital team and drives all strategy, data, and development for digital projects at Douglas Shaw & Associates. She works to ensure client goals are consistently met—and she starts by listening to their unique needs.

Amy is a quick thinker with an unparalleled knack for problem-solving, which makes her a force in overcoming technological hurdles in the ever-changing landscape of the digital world. Solutions-driven and with a big heart to serve, Amy helps strategize, test, and execute cohesive campaigns across all digital platforms, drastically expanding our clients' reach and accessibility for exponential growth in donor giving and engagement.

Amy's career started in the for-profit world, but she soon felt a strong pull to do work that directly helps other people. Even now, having helped generate hundreds of millions of dollars for many organizations, Amy is recruited worldwide to share key insights on a variety of digital solutions. And while she joyfully shares her wisdom, what brings her the most joy is seeing outcomes of the transformative work our clients do each day.

#### ABOUT DOUGLAS SHAW & ASSOCIATES

Douglas Shaw & Associates is a team of dedicated direct response fundraising professionals who want to be a part of what's right in the world.

Serving nonprofits for over 28 years with robust data and analytics, compelling creative, disciplined execution, and an innovative team—we help identify, attract, and retain donors to support the important work you do, and help you fulfill your mission.

Through collaborative consulting, we craft a comprehensive strategic fundraising communication plan that focuses on inspiring donors to be a part of the good your organization is doing. Our omni-channel fundraising strategies are created and executed just for you and utilize a custom mix of print, online, and media channels for donor retention, acquisition, and reactivation of your individual donors.

#### ADDITIONAL RECOMMENDED RESOURCES FOR FURTHER LEARNING

1. Innovate For Growth – <http://www.douglasshaw.com/innovate>
2. Fundraising to make the greatest impact - <https://www.douglasshaw.com/webinars/fundraising-to-make-the-greatest-impact/>
3. Fundraising in Challenging Times: Tips for Success - <https://www.douglasshaw.com/fundraising-in-challenging-times-tips-for-success/>