



Development Forum
Judy Waters, director of institutional giving, Houston Ballet
All Sessions are OPEN

Thursday, July 14 (12:30 – 3:15)

Meet in CC20C (on the 2nd Floor)

12:45 – 1:45 We will discuss how best to engage your board of directors in the fundraising process as well as engaging young professionals and what is important to them.

2:00 – 3:15 We will focus on prospect research and the effect on major gift solicitation.

Friday, July 15 (12:30 – 3:45)

Meet in CC20C (on the 2nd Floor)

12:00 – 1:00 We will focus on corporate and foundation giving, the importance in metrics to funders, and education and outreach-based program support trends.

1:00 Brandon Gryde update on legislation and tax laws impacting donors.

1:35 – 1:45 Break/Transition

Meet in CC20B (on the 2nd Floor)

1:45 – 2:45 **Cross Council** with Managers of companies with budgets of \$749K and below (with Betsy England, Dance/USA's Technology Task Force and Suzanne Callahan, Callahan Consulting for the Arts)

Topic: How are companies using online services to optimize their marketing, development and audience engagement efforts?

2:45 - 2:55 Break/Transition

Meet in CC20C (on the 2nd Floor)

2:55 – 3:45 Daily Wrap-Up

Saturday, July 16 (10:15 – 12:45)

Meet in CC20C (on the 2nd Floor)

10:15 – 11:15 **Cross Council** meeting with Managers of companies with budgets of \$15million and above to hear Jim Hackney, CFRE share part of his presentation "the eleven changes in fundraising that every dance company needs to know..."

11:15 – 12:45 We'll discuss topics of general interest (ethics, recession's effect on fundraising, endowments, special events).