



Advancement & Admissions Conference May 2, 2025 | Charlotte Christian School

8:30 am Networking & Continental Breakfast

9:00 am Welcome | KEYNOTE: Building Relationships that bring YOU joy! | Michelle Schneider, Chief Philanthropy Officer at Cone Health

As professionals, you know how to build relationships that leverage transformational giving, you represent your schools in meaningful and impactful ways, and you meet the annual and long-term fundraising goals set forth by the leaders of your organization. But do you feel JOY?

I'm a failed social worker turned fundraiser; I worked for Big Brothers Big Sisters and for every child we matched, there were hundreds more waiting for a Big. You work with kids, so you know that look! Where is my Big Brother?

As a fundraiser I have found my own way of helping, I work tirelessly to make sure resources are available for projects, programs, or strategic initiatives outside the scope of traditional budget criteria. And most days, that is enough. But on those really good days, the ones where I am connecting with a donor, I feel JOY, and that's when I know I have found my calling.

Let's start the day off right, let's talk about us – the professionals in the room. What do we need to feel JOY? Let's talk about building relationships that bring us JOY!

10:00 am Break

10:10 am Breakout Session I | Select 1

Capital Campaign Marketing & Communications: A Road Map | Graylyn Loomis & Eric Thorp, 38 House

Marketing a capital campaign often feels like a monumental task. This session provides a roadmap and achievable steps for marketing and communicating during your capital campaign. We discuss everything from branding and naming, to developing donor materials, videos, photography, email campaigns, and more. Additionally, we present methodologies to ensure your marketing efforts feel personalized to both your school and your donors. Communicating your authentic story is key to success, and it applies to every step from campaign naming to thanking your donors. You complete a road trip one mile at a time, and this session provides the route! This session provides a road map for advancement departments to approach their capital campaign marketing and communications efforts. Attendees will leave the session with renewed confidence and a new set of tools to create their marketing and communications plans for a capital campaign. Attendees will learn about marketing basics, must-have elements for their marketing plans, and pitfalls to avoid wasting time and resources.



The Art and Science of Board Reports: Showcasing Leadership Worth and Value in Admission and Enrollment | Janice Crampton, Executive Director and Chief Executive Officer | CAEP, AEMP

Board reports are more than just an overview of data and accomplishments—they are powerful tools that communicate your school's strategic vision, demonstrate your leadership worth, and elevate your professional value as an Admission and Enrollment Practitioner. This session dives deep into the art and science of crafting impactful board reports that resonate with decision-makers in PK-12 schools.

Through a mix of best practices, proven strategies, and hands-on examples, you will learn how to:

- Translate enrollment and admissions data into compelling insights.
- Frame your narrative to highlight your leadership contribution to the school's success.
- Align report content with organizational goals and values.
- Present data effectively to inform decisions, inspire action, and strengthen trust in your expertise.

Whether you're preparing for your next board meeting or seeking to elevate your communication skills, this session will empower you to turn your reports into a showcase of your leadership worth and strategic influence.

11:15 am Breakout Session II | Select 1

Small Teams, Big Dreams: Accomplishing Big Things with a Small Team | Colin Wyenberg, Finalsite

Do you have a small but mighty team? Do you hate going to conferences and seeing large teams and thinking, "what about me!?" Learn that you are not alone! And that there are ways to make the most of your small team, scale up your work, find efficiencies, and maybe even advocate for some help. Attendees will find camaraderie in the fact that small admission teams are more common than they think. They will learn how to scale up their efforts by utilizing tools such as automation, AI, and scheduling tools. Attendees will interact with the principal of the "highest and best use" of their time. They will also gain practical tips about how to advocate for assistance and growth of their admission team.

Creating a High-Converting Admissions Funnel | Dan Duncan, Storytelling Director, Interactive Schools

Are you ready to boost your school's enrollment? Join us for an engaging session where we'll show you how to build a streamlined and effective admissions funnel using digital tools and strategies to generate leads, nurture prospective families, and convert interest into enrollments!

In this session, we will cover: Understanding the Admissions Funnel, Lead Generation Strategies, Nurturing Prospective Families, Converting Interest into Enrollment, Optimizing the Funnel, Examples & Case Studies



Major Gift Fundraising Basics | Chris Dudley, Advancement EDU

Unlock the transformative power of major gift fundraising in this dynamic and interactive session. Whether you are just starting a major gift program or looking to refine your approach, this session provides strategies to secure meaningful, high-impact contributions.

Major Gift Fundraising Basics combines step-by-step best practices, real-world examples, and interactive activities to guide you. Participants will leave this session with actionable insights and a clear roadmap to begin or elevate their major gift fundraising program.

12:15 pm Lunch | Enrollment Management Mindset: It takes a Village! | Janice Crampton, Executive Director and Chief Executive Officer | CAEP, AEMP

In the realm of institutional advancement, success hinges on collective effort and a shared vision. This keynote session delves into the theme of Enrollment Management Mindset to explore how collaboration, inclusivity, and strategic partnerships can propel institutions forward. Through examples, and actionable insights, this session will equip attendees with the mindset and tools needed to foster a culture of shared responsibility and unified progress.

1:15 pm Next Level Listening: How to Listen Like Your Life Depends On It. Because It Does. | Bradley James Davies

A recent survey of English-speaking organizations reveals a startling truth and tremendous opportunity.

When asked how they would rate themselves as a listener compared to others in their workplace, 75% of respondents self-identified as either above or well above average listeners. However, when asked to rate their colleagues, only 12% chose above or well above average. 75% of us believe we listen pretty well. According to our colleagues, only 12% of us actually do.

What's at stake if nine out of ten of us don't listen well? If nine out of ten of leaders don't listen well? If nine out of ten parents don't listen well? If nine out of ten partners don't listen well? World leaders? Your team? Teachers? Advancement professionals?

What new ideas are not being considered? What innovations are being ignored? What new discoveries are remaining hidden? What donations are being squandered? What peace is not being brokered? What love is being lost? What trust is being compromised? What deeper connection is being sacrificed?

The survey data reveals that our listening skills are both a major blindspot and significant shortcoming. And the consequences couldn't be more critical, both at work and at home.

That's the bad news. The good news is that listening is a skill that can be improved upon quickly, yielding an immediate positive impact on our personal and professional lives. In this hands-on deep dive and workshop, participants will learn and practice listening strategies and approaches normally reserved only for trained leadership coaches. As a result, attendees



will emerge equipped with an understanding of a skill set strong enough to enrich and even transform any organization, home, or relationship. With Next Level Listening skills, donations will rise, teamwork will improve, and relationships will grow stronger. Bit by bit, Next Level Listeners will cultivate communities, families, and a world where quality listening proves the norm, not the exception.

3:30 pm

Adjourn