



YOU'RE INVITED

Advancement Leadership Summit 2024

Navigating Tomorrow's Advancement Landscape Today

Despite an impressive 58% surge in growth since 2010, advancement leaders face an increasingly complex fundraising environment. Accelerating campaign cycles, changing donor behaviors, and an overall disengagement among the next generation of donors are just some of advancement's immediate and future challenges. And, with heightened expectations for philanthropic revenue, these challenges can make achieving goals feel impossible. Join fellow advancement leaders in Washington, D.C. for a series of sessions designed to advance strategic decision-making around the key priorities shaping the future advancement landscape.

▶ April 9-10, 2024

Washington, DC

Meeting Location

EAB
2445 M Street NW
Washington, DC 20037
P 202-747-1003

Hotel Accommodations

The Westin Georgetown
2350 M St NW
Washington, DC 20037
P 202-429-0100

For more information on the room block, please see the registration page or email CJenkins@eab.com

Dinner

Tuesday, April 9
5:30 p.m.
Annabelle Restaurant

▶ RSVP

RSVP at the button below or email: CJenkins@eab.com

RSVP HERE

Day One – Today's Priorities

- 12:00 p.m. **Guest Arrival and Registration**
Lunch Provided
- 12:30 p.m. **What's New with EAB Advancement?**
Preview of EAB's partnership to support advancement leaders with research and services
- 1:30 p.m. **Navigating the Digital Landscape: Strategies for Engagement and Giving**
Donor behaviors have changed and the best bet for reaching and engaging them relies on a multi-channel strategy enhanced by new digital efforts. Discover strategies to help advancement teams navigate the complexities of digital marketing for both annual and major giving donors.
- 3:30 p.m. **Reimagining Your Campaign Strategy**
Many are questioning the effectiveness of campaigns amid both donor and staff fatigue. This session focuses on new models and innovations in campaign structure and strategy to support and energize campus communities.
- 5:30 p.m. **Dinner**

Day Two – Preparing for the Future

- 9:00 a.m. **Guest Arrival**
Breakfast Provided
- 9:30 a.m. **Anticipating the Impact of Gen Z on Your Advancement Efforts**
Spotlighting the forces that differentiate Gen Z from those before them, this session highlights new generational trends and details five key features fundraisers must know to create compelling engagement strategies. Learn concrete tactics to optimize digital efforts to reach this next wave of donors.
- 10:30 a.m. **Smarter Data and Artificial Intelligence: A New Era for Advancement**
Success in today's advancement landscape requires effective data management. Advancement leaders must ensure access to the right data, reporting, and analysis tools, while staying abreast of emerging trends and technologies. Join this session to explore critical foundational data principles and recent developments in artificial intelligence (AI) that could shape the future of advancement.
- 11:45 a.m. **Closing Remarks**
- 12:00 p.m. **Adjournment**

** Agenda subject to change.*