

Development Dialogues

Best Practices in Philanthropic Communications

An online webinar with

Sara Stern

Executive Vice President, Creative Services
Lipman Hearne, Chicago

When: August 4

Where: Attend Online

Time: 1:00 pm ET/ 12:00 pm CT/ 10:00 am PT

Length: 1 Hour

[Register](#) | [Recording](#)

Webinar Description:

A campaign, by its very nature, insists that there are crucial issues to be addressed and exciting opportunities to be realized—**now**. Even as campaigns and philanthropic marketing evolve, a compelling cause, a charismatic leader, and a real deadline remain crucial to campaign success. The creation of a sense of time, place, and destiny is critical to fundraising success. Through the campaign brand, donors and other participants understand that the initiative is a clear departure from “business as usual.” It becomes something deserving of special attention and investment. The campaign brand lends communications the sense of urgency, promise, pride, and excitement so vital to accelerating momentum. This webinar will examine best practices in campaign communications.

You will Learn About:

- Building a working relationship between your campaign brand and your institutional brand
- Showing how people don't give **to** a campaign, but **through** it
- Explaining why the campaign brand must resonate with the understanding, beliefs, and expectations that people have for your institution
- Creating internal consensus and connecting with donor interests
- Positioning, identity, and messaging
- Creative principles of successful campaigns

Who Would Benefit from Attending this Session:

- Anyone planning a campaign within the next 24 months
- Hospital administrative leaders and directors
- Chief development officers
- Campaign directors
- Campaign leadership
- Communications directors and leadership
- Marketing directors and managers
- Major gift officers, gift planning officers, corporate/foundation officers

About the Speaker



Sara Stern leads the Creative group at Lipman Hearne where she connects the insights of Lipman Hearne consultants with the multichannel creative approaches of its creative directors, designers, writers, and producers. She brings to clients an insider's understanding of nonprofits' issues and imperatives, honed from years of managing the complex demands, techniques, and tactics of large-scale integrated marketing and branding programs at Rush

University Medical Center, the Alzheimer's Association, Illinois Institute of Technology, and clients of Burson-Marsteller.

In addition to overseeing Creative, Sara leads the firm's philanthropic marketing practice, serving such clients as The Chicago Community Trust, the University of Arizona Foundation, the Chicago Symphony Orchestra, the Mayo Foundation, Brown University, and the University of Miami among others. As well, she serves as account manager on a range of other client engagements—from creative services to brand marketing to web redevelopment—for The University of the Arts-Philadelphia, the Jacobs School of Music at Indiana University, Whitman College, John Jay College of Criminal Justice, and Crown Family Philanthropies.

Sara has lectured on integrated marketing communications for the Council for Advancement and Support of Education (CASE), Academic Impressions, the Association of Fundraising Professionals (AFP), and The Forum for Healthcare Strategists. Sara received her A.B. in Government from Smith College.

What You Will Need to Participate

The event is live and interactive with opportunities to ask the presenter your questions. The audio is delivered directly to you over the telephone to provide clear, reliable sound quality. The visual presentation is delivered over the Internet. Invite as many people as you wish to attend at your one location. For large groups, use a speaker phone to deliver the audio and a projection system to deliver the web component.

Registration Information

Registration fee is \$199 per phone connection or for the recording. [Register online now.](#) A registration and the recording may be purchased for \$299. Visa, MasterCard, American Express, and Discover credit cards are preferred forms of payment. Invoicing can be arranged, but payment must be received before the date of the webinar. The format for the session is a 45-minute presentation with approximately 15 minutes for Q & A. The recording link is sent two business days following the event and is active for 90 days. The session has been submitted to CFRE for review and is pending for continuing education credit. Development Dialogues is an approved CFRE provider.

Refund Information

Refunds will not be issued. If you think you may have difficulty attending, please sign up for a recording instead. [Order a recording.](#)