

2014 Summer Forum Programs Committee Meeting Notes
December 20, 2013

Upd: 12/19/2013

Note: Use the PGRTAZ membership directory for contact information and the Committee member E-mails

Member	Position	Organization	Attend
Adele Dietrich	2014 Event Chair, AFP liaison	Arizona Community Foundation	Yes
Ed Knight	PGRTAZ Program Committee Chair	ACF/AEBI, Giving Counsel	Yes
Chris Sar	Program Planning	Phoenix Children's Hospital Fdtn	Yes
Mallary Tytel	Program Planning		Yes
Melissa Kemp	Sustainability and Learner Centric emphasis	Premium Organization	Yes
Stephanie Weadock	Staff support	Premium Organization	Yes

*Pre Meeting Attachments:

1. Planned Call Agenda
2. Previous Summer Forum survey results
3. [Link to the SF Committee Reference Page on the PGRTAZ website](#)
4. [Link to OurVolts for volunteer hours tracking](#)
5. [Link to the 2013 Summer Forum Final Report](#)

These notes and a recording of the call are posted to the programs committee area of the [2014 SF committee reference page](#).

Opening Round

A round for meeting focus and time restraint was conducted. All attendees noted they could stay on the call for the intended hour.

A round to approve the agenda as submitted was conducted. All attendees consented to the agenda as presented with no requests for additional agenda items.

Set/Agree upon next calls

The next call was confirmed for Tuesday, January 7th at 2pm. Stephanie will send out a call confirmation notice to all. Committee meetings are posted to the Events section of the PGRTAZ website; committee members are encouraged to RSVP either there, or via Calliflower tool.

Action Items Table Process

Quick Review: Done? Yes or No Need agenda time for discussion? Items noted as done will not show on the next agenda

AI#	Responsible	Action	Target date
12-1	Stephanie	Forward confirmation notice to all for the next call, January 7 th at 2pm	12/20/2013
12-2	Adele	Forward potential speakers information already provided to committee	12/20/2013
12-3	All	Be thinking about track content, sessions content and speaker potentials. Forward thoughts to Adele or bring formulated discussion to the January 7 th meeting	1/7/2013

Objective of the Summer Forum

Adele noted the need to focus on the objective of the Summer Forum. Most agreed the overall objective was for professionals to take away inspiration, knowledge, and connections from the event.

Define our audience

The major pool of attendees noted were:

- Development Professionals
- Non-profit board members
- Non-profit staff

- Non Profit Professionals

Additional attendees included:

- Legal
- CPA
- Financial Advisors

Chris noted from the 2013 attendees, 10% were board members, 30% were non profit staff and 5% were philanthropist. Melissa advised the outreach to leadership in past events was purposeful. Mallery noted non-profit professionals is a broad term which encompasses board members, staff and development professionals of the non profit sectors.

After much discussion, two groups that emerged were:

- Development staff
- Operations staff

Verify/solidify 3 tracks

Conversation for verifying and labeling session tracks noted:

- The labeling of each track may hinder the ability for attendees to know which track to take
- How does the committee make the track labeling clear for who should attend which track?
- Previously, track descriptions were provide, but challenging to be concise in the descriptions
- A lot of people looking to attend a basic track are not necessarily new to the industry
- The basic track can be additions to an already existing tool kit, not limited to Philanthropy 101
- The basic track could have a naming convention that invites people to new aspects and skills
- Planned giving tools for your took kit
- Emerging trends
- Perhaps a sessions list only, without track labels
- Grouping sessions is important for providing direction in recruiting speakers
- It is important to group the sessions in some way
- Take aways should be considered. Providing tools speaks to take aways.
- A track on creating planned giving
- A track on sustaining planned giving
- The naming should be useful to attendees

After much conversation, the three tracks that emerged for further consideration:

- Program development, tool kit
- Professional development
- Leadership

All agreed the dialogue was valuable and the three emerging tracks were a good place to start.

Given main theme – “Shift happens; nurturing philanthropy across generations” - form session topics

The topics that were suggested:

- CGA-CRT/deferred CGA
- Tools to nurture philanthropy across generations
- Nurturing the spirit and values of philanthropy
- Defining the values of philanthropy behind each generation
- What motivates each generation?
- What is it going to take to carry on one value of a generation to the next generation
- Differences in philanthropy between generations
- Tools for having the conversation with the kids, etc.

- Trends across generations
- Our unique role in helping have that conversation
- Professional development would be beneficial to a broad group=second career?
- Presentation on entering the field for a career
- Succession planning
- Opening the conversation
- Statistics: Data is important to identify trends, measure past performance and effectiveness, measure success in planned giving
- Social Media Marketing - is it right for Planned Giving or What to do when a Board member says "We Need to be on Facebook/Twitter"

Additional thoughts:

Session content must meet the needs of the target audience. Thought should be given to how a board member or CEO could gain from content. It was noted not every session has to speak directly to the theme.

Begin to gather speaker names

Melissa offered her experience in soliciting speakers. Plenary speakers should be polled for local and non-local expertise. There needs to be a huge emphasis on quality of presenters. The breakout sessions have smaller budgets and tend to have local speakers present. A focus point for considering which speakers to approach is; what do we want to say and who could say it professionally and comprehensively. It was suggested the topics drive the speaker solicitation.

Adele requested all to be thinking of potential speakers and forward any contacts to her at adietrich@azfoundation.org. All were encouraged to bring information on potential speakers to the January 7th meeting as well.

Adele will send information to the committee for two speakers already presented.

Review great past speakers

Dr. Cofield was the breakfast plenary keynote speaker in 2011. The survey results noted his presentation was very favorable. Dr. Cofield is a neurophysiologist. He speaks to philanthropy that triggers pleasure points in the brain. Perhaps he could talk about thinking patterns that are consistent across the generations.

Closing Round

Ed: Very happy; a lot done

Chris: Motivational speakers should be on topic; presentation should not be in lecture format; happy that Ed is happy

Mallory: Great speakers should speak to point

Adele: Keep in mind the learner centric concept; it is incumbent upon us to be very concise with speakers on what content is expected

Melissa: good call; excellent facilitation; encourage Stephanie to engage

The call was adjourned at 10:26am