



Georgia Chapter

CREATIVE STRATEGIES FOR IMPACTFUL FUNDRAISING

Fall Conference

Thursday, October 29, 2020

This meeting is virtual and available to you through ZOOM. Register in advance at:

[Zoom link for APRA-Georgia Fall Conference 2020](#)

After registering, you will receive a confirmation email with a link to join the webinar.

Those of you newer to research: Please email Beth Ma (beth.ma@dev.gatech.edu) your questions, reflections, or areas of interest so that we can discuss them at the Breakout Session for New Researchers session at 11:15.

All times are Eastern Standard Time

Schedule for Thursday, October 29th

9:00 – 9:05 Welcoming Remarks

9:00 – 10:00 *Directly Impact Business Goals Using A.I. (and Be a Hero)*
Jim Dries, CEO, piLYTIX

Every business has a process to raise funds, whether sales revenue, donations, or gifts. That process directly translates to raw data which can be used in Artificial Intelligence data models – models that provide important insight for the entire organization. Data professionals and researchers have a great opportunity to raise their profile and transverse typical interdepartmental walls by providing unbiased, data-driven results using A.I.

10:00 - 11:00 *Dynamic Trio of Female Fundraisers Share Insights, Tips, and Strategies to Successful Fundraising during COVID-19*
Cheryl Anderson Ciucevich, Director of Development, College of Science and Mathematics, Georgia Southern University
Jennifer Daly, Director of Development, Advancement and Alumni Engagement, Winship Cancer Institute of Emory University
Shenika Swan, Director of Individual and Planned Giving, Spelman College

Cheryl, Jennifer, and Shenika will share an overview of challenges, successes, and results from adjusting their strategies as they continue to build positive relationships with new and existing donors. Solicitations and closing gifts demand new and creative approaches. This group will speak from within their areas of expertise that include healthcare, alumni engagement in higher education, and planned giving in higher education.

11:00 – 11:15 Break



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11:15 - 12:00 Breakout Session for New Researchers

Hosted by the APRA-Georgia Board.

The board will field your questions and entertain your insights on what it is like to be a researcher during these unusual times. There will be materials provided to all attendees that include the board's favorite free and paid resources.

12:00 – 1:00 Lunch

1:00 - 2:00 *The Synergy of Major Giving and Diversity: Raise More Money from the Whole Community*

Armando Zumaya, Consultant, Speaker and Fundraiser

Armando Zumaya is a 34-year veteran Latino development officer who has a successful track record in diversifying boards and donor pools. Wealth and philanthropy are changing today in the U.S., yet most organizations are unaware of the possibilities of major donors of diverse ethnicities in their database. Major Gifts prospecting through the powerful use of prospect research is the answer to implementing diversified and inclusive portfolios at your institution. Learn through this presentation how to grow your boards and donor base to become more inclusive.

2:00 – 3:00 *How to Find and Manage Negative News Before It Becomes a Disruptor*

Ginger Cole, Product Manager/Account Manager, Nexis@Solutions division of LexisNexis

This session will unpack how to identify and manage negative news that may impact your organization. Ginger will discuss how to utilize LexisNexis to find negative news on existing or prospective donors. No organization wants to have that new naming opportunity turn into a field day for the press.

3:00 - 3:15 Break

3:15 - 3:30 Overview of the New Mentor Program

Presented by APRA-Georgia Board

The APRA-Georgia Board will share with you the new and improved Mentor Program, one of the benefits of being a Georgia Chapter member.

3:30 – 3:45 Closing Remarks and Adjournment



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**SPEAKER BIOS
2020 FALL CONFERENCE**



Cheryl Anderson Ciucevich
Director of Development, College of Science and Mathematics
Georgia Southern University

Cheryl is a higher education advancement professional with 25+ years of experience across all areas of advancement, including development (major giving, annual giving, student philanthropy, donor relations, fundraising events, board relations), alumni relations (event planning, network building, outreach, re-engagement with disaffected alumni, student alumni programming) and public relations (publications management, magazine editing, media relations, public speaking, web content, social media). She has additional experience as a creative writing teacher for all ages (young children through senior adults), an adjunct instructor of English composition and public relations at several colleges and universities, a private teacher in the areas of English and social studies, and a freelance public relations consultant.

Cheryl has a BA of Arts, International Relations, Wesleyan College, MA of Arts, Professional Writing, Kennesaw College, and a degree in International Relations and History from the University of Oslo.



Ginger Coles
Product Manager/Account Manager
Nexis@Solutions division of LexisNexis

Ginger is an experienced representative from LexisNexis, having been with the company for more than 30 years. She has 25 plus years of B2B and Consultative sales experience within the expanding Information industry. Her expertise is in the space of business intelligence needs of public and private corporations across the United States as well as academic institutions. She speaks across the country, including to other APRA Chapters, about the benefits and growing information resources provided by LexisNexis.

Ginger attended Wright State University and lives in Florida.



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Jennifer Daly
Director of Development, Advancement and Alumni Engagement
Winship Cancer Institute of Emory University

As a major gifts officer for Winship Cancer Institute, Jennifer works with patients and families in crisis. Her job is to promote philanthropy, but she routinely goes above and beyond her normal job duties by reaching out to families and forming personal relationships. She is truly committed to making sure that everyone who comes to Winship receives the best treatment and care possible during his or her cancer journey. She manages patient flow and maintains contact with the families, in person and through handwritten notes, making sure their needs are met. Jennifer is also the spokesperson for Winship's team. In the absence of a CDO, she assumed the leadership duties required of that position while continuing to serve her own donor pool.



Jim Dries
CEO
piLYTIX

Jim is the CEO of piLYTIX, an Austin-based artificial intelligence tech company that generates revenue-enhancing insights for users in multiple industries. As part of the piLYTIX mission, Jim believes that talented research professionals armed with cutting edge tool sets need to be seen as the driving forces that guide every organization's business strategy. His past experiences leveraging data in executive leadership, product development, sales, and marketing roles uniquely position him as a visionary for organizations to utilize data-driven solutions in attaining goals.

Jim has served as CEO of piLYTIX since 2013. He is a graduate of Yale University and received an MBA from the University of Chicago's Booth School of Business.



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Shenika Swan
Director of Individual and Planned Giving
Spelman College

Shenika is the Director of Individual and Planned Giving at Spelman College where she leads the institution's Major Giving and Planned Giving unit. Prior to her role as Director, she served as the Planned Giving Officer and managed a portfolio of more than 200 donors and prospects.

Shenika earned a law degree (JD) in 1992 and a Master of Business Administration (MBA) from Clark University in Worcester, Massachusetts in 2011. In addition, she has earned fundraising certifications through The Indiana University Lilly Family School of Philanthropy.



Armando Zumaya
Consultant, Speaker and Fundraiser

Armando has been in fundraising for 32 years in a variety of roles that have given him a unique perspective on development offices, prospecting, and the role of prospect research and management. He has spent the bulk of his fundraising career as a Major Gift, Leadership Gifts, and Annual Fund Officer on two \$1B+ campaigns at Cornell University and the University of California, Berkeley.

He also speaks about the rise of Latino Major Giving in the US through his direct experience raising major gifts in the Latino community. He emphasizes the need for a new vision of Latino philanthropy throughout our nonprofit community.

He is a well-known speaker and presenter who has been widely published. His three recent articles "*The Crisis of Development Officer Short Tenures*", "*Silent Service*" and "*The Nonprofit Achievement Gap*" have earned him national recognition.

Armando holds a BA in Political Science and an MA in International Relations from the University of California, Riverside.



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APRA-Georgia Membership Registration

Join APRA-GA for \$40.00 now and become a member for the remainder of this year plus all of 2021. You will have access to The Mentor Program and discount rates to events, chapter news, and information throughout the year.

Utilize our secure website for your payment.

<https://squareup.com/market/apra-ga> . You will receive a receipt.

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