



Georgia Chapter

Apra Georgia Fall Conference Session #2

Achieve A New Level of Success - Insights on Data Science, Volunteer Leadership and The Culture of Philanthropy

Thursday, November 18th

Registration payment:
[Members](#) or [Non-Members](#)

Be sure to include your email address when you pay your registration fee. After payment is received you will receive a link to register for the session. After registering, you will receive a confirmation email with a link to join the virtual session.

All times are Eastern Standard Time

Schedule for Thursday, November 18th

12:00 – 12:15 **Georgia Chapter Update For members**

12:15 – 12:30 **Break**

12:30 – 1:45 ***Latest and Greatest on Data Science and What These Techniques Can Do for You***

Marianne Pelletier

Everyone is raving about artificial intelligence and machine learning. But are these topics just this year's fidget spinners? Or are these terms just new terms for the analytics that we've been doing all along? Join Marianne to review the latest techniques and how they are used in the nonprofit industry to increase effectiveness and timeliness in fundraising, as well as use fewer resources to raise the same cash.

1:45 – 2:00 **Break**



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2:00 – 3:15

Advancing a Culture of Philanthropy for Campaign

Lisa Howley

Prospect Development professionals play a critical role in advancing the culture of philanthropy at organizations. In this session, learn tried and true techniques and tips for prospect, department and regional analysis that drive recommendations for staff and faculty engagement. Learn how to leverage these faculty and staff relationships with prospects and donors to advance philanthropy for your campaign.

3:15 – 4:30

Maximizing Volunteer Leadership: Developing Your Bench of Highly Engaged Natural Partners

Mark DeFilippis

This session will examine the importance of volunteer leadership to your fundraising success. We will explore effective strategies for engaging volunteers, tapping into their spheres of influence, recognizing pitfalls to avoid, and some use case examples from The Nature Conservancy.



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**SPEAKER BIOS
2021 FALL CONFERENCE**



Marianne Pelletier
Managing Director
Staupell Analytics Group

Marianne Pelletier has over 30 years of experience in fundraising, with the majority in prospect research and prospecting. She is one of the first adopters of donor modeling and data mining techniques, and is now a world-renown leader on this segment of the research profession. Her prospect research experience began when she was a research analyst for Harvard and Lesley Universities. She later served as a department director for Carnegie Mellon University and Cornell University.

Pelletier is a graduate of Rockford University, and earned her MBA at Southern New Hampshire University. Her workbook, *Building Your Analytics Shop: A Workbook for Nonprofits*, was a finalist for the Terry McAdam Award in 2016.



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Lisa Howley
Associate Vice President for Strategic Development Operations
Furman University

Lisa Howley is Associate Vice President for Strategic Development Operations at Furman University. Lisa oversees Prospect Development, Donor Relations and Development Services, as well as operations for Development.

Lisa has over 20 years of experience in fundraising and operations management. Previously, she was Assistant Vice President for Health Sciences Development at the University of Southern California; Director of Relationship Management at the Johns Hopkins Institutions; Director of Prospect Management and Research at Wheaton College; Director of Philanthropy Research at Women & Infants' Hospital of Rhode Island and Assistant Director of Research at the Johns Hopkins Institutions.

She is a former Director of APRA and NEDRA, and has presented for CASE, AAMC, AFP and APRA. Lisa helped to found APRA's Body of Knowledge in 2012 and was Chair of APRA's governing Body of Knowledge Committee (2014-2016). In 2005, she was tapped to revive APRA's professional association publication, Connections, and reestablish it as a premier resource for the prospect development profession. She served as Connection's Editor of Connections (2014, 2005-07) and advisor to editors and publishing staff (2007-14).



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Mark DeFilippis
Director of Prospect Development
The Nature Conservancy

Mark DeFilippis is the Director of Prospect Development at The Nature Conservancy where they just completed their \$8 billion *Our World* Campaign. His current focus is generally on organizational pipeline health, with an emphasis on principal and strategic giving. Prior to coming to the Conservancy in 2007, Mark spent 11 years at the University of Georgia leading the prospect research and prospect management office.

He is a two-term Apra Board of Directors member and former officer of Apra-Georgia. Mark moderated PRSPCT-L for over 13 years and is an Apra Distinguished Service Award winner. He is also a founding member of the Association of Advancement Services Professionals (AASP). Mark has degrees from Virginia Tech and the University of Georgia and is a graduate of TNC's Leadership Excellence Program. He lives in the great southern college town of Athens, GA with his wife, teenaged daughter, and mutt.



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APRA-Georgia Membership Registration

Join APRA-GA for \$40.00 now and become a member for 2021 and 2022. You will have access to The Mentor Program and discount rates to events, chapter news, and information throughout the year.

Membership Applications

[Membership Application \(PDF\)](#)

[Membership Application \(Word Doc\)](#)

Please send completed membership applications to Treasurer, Beth Ma. Membership applications and check payments should also be sent to Beth.

Utilize our secure website for your membership payment.

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