

CAISAP Western Regional Pro-D Conference

Vancouver, Friday, January 13, 2012

Mulgrave School

2330 Cypress Bowl Lane, West Vancouver, BC

604-922-3223 / www.mulgrave.com

PROGRAMME

- 8:30 - 9:00AM Registration
- 9:00 - 9:30AM Tour of Mulgrave School Campus
- 9:30 - 10:00AM **Coffee and Croissants**
- 10:00AM **Claire Lynch**, Mulgrave School, Director of Advancement
Opening remarks
- 10:05AM **John Wray**, Mulgrave, Head of School
Welcome & *'How Advancement Helps and Annoys a Head'*
- 10:15AM **Key-Note Panel Discussion: 'Leadership in Capital Campaign.'**
Introduced by **Claire Lynch**
Moderated by **Steve Houser**
Panel: **Mike Hudson**, Chair, From Local to Global Excellence, YHS
Bjorn Moller, Chair, Imagine Mulgrave
Gail Ruddy, Head of York House School
- 11:30 - 12:00PM **Claire Lynch** to introduce
Ross Marsh of Ross Marsh & Associates
*'The Excellence Equation:
Does Your Advancement Programme Make the Grade?'*
- 12:00 - 1:00PM **LUNCH** with round table discussions:
- A. **Directors of Advancement**
Facilitator: **Laura Edwards**, President CAISAP, *'Vision for CAISAP'*
 - B. **Annual Fund Directors**
Facilitator: **Margot Paris**, Mulgrave Annual Fund
 - C. **Alumni Affairs & Special Events**
Facilitator: **Roland Borsato**, Director SLS Alumni Affairs
- 1:00PM **Lori Adam**, Director SMU Annual Fund
*'How to get an Annual Fund Army...inspire the troops and get volunteers
to increase dollars and participation rates.'*

- 1:30PM **BREAK OUT DISCUSSIONS**
- A. Alumni Communications**
Facebook, tweets, Net Directories, snail mail, publications, how to improve event attendance and make RSVPs more reliable.
Facilitators: **Ryan Panton**, Director SLS Annual Fund and **Bryan Ide**, Saint George's Manager, Georgian Relations
- B. Alumni Events**
Friend Raisers or Fund Raisers? Group discussion about how to run events. Do you charge? Pitch for funding?
Facilitator: **Roland Borsato**, Director, SLS Alumni Events
- C. Endowment Giving**
Best ways to increase your endowment. Who is your perfect target demographic? Do insurance plans really work?
Facilitator: **Laura Edwards**, Director of Advancement, York House School
- 2:10PM **FEEDBACK TO THE GROUP**
- 2:30PM **John Davies**, President, SMU Foundation. *'Stop Whining, get the Money'*.
A frank talk on don't blame your boss, the school, the board or the economy - go and ask for the money.
- 3:00PM **Steve Houser** and **Claire Lynch** with closing remarks

Conference Co-chairs:

Steve Houser

Executive Director, SLS Foundation
250-743-6290
shouser@shawnigan.ca

Claire Lynch

Director of Advancement, Mulgrave
604-913-6045
clynch@mulgrave.com

**All conference registrants are welcome to join in
Pre-Conference Events on Thursday, January 12th, 2012**

- 5:00 - 6:00PM **Tour of York House School**, Capital Development and Donor Wall
courtesy of **Laura Edwards**, Director of Advancement
4176 Alexandra Street, Vancouver, BC V6J 2V6 www.yorkhouse.ca
(corner of King Edward Avenue and Granville Street)
- 6:30 - 8:30PM **No-host Gathering - Kingston Taphouse and Grill**
755 Richards Street, Vancouver, BC V6B 3A4, (604) 681-7011
www.kingstontaphouse.com
(Downtown Vancouver near Georgia & Richards)