

Session Name*	Date*	Start Time*	End Time*	Tracks	Location	Description	Speakers	Sponsors
Arrival and registration	10/08/2024	08:00 AM	09:00 AM		Gallery	<div>Arrival and registration - breakfast available.</div>		
Welcome to Day 1 - ENCC D.C. 2024	10/08/2024	09:00 AM	09:10 AM		Arlington Forum	<div>Welcome! Austin will take you through Day 1, cover housekeeping items like how the program is organized, building WiFi, a layout of the building, fire/health safety, and more.</div>	Austin Dressman	
Introduction to ENCC D.C. 2024	10/08/2024	09:10 AM	09:25 AM	Keynote	Arlington Forum	<div>Our President and Chief Operating Officer, Clint O'Brien, will review recent milestones, provide updates on key projects, and raise the curtain on some exciting new developments in the EN community.</div>	Clinton O'Brien	
Stories from the Field: WWF and TNC share their	10/08/2024	09:25 AM	09:50 AM	Case Study	Arlington Forum	Join leaders from the World Wildlife Fund and The Nature Conservancy in this panel discussion about their transition to Engaging Networks; how they got started, what has been achieved, and what is next.	Michael Lewis,Molly Kelly,Jessica Sotelo	Zuri Group
Get your fundraising up with a multistep donation	10/08/2024	09:50 AM	10:15 AM	Case Study	Arlington Forum	Are you interested in maximizing gifts for your next campaign? Join our session to learn how Rainforest Action Network launched a multistep donation lightbox to supercharge their EOY giving. We'll review the strategy and design process behind the project and how these new capabilities were integrated directly into RAN's WordPress website.	Fernando Santos,Stef Jones,Angela Stoutenburgh	4Site Studios
MORNING BREAK	10/08/2024	10:15 AM	10:35 AM		Gallery	<div>A 20 minute comfort break.</div>		
Working with Limited Capacity: Light Lifts to Maximize	10/08/2024	10:35 AM	11:00 AM	Case Study	Arlington Forum	Are you working on a small team with limited capacity? Me too. Come to this session to learn how to use light lifts using the latest features in Engaging Networks to maximize your returns for the minimal amount of effort. You'll learn about the power of upsell lightboxes, next suggested gifts, non-opener resends, and more.	Sydney Moyer	
Academy: Accessibility for All - Making Your Forms	10/08/2024	11:05 AM	11:40 AM	Academy	Arlington Forum	<div>Accessibility doesn't stop with your website. It's just as important to make sure your forms are accessible to all. In this session, we will cover the basics of web accessibility, how web accessibility applies to your forms, and how to use the Accessible Templates in the Engaging Networks library.</div>	Andi Salinas	Cornershop Creative
Academy: SMS in EN - How to get started	10/08/2024	11:05 AM	11:40 AM	Academy	Gateway	<div>Learn from Room to Read and Raise the Roots on how to get up and running with the new SMS tools in Engaging Networks. We'll provide lessons learned, practical step-by-step instructions, and best practices that you can take back to work.</div>	Brandon Fuller	
Academy: Lab Report: Experiments in Retaining	10/08/2024	11:05 AM	11:40 AM	Academy	Georgetown	<div>Using both out-of-box tools and API tools in Engaging Networks, we've been experimenting with how large sustainer programs can reduce attrition to payment problems. This is our Lab Report on our findings to date.</div>	Jake Martin White	Purple Otter
Workshop: Building Accessible Templates	10/08/2024	11:40 AM	12:10 PM	Workshop	Arlington Forum	<div>This is a hands-on workshop where Andi Salinas of Cornershop Creative will invite attendees to open their Engaging Networks accounts to create and/or refine accessible donation form templates that will help you organization raise more money and win more campaigns.</div>	Andi Salinas	
Workshop: SMS Building	10/08/2024	11:40 AM	12:10 PM	Workshop	Gateway	<div>This is a hands-on workshop where EN experts invite attendees to open their Engaging Networks accounts to create or refine powerful SMS features that will help organizations raise more money and win more campaigns.</div>		
Discussion: Data Integration Planning & Strategy	10/08/2024	11:40 AM	12:10 PM	Discussion	Georgetown	<div>A deep dive into data integration strategies within the Engaging Networks platform, featuring practical use cases and expert-led guidance. Led by EN experts, we'll discuss what's working, what's not and current trends.</div>	Paul Hayward,John Siemiatkoski	
LUNCH	10/08/2024	12:10 PM	01:10 PM		Gallery			
Engaging Networks Jeopardy	10/08/2024	01:10 PM	01:35 PM	Fun	Arlington Forum	<div>Join us for a thrilling edition of Engaging Networks Jeopardy. It's time to unleash your competitive spirit and show off your expertise in all things Engaging Networks, fundraising, advocacy and more!</div>	Sean Dotson	
This or That: Results from Email and Donation Form	10/08/2024	01:35 PM	02:00 PM	Case Study	Arlington Forum	<div>The team from Interactive Strategies shares surprising insights from years of testing emails, donation forms, and more with nonprofit clients. Chris and Hannah will engage the audience in choosing which of two versions of an email or form performed best in their tests. Learn best practices for conducting statistically significant tests and discover how to interpret results to boost conversion rates, response rates, and average gift sizes.</div><div> </div><div> </div><div> </div><div> </div><div> </div></div>	Hannah Leigh-Brown,Chris Rempert	Interactive Strategies
Trailblazing Best Practices: Launching WWF on Engaging	10/08/2024	02:00 PM	02:25 PM	Case Study	Arlington Forum	Thinking about refreshing or enhancing your Engaging Networks pages? Join Laura Lofgren (WWF) and Bryan Casler (4Site) to discover how they planned, developed, and launched world-class fundraising and advocacy pages for the World Wildlife Fund on Engaging Networks. They share practical tips and recommendations for organizations of all sizes looking to leverage EN pages.	Laura Lofgren,Bryan Casler	4Site Studios
Academy: An Overview of EN Segments	10/08/2024	02:30 PM	03:05 PM	Academy	Arlington Forum	<div>Our Senior Director of Product, Dan Szymczak, will walk you through the latest and greatest tool in Engaging Networks.</div>	Dan Szymczak	
Cross-Disciplinary Lessons in CRM Integration	10/08/2024	02:30 PM	03:05 PM	Case Study	Gateway	<div>Human Rights Watch (HRW) and Purple Otter delve into how HRW utilizes Engaging Networks and Salesforce, providing context into the history, the complex requirements, what each party has learned through the process and what they hope to implement in the future.</div>	Jennifer Cho,Jake Martin White,Liz Walsh	Purple Otter
Workshop: Converting Profiles & Queries to Segments	10/08/2024	03:05 PM	03:35 PM	Workshop	Arlington Forum	<div>This is a hands-on workshop where EN experts invite attendees to open their Engaging Networks accounts to create and/or refine profiles and queries in EN Segments that will help organizations win more campaigns.</div>		
Workshop: Utilizing External CRM Segments	10/08/2024	03:05 PM	03:35 PM	Workshop	Gateway	<div>This is a hands-on workshop where EN experts invite attendees to open their Engaging Networks accounts to create or refine powerful features that will help organizations raise more money and win more campaigns.</div>		
AFTERNOON BREAK	10/08/2024	03:35 PM	03:50 PM		Gallery	<div>A 15 minute comfort break.</div>		
Panel: The High-Stakes Reality of PCI-DSS Version	10/08/2024	03:50 PM	04:20 PM	Panel	Arlington Forum	<div>Maintaining the security of payment card transaction data is of the utmost importance. The Payment Card Industry (PCI) has released new requirements for the Data Security Standard (DSS). Come learn what this means for merchants, integrators, partners, and Engaging Networks. We all have a role to play.</div>	Anthony Martin,Bryan Casler,Tiffany Ramzy	

Keynote: Engaging Networks Roadmap 2024 Day 1 Wrap-up and what's on tomorrow	10/08/2024 10/08/2024	04:20 PM 04:50 PM	04:50 PM 05:00 PM	Keynote	Arlington Forum Arlington Forum	Learn about all the new and exciting upcoming launches at Engaging Networks! Dan Szymczak, Senior Director of Product at Engaging Networks, will take you through the product roadmap including our highly anticipated AI tools. <div>We reflect on Day 1 of ENCC D.C.</div>	Dan Szymczak Marcie Lenaghan	
ENCC D.C. Opening Reception Arrival and registration	10/08/2024 10/09/2024	05:00 PM 08:00 AM	07:00 PM 09:00 AM	Fun	Gallery Gallery	<div>Join us in the Convene 30th Floor Gallery for drinks, hors d'oeuvres and networking to celebrate ENCC D.C.</div> <div>Arrival and registration - breakfast available.</div> <div>Welcome! Austin will take you through Day 2, cover housekeeping items like how the program is organized, building WiFi, a layout of the building, fire/health safety, and more.</div>		
Welcome to Day 2 - ENCC D.C. 2024	10/09/2024	09:00 AM	09:10 AM		Arlington Forum		Austin Dressman	
Keynote: Redefining Leadership - Centering Com MORNING BREAK	10/09/2024 10/09/2024	09:10 AM 10:10 AM	10:10 AM 10:30 AM	Keynote	Arlington Forum Gallery	<div>Join Paul Taylor, anti-poverty activist and seasoned nonprofit leader, as he redefines leadership through the lenses of community, justice, equity, and liberation. In this session, Paul will challenge traditional leadership paradigms, share transformative people practices, and recount powerful stories from his tenure as Executive Director of FoodShare Toronto and his political campaigns, demonstrating how storytelling can drive systemic change.</div> <div>A 20 minute comfort break.</div>	Paul Taylor	
Panel: Election 2024	10/09/2024	10:30 AM	11:15 AM	Panel	Arlington Forum	<div>Join an all-star panel of election year experts as they discuss current messaging strategies, supporter demographic trends, and how to respond regardless of the election outcome in November.</div>	Ashley Wilson,James Servino,Faizan Faruq,Kyle Kondik	
Mapping and Mobilizing - Canada's Captive Wild	10/09/2024	11:20 AM	11:55 AM	Case Study	Arlington Forum	<div>World Animal Protection Canada wants to change the way you think of captive animals escapes. We've all seen the headlines and photos: "Giraffe escapes down main street", "Anaconda found in daycare", "Tigers roam downtown after escape from zoo". The stories are sensationalized and within 24 hours we move on - treating them as isolated incidents; rare and harmless. </div><div> </div><div>Through the Captive Wildlife map, World Animal Protection Canada has documented more than 200 exotic animal escapes, attacks and disease outbreaks in Canada over the last 40 years. This amplifies the problem and places the focus on the patchwork of rules and policies across municipalities that do little to protect our communities and very often leads to animal deaths. </div><div> </div><div>The Captive Wildlife Map is tool for journalists and activists: documenting incidents and mobilizing communities to advocate for legislation that will protect animals and communities. </div><div> </div><div>This session will cover a number of innovative approaches developed by Grassriots to support a rich data experience and flexible campaigns architecture on Engaging Networks. This includes linking Google Sheets, MapBox, and Engaging Networks to allow for dynamic updating of content, campaign linking, and visualization. </div><div> </div><div>In addition, we will present a range of case studies and insights drawn from our extensive experience in mapping visualizations. These examples will highlight key learning outcomes, and demonstrate effective visualization techniques that can drive engagement and advocacy impact.</div>	Jeffrey Frey,Ryan Baillargeon	Grassriots
Academy: Leveraging AI Driven Media to Fast Tr	10/09/2024	11:20 AM	11:55 AM	Academy	Gateway	<div>This session will introduce you to cutting-edge AI tools and technologies that can amplify your impact by enhancing content creation, personalizing engagement, and optimizing data analytics.</div>	Steven Tran	The Aber Group
Academy: Advocacy Hidden Gems	10/09/2024	11:20 AM	11:55 AM	Academy	Georgetown	<div>Discover underutilized advocacy features, page optimization strategies, and tools to effectively convert supporters into donors.</div>	Sean Dotson	
Workshop: Political Tools	10/09/2024	11:55 AM	12:25 PM	Workshop	Arlington Forum	<div>This is a hands-on workshop where EN experts invite attendees to open their Engaging Networks accounts to create and/or refine powerful political tool features that will help organizations win more campaigns.</div>		
Discussion: AI Trends in the Nonprofit Space	10/09/2024	11:55 AM	12:25 PM	Discussion	Gateway	<div>Discuss how your organization is currently utilizing AI as well as future plans. Led by Ilana Schreiber (Data Analytics Consultant at Fresh Eyes Digital) we'll discuss what's working, what's not and current trends.</div>		
Workshop: Boosting Donations with an Upsell Li LUNCH	10/09/2024 10/09/2024	11:55 AM 12:25 PM	12:25 PM 01:20 PM	Workshop	Georgetown Gallery	<div>This is a hands-on workshop where EN experts invite attendees to open their Engaging Networks accounts to quickly build upsell lightboxes that are typically underutilized in campaigns.</div>		
Movement Break - Chair Yoga	10/09/2024	01:20 PM	01:25 PM	Fun	Arlington Forum			
Panel: Crowdfund Peer to Peer Fundraising	10/09/2024	01:25 PM	01:50 PM	Panel	Arlington Forum	Whether you are currently doing peer to peer fundraising or considering starting come join this interactive conversation about Peer to Peer fundraising in today's environment. Topics will include everything from DIY and third party fundraising to old school walks and 5ks.	Mark Becker,Marcy Fritter	Cathexis Partners
Getting Your Message Into Donor's Inboxes	10/09/2024	01:50 PM	02:15 PM	Case Study	Arlington Forum	In this session, we'll look at ways to ensure your email messages reach supporters inboxes.	Gabby Green,Molly Kelly	Zuri Group
Choose your own adventure: Designing supporte AFTERNOON BREAK - Ben & Jerry's Sundae Party	10/09/2024 10/09/2024	02:15 PM 02:40 PM	02:40 PM 03:00 PM	Case Study	Arlington Forum Gallery	<div>Communicating the breadth of your organization's work is challenging, and increasingly a monthly newsletter just doesn't engage supporters. Bread for the World, an advocacy non-profit who seeks to end hunger, piloted a unique approach to email marketing, allowing supporter actions to determine their email marketing path. Based around Bread's core engagement actions: Pray, Act, Give, this new approach saw a significant increase in online advocacy, sign ups, and donations, when compared to their previous monthly e-newsletter strategy.</div><div>A 20 minute comfort break and Ben & Jerry's Sundae Party!</div>	Susanna Bean-Jones	
The Upgrade Advantage: Boosting Donor Loyalty	10/09/2024	03:00 PM	03:25 PM	Case Study	Arlington Forum	<div>Join us to discover how sustainer upgrades can significantly boost your organization's fundraising goals. WETA, DC's premier public broadcasting station, and The Engage Group, a full-service digital agency, will walk you through their collaborative journey in building a powerhouse sustainer upgrade program.</div>	Michelle Jiles,April Dietrich,Erick Quijada	

Click, Set, Grow: 5 Marketing Automations for Su	10/09/2024	03:30 PM	04:05 PM	Case Study	Arlington Forum	<div>Looking for ways to keep your supporters engaged? Feel like you're sending the same email every day? week? Month? Join us as we explore 5 essential marketing automations to streamline your email strategy and enhance supporter engagement!</div>	Jess McLean
Academy: 🌙 Turn Down the Lights: Email Da	10/09/2024	03:30 PM	04:05 PM	Academy	Gateway	<div>Let's dive into the world of dark mode optimization and Engaging Network's Marketing Tools. Discover tricks to enhance your email design for dark mode and learn other tips on EN's Marketing Tools that can elevate your campaigns. Whether you're aiming to boost engagement or streamline your marketing efforts, this session will provide the insights and tips you need to succeed.</div>	Maan Sacdalan
Academy: Email Deliverability and Risk Mitigatio	10/09/2024	03:30 PM	04:05 PM	Academy	Georgetown	Are you meeting Google and Yahoo's new sending requirements?	Gwynne Dixon
Workshop: Build a marketing automation	10/09/2024	04:05 PM	04:35 PM	Workshop	Gateway	<div>This is a hands-on workshop where EN experts invite attendees to open their Engaging Networks accounts to create and/or refine powerful marketing automation features that will help organizations win more campaigns.</div>	
Workshop: Converting Email Classic Templates to	10/09/2024	04:05 PM	04:35 PM	Workshop	Arlington Forum	<div>This is a hands-on workshop where EN experts invite attendees to open their Engaging Networks accounts to learn how to convert email classic templates to Marketing Tools templates.</div>	
Discussion: Email Deliverability and Fatigue	10/09/2024	04:05 PM	04:35 PM	Discussion	Georgetown	<div>Led by Rachel Allison (Principal and Co-founder at Fresh Eyes Digital), we'll have a discussion on tackling email fatigue and improving deliverability by addressing the often-overlooked challenges in email marketing.</div>	
Day 2 Wrap-up	10/09/2024	04:35 PM	04:45 PM		Arlington Forum	<div>We reflect on ENCC D.C.</div>	Marcie Lenaghan