

Session Name*	Date*	Start Time*	End Time*	Tracks	Location	Description	Speakers
Arrival and registration	06/19/2024	08:00 AM	09:00 AM		Auditorium, Concourse	<div>Arrival and registration - breakfast available.</div>	
Welcome to Day 1 - ENCC Toronto 2024	06/19/2024	09:00 AM	09:10 AM		Auditorium	<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 Toronto 2024	06/19/2024	09:10 AM	09:25 AM	Keynote	Auditorium	<div>Our President and COO, Clinton O'Brien, covers a brief history of ENCC, updates at Engaging Networks, clients and partners attending ENCC Toronto and more.</div>	Clinton O'Brien
Let's get cooking! How we used an e-cookbook t	06/19/2024	09:25 AM	09:50 AM	Case Study	Auditorium	<div>Nadia Formigoni, Vice President of Brand, Communication and Marketing, and Raquel Conceicao, Marketing Coordinator, at Children's Aid Foundation of Canada share key learnings and takeaways from their latest lead generation e-cookbook project, A Safe Plate: Recipes and Stories of Young People from Child Welfare. Launched in November 2023, this campaign catapulted the Foundation's holiday campaign into new heights through its ability to tell a story, acquire new leads ahead of the best time of the year to facilitate conversion and put the Foundation's brand front-and-centre for supporters. A Safe Plate was not just a way for supporters to gain access to new recipes; it offered them a chance to connect to the cause in a deeper way through nine youth from child welfare. This presentation will discuss the campaign's strategy, creative and results.</div>	Nadia Formigoni,Raquel C

						<p><div>Digital lead generation isn't new anymore. Many organizations like yours are launching lead gen campaigns with the goal of getting as many email addresses and phone numbers as possible, often relying on reiterations of petitions, letters-to-target, and hand raisers. But in a landscape of short-form video content and rapid trend cycles, is our singular focus on a low cost-per-acquisition (CPA) really just a race to the bottom?</div>
</div><div>This is a question Lianna and Zach have been pondering together for years, and in this session, they'll take you on a behind-the-scenes journey around two successful digital lead gen campaigns built on Engaging Networks. They'll share their reflections on what made these campaigns work, how the CPA was really just one of many (but nowhere near the most important) factors driving their strategies, and how you can use lead gen to build more personalized supporter experiences while addressing multiple organizational business problems at once.</div></p>	
Cost-Per-Acquisition: Are We Racing to the Botto	06/19/2024	09:50 AM	10:15 AM	Case Study	Auditorium		Lianna Pisani,Zach Zimmel
MORNING BREAK	06/19/2024	10:15 AM	10:35 AM		Concourse	<div>A 20 minute comfort break.</div>	

Haul for Hope: Using P2P as upstream corporate	06/19/2024	10:35 AM	11:00 AM	Case Study	Auditorium	<p>The session will focus on Hope Air's Haul for Hope campaign - a two site pilot plane pull in 2023 that will expand to five sites with a new lead airline partner in 2024.</p> <p>Topics covered include:</p> <ul style="list-style-type: none"> how events fit into Hope Air's broader corporate/donor acquisition strategy leveraging Engaging Networks peer to peer environment pilot project learnings and revisions for 2024 	Jon Collins
Breakout Discussions	06/19/2024	11:00 AM	11:30 AM	Breakouts	Auditorium, CR2, CR3	<p>Breakout discussions on lead generation, digital strategy and more.</p> <p>Facilitators</p> <p>Auditorium: TBD</p> <p>CR2: TBD</p> <p>CR3: TBD</p>	

						<p><div> n the offline world, relationship-building with your current community is key to securing donations for your cause. Your online community also deserves your attention, but, do you know the best messages to use when targeting them?</div><div>
</div><div>In this session, Claire Kerr of Care2 will use case studies from the nonprofit sector to prove the famous “marketing rule of 7” that says your audience needs to see your messaging multiple times before taking action. She’ll show you which types of interactive content prompt reactivation, more frequent donations, and increased new gifts from your community members. </div><div>
</div><div>Your list members & past donors are the folks who care most about your work – this session will break down how interactive messaging can improve their likelihood to convert. </div></p>	
Academy: How to use interactive content to boo	06/19/2024	11:30 AM	12:05 PM	Academy	Auditorium		Claire Kerr
Academy: Engaging Networks Hidden Gems	06/19/2024	11:30 AM	12:05 PM	Academy	CR3	<div>Join the Engaging Networks team as they take you through the platforms top-rated features that you should be taking advantage of.</div>	
LUNCH	06/19/2024	12:05 PM	01:05 PM		Concourse		

Panel: Generative AI, Current Trends and AI Ethic	06/19/2024	01:05 PM	01:50 PM	Panel	Auditorium	<p><div>Join our panel of nonprofit experts as they delve into the world of generative AI, exploring current trends and strategies for creating an AI ethics framework. Discover insights on the potential impacts of AI technologies like AI Gen Search on fundraising in the coming year, along with other disruptive AI solutions and practical use cases, all with a unique zoom in / zoom out perspective.</div></p>	Ben Childers,Ryan Baillarge
Why is it crucial to invest in a robust digital data	06/19/2024	01:50 PM	02:15 PM	Case Study	Auditorium	<p><div>Why and how to establish and maintain a robust digital infrastructure for a growing mid-size nonprofit organization. Over the past few years, we have transformed our digital infrastructure by integrating our CRMs (Salesforce, EN, Strive Digital), creating data integrity guidelines (for UTM parameters, naming conventions), establishing a master data warehouse (CRM data, website data, social ads data), developing data modeling with DBT, and showcasing the data in dashboards to the wider team. These changes have helped us track and optimize social media ads, run A/B tests to increase page and website efficiencies, provide users with a comprehensive view of all activities done by supporters in a single place, and increase digital donations.</div>
</div></p>	Ram Korlepara

						<p><div>Use these free tools to get more visitors to your website, understand what they do once they visit, and make sure they are donating and signing up at the optimal rate. A brief overview of each tool, examples of how they can benefit your work, and links to learn more are included.</div><div>
</div><div>Google Analytics 4 - Understand how people are coming to your Engaging Networks website, and what they do once they arrive. A key tool for measuring and optimizing your online performance.</div><div>
</div><div>Google Search Console - Understand what search terms people are using to find your website, and simple changes you can make to bring in more (free) traffic from search engines.</div><div>
</div><div>Google Looker Studio - Create useful dashboards and reports from all kinds of data, not just Google products.</div><div>
</div><div>Visual Website Optimizer - Run tests of landing pages and other website features to make sure your visitors are converting well. This replacement for Google Optimize is not entirely free, but very helpful</p>	
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Academy: Annual Receipting	06/19/2024	02:15 PM	02:50 PM	Academy	CR3	<div>TBD</div>	
Breakout Discussions	06/19/2024	02:50 PM	03:20 PM	Breakouts	Auditorium, CR2, CR3	<div>Breakout discussions on AI, data, reporting, and more.</div><div> </div><div><u>Facilitators</u></div><div>Auditorium: TBD</div><div>CR2: TBD</div><div>CR3: TBD</div>	
AFTERNOON BREAK	06/19/2024	03:20 PM	03:40 PM		Concourse	<div>A 20 minute comfort break.</div>	
Academy: Getting Your Message Into Donor's In	06/19/2024	03:40 PM	04:15 PM	Academy	Auditorium	<div>In this session, we'll look at ways that both you, and Engaging Networks can work together to ensure your email messages reach your supporter's inbox.</div>	Gwynne Dixon, Joe Hallisse
Academy: Managing Sustainers like the Pros	06/19/2024	03:40 PM	04:15 PM	Academy	CR3	<div>We'll review what features come out-of-box with Engaging Networks for retaining the sustainers you've worked so hard to acquire, and how some nonprofits are extending sustainer management capabilities using the Engaging Networks API.</div>	Jake Martin White
Keynote: Engaging Networks Roadmap 2024	06/19/2024	04:15 PM	04:45 PM	Keynote	Auditorium	<div>	Dan Szymczak
Day 1 Wrap-up and what's on tomorrow	06/19/2024	04:45 PM	04:55 PM		Auditorium	<div>We reflect on Day 1 of ENCC Toronto!</div>	Marcie Lenaghan
ENCC Toronto Opening Reception	06/19/2024	05:00 PM	07:00 PM	Fun	Concourse	<div>Join us in the MaRS Discovery District Concourse for drinks, hors d'oeuvres and networking to celebrate ENCC Toronto!</div>	
Arrival and registration	06/20/2024	08:00 AM	09:00 AM		Auditorium, Concourse	<div>Arrival and registration - breakfast available.</div>	
Welcome to Day 2 - ENCC Toronto 2024	06/20/2024	09:00 AM	09:10 AM		Auditorium	<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>	Austin Dressman

Panel: Zakat, Sadaqah, and Storytelling: How to	06/20/2024	09:10 AM	09:55 AM	Panel	Auditorium	<p>Everyone is talking about Muslim Giving. </div>
</div>New research from the Muslim Philanthropy Institute revealed that 69% of US Muslims always give to charities during Ramadan, fulfilling a religious obligation. But how do you provide value to new or existing Muslim audiences during key giving moments? How do you reach and engage Muslim donors in a culturally competent way? How do you use powerful, community-led storytelling to motivate Muslim giving?</div>
</div>Join Hussein Sajjad Hussein, award-winning documentary and video filmmaker and Muslim Philanthropy Network Board Member, and Sarah Ali, culturally competent giving advocate and digital-first individual giving specialist, for this hands-on crash course in Muslim Giving!</div></p>	Sarah Ali,Hussein Sajjad H
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						<p>When UNICEF Canada was faced with the planned closure of their symbolic giving platform, they saw it not just as a challenge but as an opportunity. A migration would be an opportunity to leverage a more integrated platform to boost marketing efforts and improve store engagement. This could also mean a chance to modernize the design of the store and improve shopper experience. Key to the migration would also be maintaining feature parity with their existing platform, specifically around the function of their offline store that responsible for processing gifts from their successful gift catalog. That's why UNICEF Canada enlisted Grassriots' expertise in symbolic giving programs and Engaging Networks to help realize their vision.</p> <p>In this session we will cover the strategic planning and execution that went into launching "Survival Gifts" on Engaging Networks E-Commerce Module. Attendees will gain insight into building their own e-commerce experiences, learning from the successful collaboration between UNICEF Canada and Grassriots. Finally, we'll showcase Grassriots' own "Print and Mail" automated fulfillment platform that integrates with Engaging Networks to seamlessly manage</p>
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MORNING BREAK	06/20/2024	10:20 AM	10:40 AM		Concourse	<p>A 20 minute comfort break.</p> <p>This session will explore strategies to understand how to cultivate long-term value and meaningful donor engagement in the digital realm, leveraging data-driven insights and personalized approaches beyond the mere transaction. We'll delve into the nuances of one-time giving versus monthly giving, understanding the impact of each on a comprehensive fundraising strategy. Learn how to effectively evaluate the lifetime value of a donor, considering factors such as retention rates, engagement levels and contribution patterns.</p> <p>Whether you're a seasoned digital fundraiser or new to the industry, this session offers practical tools and actionable insights to enhance your digital marketing efforts, foster lasting donor relationships and drive sustainable growth for your organization.</p>	
Decoding Donor Dynamics: Understanding & Gr	06/20/2024	10:40 AM	11:05 AM	Case Study	Auditorium		Shairoze Walji, Steven Tran

						<div>Join Stratovation's partners as we walk you through how to build a case for innovative ideas that are linked to our organization's overall strategy. The Stratovation Team will present on the idea of linking innovation and strategy, and then will host a participatory workshop with all attendees that will give them an opportunity to create a Strategy-linked Innovation Case.</div>	
Panel & Workshop: Building Your Strategy-linked	06/20/2024	11:05 AM	12:20 PM	Panel	Auditorium		Ben Childers, Maan Sacdalan
LUNCH	06/20/2024	12:20 PM	01:20 PM		Concourse		
						<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>	
Engaging Networks Jeopardy	06/20/2024	01:20 PM	01:50 PM	Fun	Auditorium		Sean Dotson
						<div>In this demonstration, we'll show how the ZuriGive donation modal can be set up in a few short minutes to promote your urgent campaign needs.</div>	
A quick demo of the ZuriGive donation modal	06/20/2024	01:50 PM	02:15 PM	Case Study	Auditorium		Joe Hallissey
TBD	06/20/2024	02:15 PM	02:40 PM	Case Study	Auditorium		
						<div>Are you a newbie with EN's Marketing tools or a frequent email sender. In this session, we will unlock some tips and tricks with using EN's new Marketing Tools. Get ready to explore the dark side as we discuss dark mode compatibility. This session will be filled with case studies and samples and block/code-giveaways!</div>	
Academy: Unlocking Marketing Tools - 10 Email	06/20/2024	02:40 PM	03:15 PM	Academy	Auditorium		Maan Sacdalan
						<div>Are you meeting Google and Yahoo's sending requirements?</div>	
Academy: Email Security Bootcamp	06/20/2024	02:40 PM	03:15 PM	Academy	CR3		Gwynne Dixon

Breakout Discussions	06/20/2024	03:15 PM	03:45 PM	Breakouts	Auditorium, CR2, CR3	<div>Breakout discussions on fundraising strategy, ideas and more.</div><div> </div><div><u>Facilitators</u></div><div>Auditorium: TBD</div><div>CR2: TBD</div><div>CR3: TBD</div>	
Day 2 Wrap-up	06/20/2024	03:45 PM	03:55 PM		Auditorium	<div>We reflect on ENCC Toronto.</div>	Marcie Lenaghan
ENCC Toronto Closing Happy Hour	06/20/2024	04:00 PM	05:00 PM	Fun	Concourse	<div>Join us at MaRS Discovery District for an closing ENCC Toronto Happy Hour!</div>	