



THE GIVING BACK FUND
Integrity and Innovation in Philanthropy

The Best Practices Fundraising Summit 2008

Convened by
The Giving Back Fund
in collaboration with the
USC Marshall Sports Business Institute
Sheraton Gateway, Los Angeles, CA

AGENDA

All conference sessions will be held in the Catalina-Clemente Room.

Monday, February 25

11:00 am – 12:00 pm

Registration & Lunch Buffet
Lunch Sponsored by LA84 Foundation
Second Floor Lobby



12:00 – 12:30 pm

Welcome
Marc Pollick, President and Founder, The Giving Back Fund
Anita DeFrantz, President and Member of Board of Directors,
LA84 Foundation

12:30 – 2:00 pm

Leveraging the Internet to Raise Awareness and Funds
Jimmy Lynn, Vice President, Diversity Partnerships and Strategic Relationships, AOL (presenter & moderator)
Ken Brenner, Founder and CEO, Legacy Direct, a Rockefeller Company
Eric Gazin, President and Founder, Auction Cause and Gazin Auctions
Joseph Mouzon, Executive Director of Nonprofit Services, Network for Good



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2:00 – 3:30 pm

Invaluable Lessons from Industry Veterans: Been There Done That!

Marc Pollick, President and Founder, The Giving Back Fund
(moderator)

Scott Goldman, Vice President for Development, Grammy Foundation and MusiCares Foundation

Rene Jones, Director, United Talent Agency Foundation

Michelle Kleinert, Director, Lastfogel Foundation, William Morris Agency (WMA)

Adlai Wertman, Professor of Clinical Social Responsibility, Marshall School of Business, University of Southern California

3:30 – 3:45 pm

Very Good Treats! Sponsored by Sheraton Gateway



3:45 – 5:00 pm

Planning Ahead and Doing Your Homework

Marc Pollick, President and Founder, The Giving Back Fund
(moderator)

Elizabeth Amery, Senior Managing Director, West Coast Office for Changing Our World

Nelli Garton, Senior Researcher, Sillerman Center for the Advancement of Philanthropy, Brandeis University

Claudia Jacobs, Director of Capacity Building, Sillerman Center for the Advancement of Philanthropy, Brandeis University

5:00 – 5:50 pm

Key Principles of Sponsorship & Trends

Vinu “Joe” Joseph, Senior Project Director, IEG Advisory Services

5:50 – 6:00 pm

Welcome Remarks to Reception by Giving Tree

C. “Nick” Nicholas, President, Giving Tree

Jeff Jacobs, Executive Vice President, Giving Tree



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6:00 – 8:00 pm
Second Floor Mezzanine

Summit Reception
Sponsored by Giving Tree



www.GivingTreeLife.com

Tuesday, February 26

8:00 – 8:30 am

Continental Breakfast

8:30 – 9:30 am

Mastering Auctions---A Not so Hidden Treasure
Siri Lippy, Senior Professional Event Services Manager at Auctionpay, Inc.

9:30 – 10:30 am

Evolutions and Changes in Corporate Philanthropy
Jonathan Weedman, Regional Vice President, Wells Fargo Foundation

10:30 – 10:45 am

Even Better Treats! Sponsored by Sheraton Gateway



10:45 – 11:45 am

The Six Virtues of Sponsorship
Dan Migala, Publisher of *The Migala Report* and Executive Director of Sponsor Direct Intelligence

11:45 am – 12:30 pm

Lunch sponsored by Changing Our World





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12:30 – 1:30 pm

High-Impact Low-Cost Volunteers: An Untapped and Invaluable Labor Source

David Carter, Professor and Director, University of Southern California's Marshall Sports Business Institute (moderator)
Gabby Tovar, Manager, Grants & Programs, LA84 Foundation
Amiko Matsumoto, Special Assistant to the CEO, Strategic Initiatives, Corporation for National and Community Service
Jonathan Williams, Director, Office of Corporate Relations, Corporation for National and Community Service

1:30 – 2:30 pm

The A- Z of High Impact Cause Marketing: Deeper than Dollars

Scott Pansky, Co-Founder and Managing Partner, Southern California, Allison & Partners Public Relations

2:30 – 3:30 pm

Good Times and Good Ratios: Everything You Have Always Wanted to Know About Successful, Money-Making Event Planning

Carol-Ann Ross, President and Founder, SWAG Events

3:30 – 3:45 pm

The Best Treats! Sponsored by Sheraton Gateway



3:45 – 4:30 pm

ROI--Return on *Charity* Investment: Oxymoron or Reality?

Rob Duboff, CEO and Co-Founder, HawkPartners

4:30 – 4:45 pm

Closing Remarks

Stephanie Sandler, Sr. Vice President, The Giving Back Fund