

# CALL FOR WORKSHOP PROPOSALS

## 2020 Development Officers' Conference

*Theme: Re-envisioning Theological Education: Ensuring Sustainability in an Age of Uncertainty*  
February 19-20, 2020  
Hyatt Regency Jacksonville Riverfront  
Jacksonville, FL

This collaborative event invites proposals that address the conference theme, *Re-Envisioning Theological Education: Ensuring Sustainability in an Age of Uncertainty*, in the areas of best practices and new ideas and that speak to the ways development and/or communication officers advance the missions of their schools.

Workshops sessions should be strategy/intervention oriented, have active participation of the group, and offer time for reflection and sharing. As a membership organization of diverse institutions employing people from a wide range of theological, social, and personal perspectives, ATS seeks to promote hospitality for all. Presenters should be mindful of and sensitive to the differences represented in every ATS gathering. Each session is 75 minutes long—please include time for group interaction and Q&A. Workshops may include relevant handouts. Suggested Workshops:

- Working with Capital Campaigns
- Digital Communications
- Online Giving
- Data Quality
- How are people identifying wealthy congregants with churches/denominations
- Volunteers and gifts
- Strategies and working with small staff
- Marketing Trends and Ideas for Communications
- New Development Officers
- Seasoned Development Officers
- Marketing/Communications
- Building Relationships and Making the Ask
- Raising more money with your Board
- Maximizing visits with major gift prospects
- Improving your annual giving plan-new ways!
- Connecting with alumni and their connections to increase seminary giving
- Using digital marketing to promote and advance your seminary
- Your elevator pitch! Is it effective?
- How to improve your donor relations program
- Using strategic marketing to advance your seminary
- Working with your President or Dean to improve their development skills

### Proposals should include:

- Name, institution, and position (if you are proposing a panel, please list all presenters)
- Contact information (phone, email, and mailing address) for each presenter
- Presentation title and 200-word description of the presentation
- Target audience by number of years in development/communications (e.g., newcomers—under two years, intermediate—under five years, seasoned—more than five years)

### Proposals will be selected regarding:

- The degree to which the proposal addresses the conference theme
- Relevance of session content to the intended target audience
- Practical application and demonstrated results

**The deadline for submission of proposals is Thursday, August 1, 2019.**

Notification will be made by mid-September. Please send proposals (and direct questions regarding format or content) via email or mail to:

[2020-DIAP-Conf@ats.edu](mailto:2020-DIAP-Conf@ats.edu)

Attn: Mary Young

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