

INSPIRE. CONNECT. LEAD.

September 15 & 16, 2025 in Orlando, Florida



Location: Rosen Shingle Creek Hotel
Orlando, FL

Date/Time: Monday, Sept. 15, 8:30 a.m. - 4:30 p.m.
Tuesday, Sept. 16, 8:30 a.m. - 4:00 p.m.

Fees: Standard Conference Price: \$945

Early Bird Conference Price: \$895
(Register by June 30, 2025)

Group Price: \$745 per person
(Three or more from the same organization)

I would like to register for CCGC 2025.

Name _____

Title _____

Organization _____

Street Address _____

City _____ State _____ Zip _____

Telephone _____

Email _____

Check

Pay by Credit Card (We will call you for your credit card information upon receipt of this form)

Please email this form to:

ccgc@cresmail.com

110 Camino Ruiz, Camarillo, CA 93012

p. 800.858.9154 **ccgc2025.com**

2025 Crescendo Creative Gift Conference
Course Schedule



Creative Gift Marketing

Name _____

Organization _____

Monday, September 15, 2025

	Breakthrough Marketing	Donor Connections	Giving Essentials	Smart Planning	Leveraging	AI Forward
8:30 - 8:50 a.m.	Opening Welcome	Opening Welcome	Opening Welcome	Opening Welcome	Opening Welcome	Opening Welcome
9:00 - 10:15 a.m.	Digital, Online and Social Media for Fundraising Success (Ken Miller)	Importance of the First Visit (Gail Orser)	Planned Giving in 75 Minutes (Byron Rupp)	QCDs Boost Mid-Level Giving (Scott Harkey)	Uncovering Your Donor's Why (Chris Gabriel)	AI Creative Content (Julia Campbell)
10:15 - 10:45 a.m.	Break	Break	Break	Break	Break	Break
10:45 - 12:00 p.m.	Digital, Online and Social Media for Fundraising Success (Ken Miller)	Importance of the First Visit (Gail Orser)	Planned Giving in 75 Minutes (Byron Rupp)	QCDs Boost Mid-Level Giving (Scott Harkey)	Uncovering Your Donor's Why (Chris Gabriel)	AI Creative Content (Julia Campbell)
12:00 - 1:30 p.m. Lunch	Julia Campbell Keynote	Julia Campbell Keynote	Julia Campbell Keynote	Julia Campbell Keynote	Julia Campbell Keynote	Julia Campbell Keynote
1:30 - 2:45 p.m.	Identifying Donor Personas for Messaging (Elyse Kauffman)	Five Tax Smart Gifts (Daniel Wiseman)	From Zero to Planned Giving in 18 Months (Sarah Swanson)	Mid-Level Donor Today; Legacy Donor Tomorrow (Judi Smith)	Maximizing Major & Planned Gifts (Kristin Perks Champa & Michelle Janssen)	AI Creative Writer (Charles Schultz & Gabriel Trieger)
2:45 - 3:15 p.m.	Break	Break	Break	Break	Break	Break
3:15 - 4:30 p.m.	Identifying Donor Personas for Messaging (Elyse Kauffman)	Five Tax Smart Gifts (Daniel Wiseman)	From Zero to Planned Giving in 18 Months (Sarah Swanson)	Mid-Level Donor Today; Legacy Donor Tomorrow (Judi Smith)	Maximizing Major & Planned Gifts (Kristin Perks Champa & Michelle Janssen)	AI Creative Writer (Charles Schultz & Gabriel Trieger)
4:30 - 5:30 p.m.	Reception	Reception	Reception	Reception	Reception	Reception

Tuesday, September 16, 2025

	Breakthrough Marketing	Donor Connections	Giving Essentials	Smart Planning	Leveraging	AI Forward
8:30 - 9:45 a.m.	Warming Up the Cold Call (Kelsey Picken)	Leading with Legacy Blended Asks (Marcy Heim & Niki Chopra Richardson)	Empowering Gift Officers to Amplify Impact (Jessica Hermann-Wilmarth & Jennifer Yelovina)	DAFs & Planned Giving (Lisa Barr)	Creating Pipeline Reports (Rebecca Rothey)	Ethical AI in Philanthropy (Sarah Pinto)
9:45 - 10:15 a.m.	Break	Break	Break	Break	Break	Break
10:15 - 11:30 a.m.	Warming Up the Cold Call (Kelsey Picken)	Leading with Legacy Blended Asks (Marcy Heim & Niki Chopra Richardson)	Empowering Gift Officers to Amplify Impact (Jessica Hermann-Wilmarth & Jennifer Yelovina)	DAFs & Planned Giving (Lisa Barr)	Creating Pipeline Reports (Rebecca Rothey)	Ethical AI in Philanthropy (Sarah Pinto)
11:30 - 1:00 p.m. Lunch	Rebecca Rothey Keynote	Rebecca Rothey Keynote	Rebecca Rothey Keynote	Rebecca Rothey Keynote	Rebecca Rothey Keynote	Rebecca Rothey Keynote
1:00 - 2:15 p.m.	Reaching Prospects Through Meta Ads (Chris Anthony)	Fundraising Playbook (Jill Rode & Andy Ragone)	Successful Planned Giving With Results (Jay Duggan)	The Complex Gift Journey (Wayne Lynch & Kathy Saigeon)	More Than a Tax Strategy (Jennifer Nohelty)	AI Path to Donors (Russ Shumaker & Elaine Yamasaki)
2:15 - 2:45 p.m.	Break	Break	Break	Break	Break	Break
2:45 - 4:00 p.m.	Reaching Prospects Through Meta Ads (Chris Anthony)	Fundraising Playbook (Jill Rode & Andy Ragone)	Successful Planned Giving With Results (Jay Duggan)	The Complex Gift Journey (Wayne Lynch & Kathy Saigeon)	More Than a Tax Strategy (Jennifer Nohelty)	AI Path to Donors (Russ Shumaker & Elaine Yamasaki)