



REGISTRATION INFORMATION

General registration starts at 7:30 am on Thursday, July 24, with the opening plenary beginning at 9 am. The final series of workshops will conclude at 3:30 pm on Friday, July 25.

Is this your first Fundraising Conference? Register at 7:15 am and join us for the [First-timers Orientation](#) at 7:45 am.

30 Minutes with a Mentor: This popular feature is available at no extra cost at the conference, but you must register by June 30 to be paired with a mentor.

REGISTRATION

\$415 for MIE subscribers

\$515 for non-subscribers

Take \$100 off for program board or fundraising committee members

HOTEL

Renaissance Washington DC Dupont Circle Hotel
1143 New Hampshire Ave. NW
Washington, DC 20037-1522
202/775-0800

Guest room rates are \$179/night, single/double, plus tax, with free internet in guest rooms.

Please register and reserve your room by June 30, 2014.

Visit WWW.MIELEGALAID.ORG to register online and pay by credit card, or [SEND REGISTRATION](#) information and check to MIE, 99 Chauncy St., Suite 700, Boston, MA 02111. For more information, contact Patricia Pap, MIE Executive Director, ppap@m-i-e.org, 617-556-0288, and visit www.mielegalaid.org.



**MIE 2014 NATIONAL FUNDRAISING CONFERENCE
FILL YOUR DEVELOPMENT TOOLBOX!**

JULY 24-25, 2014



MANAGEMENT INNOVATION EXCELLENCE FOR LEGAL AID

MANAGEMENT INFORMATION EXCHANGE

99 CHAUNCY ST., SUITE 700
BOSTON, MA 02111-1743

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**JULY 24-25, 2014
WASHINGTON, DC**



MIE 2014 National Fundraising Conference

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July 24–25, 2014
Washington, DC

Join us for MIE's Fundraising Conference, the one opportunity each year for those of us raising funds for legal aid to come together to fill our development toolbox with the skills, insight and inspiration we need to become more successful in today's competitive fundraising environment. Plus, benefit from plenty of time for networking, and the opportunity to spend 30 Minutes with a Mentor.

THESE GREAT SESSIONS WILL ADD TO YOUR DEVELOPMENT TOOLBOX. VISIT WWW.MIELEGALAID.ORG FOR MORE...

Storytellers Make the Best Fundraisers

Kathy Swayze, Impact Communications (www.impactdc.com), will focus on stories that inspire donors — how to identify them, get staff to share them with you, and shape them for your fundraising materials.

How to Increase Giving from Lawyers

Celinda Lake, President, Lake Research Partners (www.lakeresearch.com), will return to this conference to supplement her research on how the general public feels about civil legal aid with new research on how to increase giving from lawyers.

Designing and Implementing a Campaign to Increase Visibility for Legal Aid

Martha Bergmark, Executive Director, Voices for Civil Justice (<http://voicesforciviljustice.org>), will discuss the Voices network and provide information about the updated communications toolkit. Learn how to become involved in Voices, how to build state networks, and share ideas about great stories.

Engaging Private Philanthropy

Mary McClymont, President, Public Welfare Foundation, and **Sandy Ambrozy**, Program Officer, Kresge Foundation, have been national champions for civil legal aid. They will discuss their work to engage private philanthropy with legal aid and how we can build on their work to benefit our programs. This is a great opportunity to talk with foundation officers deeply committed to helping legal aid programs raise more money from foundations.

Strengthening Board Participation in Fundraising

Pamela Clapp Larmee, CFRE, Principal, Strategic Philanthropy Services, (www.strategicphilanthropyservices.com), will share a variety of tips and tools to help us understand how to effectively partner with board members so we can motivate, engage and support them in successful fundraising.

Using Powerful and Affordable Video to Tell Your Story

EMMY Award winning producer **Gary Yordon's** video messaging is changing the communications landscape for legal aid programs all across America. Whether our goals are fundraising, advocacy or imaging, video is the most powerful way to communicate the message. Learn how to create impactful video and reach our audiences without breaking the budget.

Posting with Purpose: Using Social Media to Win Your Case

Jeanne McCann, Director of New Media, and **Debbie Stein**, Vice President, The Hatcher Group (www.thehatchergroup.com), will teach us how to strategically incorporate social media in our fundraising plans, toward building our audience, creating content and messages that work, measuring results, and give practical tips for success.

Professional Development for Legal Aid Fundraisers: Investing in Your Most Valuable Resource

Walt Gillette, ACFRE, Director of Development, WAMU 88.5, the NPR news station in greater Washington, will explore an array of individual skill-development opportunities, from professional memberships to certifications, workshops and chapter meetings to seminars and webinars, and from coaching and mentorship to national conferences and online/on-the-shelf resources.

New Federal Funding Opportunities for Legal Aid

In this interactive session, the Department of Justice Access to Justice Initiative's **Karen Lash** and staff from legal aid programs that have successfully obtained new federal funds will share information about the benefits and challenges to developing and being involved in these new collaborations.

How Do We Do It All (In a Shop that's Small)?

Jennifer Pelton, CFRE, Director of Development, Public Justice Center, a veteran "small shopper" who has raised money for a legal advocacy organization for more than 10 years, will teach us how to set reachable goals with the resources we have, share practical ideas about creating and implementing effective development plans, recruit helpful help from program staff and board, hire outside contractors when appropriate and analyze what is working well or not.

Looking at Access to Justice Community Collaborations from a Resource Development Perspective

Thirty states now have Access to Justice Commissions. Numerous states have combined legal community fundraising campaigns. We will look at these from a fundraiser's perspective — how have these collaborations worked to increase funding, how to influence them, and how to best use our fundraising resources to complement work being done by the statewide entity.

Say What?: Decoding Legalese to Engage Volunteers and Donors

This session will answer questions like: What are the key terms and most effective methods of communicating with my legal community donor base? How are key legal organizations formatted (e.g., associates vs. partners, government entities, etc.)? How can I tap into the unique things that motivate lawyers to give and get involved in fundraising efforts (i.e., recognition, accountability, etc.)?

Non-Lawyer Donors? You May Be Surprised at How Much They Give and Where They Live

Big money is being raised from non-lawyers by legal services programs in small cities and rural communities, as well as in big cities. Hear from your colleagues about the techniques they are successfully using to raise significant amounts of money from non-attorneys.

The Missing Donors — Too Many Are Lawyers!

Learn how to get more attorney donors by targeting drives focused on specific groups. Successful approaches include associate fund drives; in-house counsel drives; plaintiff attorneys; attorney board members, as well as outreach to law firm partners.

Big Money, Big Changes — Law Firms and Corporate Legal Department Giving

Learn the fundamentals for sustaining a successful fundraising effort from law firms and corporate legal departments during this time of significant change in both of these environments.

30 Minutes with a Mentor

Sign up to discuss your most critical fundraising issue with another conference participant who has skills or experience that you need. Both mentors and mentees find this informal exchange of information to be very valuable.

VISIT WWW.MIELEGALAID.ORG FOR INFORMATION ON ADDITIONAL GREAT SESSIONS AND SPEAKERS.

