



Strategic Leadership Conference

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October 4, 2022
UofL ShelbyHurst Campus
#20twentySLC



***A Clear Vision for Education
& Nonprofit Success***

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At 20/twenty, our motto is **"We help people, that help people."** It is our passion and calling to support and empower nonprofit leaders to maximize the impact of their missions in their communities. We accomplish this by embedding our team of expert nonprofit professionals into organizations that have expressed desire and commitment to become financially and organizationally excellent. 20/twenty offers a comprehensive suite of services, including fund development, grant writing, strategic planning, recruiting, DE&I training, and more.

We take a holistic approach with our dynamic team to customize a solution to meet your unique needs.



Meet the **TEAM**



Carl L. Williams Sr.
Founder, President
& CEO



Matt Simons
VP of Client
Development



Vince Cain, PMP
VP of Client
Success



Steven Michael Carr
Director of Fund
Development



**Toccarra D. Gartin,
MPH, ASCP**
Director of
Administrative
Services



C. Michelle West, MDiv
Client Success
Advisor



Jamie Longacre
Client Success
Advisor



Victor Keye
Senior Client
Advocate



Desmond Pritchard
Regional
Director of Client
Development



Lauren Yates
Grant Division
Lead



Sarah Burnett
Senior
Consultant



Aimee Conrad-Hill
Senior
Consultant



Lynn Huffman
Grant Writing and
Fund Development
Consultant



Sarah McIntee
Senior
Consultant



Toni Clem
Leadership
Development
Consultant



Michael Duke
Senior Recruiting
Advisor



Rich Shanks II
Senior Recruiting
Advisor



Ian Williams
Leadership
Development
Consultant



Terri A. Hill
Major Gift, Fund
Development
Consultant



Josh Burnett
Senior
Consultant



Jenn Yates
Grant Writing
Consultant

AGENDA



7:45 AM | Breakfast & Networking | *Ballroom*



8:15 AM | Opening Keynote | *Ballroom*



9:30 AM | Breakout Session 1



10:45 AM | Breakout Session 2



11:45 AM | Lunch, Sponsors, Networking | *Ballroom*



12:15-12:30 PM | Sponsor Presentations | *Ballroom*



12:45 PM | Breakout Session 3



2:00 PM | Breakout Session 4



3:15 PM | Closing Keynote | *Ballroom*



4:15 PM | Complete Conference Survey | *Email*



4:30 PM | Offsite Networking | *Brick House Tavern*



THANK YOU.

BREAKOUT SCHEDULE



Breakout Session 1 – 9:30-10:30 am

Room 136 A – NONPROFIT MARKETING

“Developing a Strategic Marketing Plan”

Room 136 B – BOARD GOVERNANCE

“Board Retreat and Capitalizing on Opportunities”

Room 201 – FUND DEVELOPMENT

“Peer-to-Peer Fundraising”

Room 211 – NONPROFIT LEADERSHIP

“Say What? Improved Communications for All Levels of the Organization”

Breakout Session 2 – 10:45-11:45 am

Room 136 A – BOARD GOVERNANCE

“Diversifying Your Board”

Room 136 B – NONPROFIT MARKETING

“How to Move Your Audience to Action in an Economic Downturn and Beyond!”

Room 201 – NONPROFIT LEADERSHIP

“Strategic Planning”

Room 211 – FUND DEVELOPMENT

“Earned Media”

Breakout Session 3 – 12:45-1:45 pm

Room 136 A – NONPROFIT MARKETING

“Text Messaging to Engage Your Partners”

Room 136 B – BOARD GOVERNANCE

“The Board’s Role in Fund Development”

Room 201 – FUND DEVELOPMENT

“How to Tell a Great Story”

Room 211 – NONPROFIT LEADERSHIP

“Lead Well for Nonprofit Success”

Breakout Session 4 – 2-3 pm

Room 136 A – NONPROFIT LEADERSHIP

“Recruiting”

Room 136 B – NONPROFIT MARKETING

“How to do a Podcast if You’re a Nonprofit”

Room 201 – FUND DEVELOPMENT

“Community Based Fundraising”

Room 211 – BOARD GOVERNANCE

“Board Development”

OPENING KEYNOTE



Carl L. Williams, Sr.
Founder, President & CEO
20/twenty

FUNDRAISING IN TIMES OF ECONOMIC UNCERTAINTY

8:15 AM | *Ballroom*



Chris Head - AFP

Divisional Resource Development
Director, The Salvation Army,
Kentucky Tennessee Division



Ashley Murray - FREML

Development Director, 4-C (Community
Coordinated Child Care)



Micah Jorrich - CNPE

Chief Community Officer,
Maryhurst



Wesley Scott - AFP

Director of Philanthropy,
Shriners Children's Lexington

In the first keynote session of the day, 20/twenty President & CEO Carl L. Williams, Sr. will deliver an empowering address to kick off the day and offer his expert observations on the current state of the nonprofit sector in our community. Much has happened since our last opportunity to convene in person (Covid-19, economic instability, etc.), but Carl will direct our focus to the numerous lessons learned over the past few years and the opportunities that nonprofit leaders should be looking to capitalize on over the next year. After Carl's brief address, he will invite four nonprofit executive leaders from our community to join him on stage for a guided discussion about the state of fundraising in times of economic uncertainty. This discussion will include leaders and fundraising experts that represent AFP, CNPE, and FREML.

CLOSING KEYNOTE

LEADERSHIP & LEGACY: CULTIVATING THE LEADER FROM WITHIN

3:15 PM | *Ballroom*



Devine Carama

Emmy Award-winning hip-hop artist, Director of ONE Lexington
Founder/Director of Believing in Forever, Inc.

In the closing keynote address, Kentucky native and Emmy award-winning Hip Hop artist, Devine Carama, will deliver a powerful and motivating presentation challenging attendees to dig deep within themselves to find the courage and strength to become great leaders. Devine draws upon his diverse background as a musician (Kingtucky), educator, activist, and nonprofit leader (Director of ONE Lexington and founder of Believing in Forever, Inc.) to deliver a one-of-a-kind experience for conference attendees. The nonprofit leaders in attendance can expect to leave inspired but also equipped with the mindset and tools to take their leadership abilities to the **next level**.

FUND DEVELOPMENT

● **PEER-TO-PEER FUNDRAISING** | [Room 201 | 9:30-10:30 AM](#)

Christina Miller

Peer-to-Peer Fundraising leverages your most passionate supporters to fundraise on behalf of your organization. This training will provide the tools you need to recruit and empower champions for your cause by enabling them to share their personal stories with their own networks. Learn how P2P fundraising can expand your reach, introducing new donors and additional donations to your organization.

● **EARNED MEDIA** | [Room 211 | 10:45-11:45 AM](#)

Jeremy Harrell, Kerri Richardson, Matt Simons

Veteran's Club founder, Jeremy Harrell, will articulate how nonprofits can leverage their subject matter expertise into free publicity. Have you ever wondered, "How does that person get on TV all of the time?" Jeremy Harrell has leveraged his knowledge of Veterans Affairs into a lucrative, free PR machine, appearing countless times on local and national news and even having his nonprofit equine program for veterans featured on the History Channel and in national documentaries. Matt Simons and Kerri Richardson will inform the audience on how to build relationships that result in earned media, how to produce and distribute press releases, and how to be prepared when you do get the call to be on television or other electronic mediums.

● **HOW TO TELL A GREAT STORY** | [Room 201 | 12:45-1:45 PM](#)

Steven Michael Carr

Storytelling has existed as an artform since people began speaking. Through stories we learn facts, examples, and empathy for those whose personal experiences differ from our own. When we hear stories, we not only logically connect to the information being transferred, we also emotionally connect to that information, making it easier to remember. Storytelling makes fundraising more concrete, digestible, and easier for nonprofits and donors. Let's talk about what makes a good story and how you can use storytelling to link donors to your cause!

● **COMMUNITY BASED FUNDRAISING** | [Room 201 | 2:00-3:00 PM](#)

Michelle West, Dave Bell

Come join Michelle and Dave as they explore what it means to build community with fundraising. Learn tips and tricks to steward donors into lifelong contributors to your organization's mission. Expect conversations around wisdom, persuasiveness, gratitude, and helping people find a place where they belong.



Christina Miller

Community Foundation of Louisville

Christina Miller joined the Community Foundation as the Marketing and Communications Manager in May 2021. She graduated with honors from the University of South Carolina in 2012 and earned her M.S. in Applied Clinical Psychology. Her most recent work experience was at St. Joseph Children's Home where over her seven year tenure, oversaw treatment and academic programming for the children in the residential treatment program, oversaw the volunteer program, as well as managed the organization's communications, public relations, content creation, and fundraising initiatives. Christina has a great passion for public service and connecting people to essential resources.



Jeremy Harrell

Veteran's Club, Inc.

Jeremy Harrell is a U.S. Army Combat Veteran who served in Operation Iraqi Freedom in the Global War on Terrorism. Jeremy served honorably for nine years and was a Non-Commissioned Officer before getting out of the Army. After leaving the Army, Jeremy went to school at Mid-Continent University studying Business Management. Jeremy went on to become involved in Operations Management with companies such as UPS. In 2017, Jeremy founded Veteran's Club INC, which is a premier nonprofit that assists Veterans in healing from PTSD, TBI, Substance Abuse, and to assist homeless Veterans with housing and programs to get them back on their feet. Jeremy's organization, Veteran's Club INC, has a nationally recognized Equine Facilitated Mentoring Program for Veterans and their families, as well as Kentucky's first and only Tiny Home Community for Homeless Veterans. Jeremy is often called upon by both local and national media outlets to speak on Veteran issues, Social Issues, PTSD, Homelessness, Suicide Prevention, Foreign Policy, and more. Jeremy has been featured on Fox and Friends, CNN Prime Time with Chris Cuomo, 700 Club, History Channel, and more for his leadership and advocacy.



Kerri Richardson

C2 Strategic Communications

Kerri is a communications leader respected by both newsmakers and journalists for her communications savvy, insight, candor and grace under pressure.

As President and Chief Business Development Officer, Kerri leads the firm's client development in Kentucky and Indiana and advises high-level clients who intersect with public policy, community development, media and government. Kerri's deep experience in health care, economic development and education helps government agencies, private businesses and communities work together to achieve shared goals.



Matt Simons

20/twenty Strategic Consultants

Simply stated, Matt Simons is an idea generator and connector of people. With over 20 years of experience in various business development roles, starting his own small nonprofit, and a Kentuckiana network worthy of note, Matt has positioned himself as someone to know for the nonprofit sector. His expertise lies in communicating complex ideas, consensus building, team dynamics, and common-sense approaches to uncommon problems.



Steven Michael Carr

20/twenty Strategic Consultants

Steven Michael Carr has been telling stories professionally for 8 years in shows such as The Moth Radio Hour, Double Edged Stories, We Still Like You, and USA Today's Storytellers Project. Steven also produces his own storytelling show called Tales from the Jukebox, in which storytellers talk about that one song that changed their life. By day, Steven uses his gifts to help nonprofits tell their stories and raise funds to make the world a better place. He lives in Old Louisville with his husband and two pitbulls.



Dave Bell

Volunteers of America Mid-States

Dave Bell is the Sr Director of Fund Development and Community Impact with Volunteers of America Mid-States. In this role, he oversees the fundraising efforts of the organization that covers Kentucky, West Virginia, Tennessee, and Clark and Floyd Counties in Indiana. Dave started his non-profit career early, working as a summer camp counselor at the YMCA after college. His summer job turned into a 20-year career with YMCA and eventually lead him to Louisville. In Louisville, Dave spent five years as the Executive Director of the Downtown Louisville YMCA. He then went on to oversee Fund Development, Marketing, Membership and Government Relations efforts for the Kentucky Science Center. Dave has been a speaker at national and regional conferences speaking on the topics of staff development, leadership, relationship building, and fundraising.



Michelle West

20/twenty Strategic Consultants

Michelle West is not only a lover of a great story but also an imaginative storyteller. Her love of people's stories has led her to become a groundbreaking facilitator of connections between nonprofits and the communities they aim to serve. Michelle holds a Master of Divinity degree from Duke University and has used that education to work with multiple nonprofits to develop sustainable missions, financial stewardship, and a strong social justice ethos. Her decade of experience has taken her to work in fundraising, mission implementation, and community outreach for major universities, faith-based organizations, and world-class healthcare systems.

BOARD GOVERNANCE

● **BOARD RETREAT & CAPITALIZING ON OPPORTUNITIES**

Room 136B | 9:30-10:30 AM

Dr. Maya Lynum-Walker

Dr. Lynum-Walker will discuss how a board retreat allows a board to meet in an environment that is unrestricted by routines or traditional approaches. If planned and facilitated properly, there should be more time for discussion, creative thinking and strategic planning. A retreat is a good time to introduce and discuss special topics.

● **DIVERSIFYING YOUR BOARD**

Room 136A | 10:45-11:45 AM

Toccarra D. Gartin

Toccarra will bring awareness to the importance and significance of diversifying a nonprofit's board utilizing simple tactics to cultivate a wide range of demographic factors.

● **THE BOARD'S ROLE IN FUND DEVELOPMENT**

Room 136B | 12:45-1:45 PM

Marla Highbaugh

Learn how an effective nonprofit board supports the fund development efforts of the organization. This session will assist leaders and board members in better understanding how to maximize the boards effectiveness in supporting revenue generation. You will leave with a blueprint for executing an effective plan that will transform your organization.

● **BOARD DEVELOPMENT**

Room 211 | 2:00-3:00 PM

Carl L. Williams, Sr.

Board development is vital to the ongoing success of any organization. Ensuring the board has set a clear vision, values, and strategy is paramount to any organization's success. In this session, Carl will discuss the tools required to: ensure the board has written role descriptions, determine the skills needed to deliver on the organization's strategy, conduct a skills audit of existing board members, address skills gaps, communicate the development plan and create opportunities for annual reviews and refresher training.



Dr. Maya Lynum-Walker

UofL, Kent School of Social Work

Dr. Maya Lynum-Walker is currently Coordinator of the Doctor of Social Work Program for the Kent School of Social Work & Family Sciences at the University of Louisville. In her role, she provides support to all students, faculty, and staff of the Doctoral program. She is responsible for collaborating with campus resources, staff, and students to create a holistic learning experience. Her research interests include Mentorship for women in higher education roles, mentorship for first generation college students and leadership styles in the educational settings. A native of Detroit, Michigan, Dr. Lynum-Walker graduated with a Bachelor of Science in Biology from Kentucky State University. She later completed a Master of Science in Athletic Administration and Coaching from Western Kentucky University and a Master of Arts in Adult and Higher Education from Morehead State University. Dr. Lynum-Walker is also a proud member of Zeta Phi Beta Sorority, Incorporated, an international African American Greek lettered sorority. Lastly, she is a wife and mother who loves quality time and has a passion for music.



Toccarra D. Gartin, MPH, ASCP

20/twenty Strategic Consultants

After serving in the U.S. Army for five years and doing a tour in Iraq and Kuwait, Toccarra graduated from the University of Louisville with a Bachelor of Science in Pan-African Studies. Two years later, she graduated from Purdue Global University with a Master's in Public Health with a concentration in Epidemiology. While working for the federal government for over ten years, she desired to work in a career field that would fulfill her passion for community engagement. Since 2018, she has worked in the community engagement field, creating activities, workshops, events, and establishing partnerships for Fortune 50 companies. Toccarra has established volunteer opportunities and a multitude of resources for both the community and corporate employees while accomplishing a primary goal of improving the overall health of various communities by 20%.



Marla Highbaugh

The Healing Place

Marla is the Chief Mission Advancement Officer with The Healing Place, a transformational organization serving men and women impacted by addiction and homelessness. She oversees fundraising, donor management and engagement, and enhances the organization's presence in the community through communications, media relations, and special events. With a senior level background in communications, branding, media relations, special events management and philanthropy, Marla has managed the efforts of organizations representing education, government, healthcare, and non-profits. Marla received a Certificate in Fund Raising Management from the IU Lilly Family School of Philanthropy and holds a bachelor's in public relations and journalism with a minor in graphic communications from Western Kentucky University.



Carl L. Williams, Sr.

20/twenty Strategic Consultants

Carl L. Williams, Sr., is President and Chief Executive Officer of 20/twenty Strategic Consultants. Carl has provided the vision and leadership that has contributed to the rapid and focused growth of many companies across the nation. 20/twenty Strategic Consultants is a leading consulting company focused solely on Education and Non-Profit business innovation. This positions 20/twenty for a National Reach in the consulting marketplace and establishes them as a thought leader on business innovation. Additionally, Carl has led the acquirement and advancement of data security protocols for business systems, product migration to the cloud, and innovative integration initiatives for Human Resources, Finance, Payroll, and Benefit administration. A former K-12 classroom teacher and K-12 Human Resources professional, Carl draws from his experience in the field to reinforce 20/twenty's authentic commitment to improving the technology within nonprofit and education business office environments.

NONPROFIT LEADERSHIP

● SAY WHAT? IMPROVED COMMUNICATIONS FOR ALL LEVELS OF THE ORGANIZATION

Room 211 | 9:30-10:30 AM

Foster McCarl

The best strategies and ideas in the world are rendered ineffective if they are not communicated properly. When armed with the proper communication tools, you and your team will be able to harness the power to design strategic plans, build trust, expand creativity, focus on the implementation of ideas, collaborate effectively and achieve your goals faster. This session will change the way you interact with your team, board members, strategic partners, volunteers and potential donors and will teach you how to adapt your communication style based on the situation at hand and the parties involved, resulting in better results . . . period.

● STRATEGIC PLANNING

Room 201 | 10:45-11:45 AM

Carl L. Williams Sr., Dr. Josh Kornberg

Life after the pandemic has caused organizations to re-evaluate programming, outcomes, and strategic direction. Although many organizations have a strategic plan, some have considered freshening those strategic plans; however, they are not sure how to prepare for an upcoming strategic plan. This session will provide an overview of how to prepare for a strategic plan, topics to consider during strategic planning, and practical tips for implementation.

● LEAD WELL FOR NONPROFIT SUCCESS

Room 211 | 12:45-1:45 PM

Ian Williams

At its best, your workplace runs like a well-oiled machine. In a machine, gears are used to transmit power from one part to another. The power transmitted by the gears can increase speed and force or change direction. The same is true with workplace wellness. When your workplace wellness gears work together, powerful outcomes ensue. Your leaders, your employees and your commitment to community will be agile and strong - able to accelerate, focus and adapt.

● RECRUITING

Room 136A | 2:00-3:00 PM

Michael Duke, Rich Shanks II

Recruiting talent is more challenging than ever. In this session, two seasoned professionals with 35 combined years of recruiting experience share their hard won lessons with you!

Leave this session with the following take-aways:

1. Learn how to create a scorecard before you begin the process.
2. Learn the importance and key components of a structured interview process that includes key stakeholders.
3. Learn the impact of assessments and how to make better decisions using them.
4. Learn how to conduct an effective reference check process.
5. Learn the importance of running a background check.



Foster McCarl

ActionCOACH Global

Foster McCarl is Strategic Advisor and Franchise owner with ActionCOACH Global. He has been working with business for over 15 years, where he has helped business owners generate millions of dollars in profit and hundreds of jobs. He lives in Louisville, KY with his wife, Nicole and his children, Emma, Liam and Connor. Nothing is more frustrating than sitting through a presentation and leaving excited, but with little or no direction to carry the inspiration through into life. Foster provides value by focusing on learnings that can be implemented over a lifetime, starting today.



Dr. Josh Kornberg

Caesars Foundation of Floyd County

Dr. Josh Kornberg is the executive director of the Caesars Foundation of Floyd County where he oversees the disbursement of funds for non-profit grants, scholarships, and small business loans. Prior to Caesars Foundation, Kornberg was a development officer at Ivy Tech Community College – Sellersburg, Kentucky Science Center, and Volunteers of America Mid-States. Additionally, Kornberg is deeply engaged in his community where he works with Youth Link of Southern Indiana and Metro United Way. He earned his MS and EdD from Spalding University, and graduated from IU Southeast with a BA in communications. Kornberg was named Young Professional of the Year by One Southern Indiana in 2020 and 40 Under Forty by Louisville Business First in 2022.



Ian Williams

Reconcile Consulting

In 2021, as a new business in the community, Reconcile Consulting received the Rising Star nomination from the One Southern Indiana Chamber of Commerce. As a Maxwell Leadership certified team member, Ian has led regional consulting workshops and training to develop core business, technology, and diversity strategies leading to mission-critical improvements, and more effective customer service. Ian has worked with a diverse clientele in operations, community leadership, and non-profit work. As a native of Southern Indiana, Ian lives in New Albany with his wife and business partner, Airlea "Lea" Williams, and their two young children, Ian Jr., and Idris.



Michael Duke

The NewSchool Group

Michael Duke has led a remarkably diversified life. Michael was a minister right after college. Next a career in sales with a national hardware company where he became the youngest District Sales Manager in the country. Next a distinguished management career in advertising wherein a seven-year period he managed a startup, a turnaround, and a merger/acquisition. After earning a graduate degree in Management and HR he discovered he had the heart of a teacher. As a natural outgrowth of his love for teaching, he began a parallel career as a college instructor. Since 2000 Michael has been recruiting and consulting with some of Louisville's largest and most recognizable companies. He has also written two books. "Coach to the Goal" was released in 2007. "Lead Like a Coach" was released in 2012.



Rich Shanks II

CrossRoads Missions

Having spent over 25 years in the Executive Search and Leadership Development space, Rich has gained a deep understanding of the job market and a broad base of knowledge and experience with the tools and skills necessary to help individuals successfully navigate their careers. As an Executive Recruiter and Career Coach, Rich works with the highest level of integrity to provide organizations and professionals with the consultation and encouragement needed to navigate their search successfully. By utilizing a "one size fits one" approach in his search and coaching interactions, Rich provides his clients with more than just a search solution; they get a trusted partner. A Louisville native, Rich graduated from Portland Christian High School and received his Bachelor's Degree in Business from Milligan University.

NONPROFIT MARKETING

● **DEVELOPING A STRATEGIC MARKETING PLAN**

Room 136A | 9:30-10:30 AM

Richmond Simpson

A strategic marketing plan is essential to non-profits in meeting their fundraising goals. In this session, we will cover: Determining a case for support, Defining your Audience, Establishing Campaign Objectives, Developing a Plan for Deployment, Measuring and Optimizing, Putting it All Together, Q&A

● **HOW TO MOVE YOUR AUDIENCE TO ACTION IN AN ECONOMIC DOWNTURN AND BEYOND!**

Room 136B | 10:45-11:45 AM

Austin Lopesilvero

With looming economic uncertainty, many nonprofit leaders are searching for ways to stay sustainable and fulfill their mission. In this breakout session, you'll learn tangible ways to increase your impact and engagement during difficult economic times and beyond. We'll share ways you can refine your marketing so more people can join your movement through participation, donation, and amplification. We'll also highlight tools and resources that make it easy for supporters and patrons to engage with you.

● **TEXT MESSAGING TO ENGAGE YOUR PARTNERS**

Room 136A | 12:45-1:45 PM

Andrew Martin

Learn how to adopt a comprehensive messaging approach with your partners and donors.

● **HOW TO DO A PODCAST IF YOU'RE A NONPROFIT**

Room 136B | 2:00-3:00 PM

Jason Davis

Podcasting is a high point in your marketing, messaging, and content. It's not a singular item in your strategy. Why do you want to podcast? What do you podcast about? What do you need think about to get started?



Richmond Simpson

Vimarc

For over 30 years, Richmond has created strategy and direction at Vimarc. Though he develops marketing and advertising strategies for a variety of industries, he has an innate knack for non-profit organizations. Over the years he has created solutions for Big Brothers Big Sisters of Kentuckiana, Metro United Way, The Healing Place, and The Episcopal Church Home. Richmond is an active member of the Louisville community and has served on a dozen boards throughout his tenure.



Austin Lopesilvero

Aspen Studios

Austin's background in marketing and content production ranges across teams of all sizes and backgrounds including corporate, higher-ed, startups, and non-profits. His diverse creative background and passion for equipping people to achieve their potential led him to start Aspen Studios to help organizations craft compelling stories that resonate with their audience.

Aspen Studios equips organizations with the messaging and tools they need to connect with their audience and grow their community. We specialize in marketing, content production, and events that activate visitors through engaging experiences.

Increase your impact and grow your organization with Aspen.

Austin is a life-long Kentuckian and Certified Bourbon Steward.

He and his wife Sara enjoy traveling and experiencing different cultures and foods.

Connect with Austin over a great cup of coffee or local meal.



Andrew Martin

Marlimar Mobile Strategies

Andrew has been an integral part of Marlimar Mobile for 10+ years, helping Non-Profits and B2C Companies address communication challenges with technology solutions that meet the consumer where they communicate, the consumer cellphone. Through strategic consulting and a proprietary technology platform, Marlimar helps companies elicit consumer responses that increase Mission Donations, Impacts Employee Productivity, and Improves Donor Experience. Specifically, Andrew has helped with Mission Oriented Messaging in Financial Donation and Engagement Events. He has spearheaded digital mobile solutions to national organ donation campaigns that have resulted in Instant ROI for Organ Procurement Organizations and Tissue Banks. His approach is simple: Offer the Donor an easy and relevant experience on their personal cellphone to become more engaged through experience with the mission of the organization. Through drip campaigns, updates of personal Mission Related stories can be sent. Non-Profits have a competitive advantage; their Mission is their value. Relating that message on a personal cellphone to a Supporter of the Mission is a critical step in keeping donors informed.



Jason Davis

NerdBrand

With over a decade of hands-on experience building WordPress websites and creating compelling user experiences, I spend my time at NerdBrand building better brands in digital channels. I also love podcasting. It's the best way in my opinion to get your message out there. Like Steve Jobs said, "it's the Wayne's World of radio."

AFTER THE CONFERENCE



Please join us for
post-conference networking
at Brick House Tavern
from 4:30-6:00 pm
tonight.

Conference Survey

We'd love to hear about your experience today and how we can improve this event for future years.

After the conference, you'll receive an email with a link to take a brief survey about your experience today. Thank you in advance for your comments and feedback. Once you complete the survey, you'll receive a link to access the slides from each of today's presentations.

**Please share your
photos from today's
event on social media!**



The 20/twenty team produces the 4sight Podcast to interview local nonprofit leaders to discuss trends and best practices within the industry. We invite you to listen, follow and share. Contact our team if you'd like to recommend a guest for our show.

#20twentySLC
Tag: @2020strategic

THANK YOU



The 20/twenty team would like to sincerely thank you for joining us for a great day of thought leadership, education, and community building. We know your time is precious, so we hope you leave today with new tools and ideas to advance your mission, lead your organization, and achieve your goals. Everyone in attendance today is committed to improving the lives of others and making our community stronger.

**We're honored to be in your presence,
and it is a privilege to serve you!**

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