



COLLABORATIVE

What You'll Learn at the Collaborative

AN EXCLUSIVE LOOK FOR THE CLASSY COMMUNITY

Each year our team welcomes organizations from across the social sector to join us at the Collaborative. We truly do believe it's an event that provides nonprofits an opportunity to learn and connect with leaders from across the space.

While we invite everyone to attend, we prioritize the Classy community and put a lot of effort into making the Collaborative an event that is beneficial to you. This is why we are excited to share an exclusive sneak peek into what we have planned for you, our customers, this year.



Check out the Event Content Tracks

There are keynotes, panel discussions, and product showcases in the works! While we are working on finalizing the sessions, take a look at the different content tracks we've mapped out for the event to get a better understanding of what you can expect to learn. The Collaborative is your adventure and the discussions are designed with all nonprofit professionals in mind:

FUNDRAISING

In this track we'll explore the most successful funding strategies to fuel your mission. From online giving to institutional investing, crowdfunding to corporate partnerships, you'll glean insights from emerging and established experts who are rewriting the book on funding social impact.

SESSION SPOTLIGHT

"An Exit Strategy for the Nonprofit Hamster Wheel"

A panel of funders will discuss the trends they are seeing in giving and the need for NPOs to articulate their long-term plans. Traditionally, nonprofits operate in immediate or short term thinking, but it requires forward thinking to provide sustainable value in the long run.

COMMUNITY MOBILIZATION

From counter hate-speech to #GivingTuesday, peer-to-peer fundraising to advocacy campaigns, we'll take a look at the modern strategies, tactics, and case studies that are mobilizing the masses to solve social problems.

SESSION SPOTLIGHT

"How #GivingTuesday Has Become the Movement of the 21st Century"

Led by Asha Curran, one of the #GivingTuesday founders, this session will explore the global day of giving that is revolutionizing fundraising for organizations worldwide.

LEADERSHIP AND CULTURE

We'll explore the creative models and secrets of success behind the fastest growing nonprofits, and hear firsthand experiences from executives who have steered their organizations through unexpected challenges to achieve their missions.

SESSION SPOTLIGHT

"The Secret to High Performance Teams"

NPs are forced to do more with less. Learn about strategies and tactics that are driving success among teams. Learn from organizations who are driving year over year growth, retaining top talent.

TECHNOLOGY AND DATA

From visualizing problems to delivering aid to tracking performance, we'll take a look at how software is helping social entrepreneurs make smarter and more effective decisions.

SESSION SPOTLIGHT

"Measuring Impact and Effectiveness – the field today, trends, and the future"

Panelists will myth-bust the idea that the business models of private and social sector organizations are vastly different. In fact, there is more in common than you think.



Learn from the Classy Team: Product Managers

At the Collaborative, we want to ensure the Classy community has access to learning opportunities with our team. Check out the opportunities we've created for you to connect and learn with Classy's Product Management team:

PANEL DISCUSSIONS

When: June 13-14

"What You Can Take Away From Years of Fundraising Data"

You don't need big data to get big data insights. We're sharing what our team has learned from thousands of organizations using Classy.

"An Unexpected Fundraising Revolution: Payments"

Learn why payments is quickly becoming one of the most important parts of the **donor journey** and how you can be a part of it.

CASUAL LUNCH SERIES

When: June 13-14

Take a break from the day and have lunch with a product manager. Here's what they will be talking about:

- Classy's integration with Salesforce
- The future of payment options for nonprofits
- What's on Classy's roadmap for 2017

INTERACTIVE CLIENT BREAKFAST

When: June 14

Get your morning started with the Classy community! Join us for coffee and pastries with our Product Managers. We'll do a short introduction to the teams and then kick off a fun, interactive activity with the product managers.



CLASSY CONNECT FIRESIDE LEARNING SERIES

When: June 14

Co-hosted by our nonprofit partners, you'll learn how they've used Classy firsthand! You'll leave with actionable strategies and a wealth of ideas for your own organization. Here's what we are planning:

- Discover What's Possible With the New Fundraising Suite
- How to Improve Your Peer-to-Peer Individual Giving Rates
- Diving Into the Classy API Headfirst
- Unlock Hidden Opportunities With Classy for Salesforce



Learn from the Classy Team: Account Managers

Not to be outdone, the Account Management team also has some great opportunities for you to connect and learn:

OFFICE HOURS WITH CLASSY'S ACCOUNT MANAGEMENT TEAM

When: June 13-14

Schedule time on June 13 or June 14 to connect with a Classy Account Manager. There is meeting space onsite, which will give you the opportunity to set up a meeting and talk strategy with the team.



CLASSY COMMUNITY OFFSITE

When: June 15

On June 15, the Account Management team will host the **Classy Community Offsite, an exclusive morning of sessions from 9 AM to 12 PM EST**. This is your opportunity to get into the weeds and learn hands on from Classy's team and other organizations in the Classy community.

Here are a few of the sessions we have planned:

SESSION SPOTLIGHT

"How to Build a Year-Round Fundraising Program"

Empower supporters to turn their personal life events—like birthdays, athletic endeavors, or wedding anniversaries—into opportunities to fundraise for your cause. Uncover how a year-round fundraising program enables supporters to raise money how they want and when they want, generating year-long revenue for your organization.

WHAT YOU'LL LEARN:

- How organizations like Shriners Hospital for Children, City of Hope, and Massachusetts General Hospital build microsites for their year-round fundraising programs
- How to streamline the fundraiser sign-up process
- How to promote your year-round fundraising program
- How to equip fundraisers to reach their campaign goals

SESSION SPOTLIGHT

“How Online Fundraising Integrates With Your Offline Campaigns”

Your offline and online fundraising strategies shouldn't feel disconnected. Learn how you integrating the two channels can help grow your donor pipeline and engage your supporters across the board.

WHAT YOU'LL LEARN:

- How offline fundraising appeals can be used online
- The impact connecting the two channels can have on your overall donor pipeline
- Strategies to recruit both offline and online donors to grow your donor database
- How to engage millennials through online fundraising campaigns, while using offline campaign appeals

SESSION SPOTLIGHT

“The Art of Advanced Email Marketing Strategies”

Not having a defined strategy for your campaign messages can impede your fundraising efforts and detract from your overall success. Sending targeted emails to different, segmented groups of donors based upon past giving levels translates into more ROI generated per campaign. The more thought you put into your messages, the more likely your supporters are to donate.

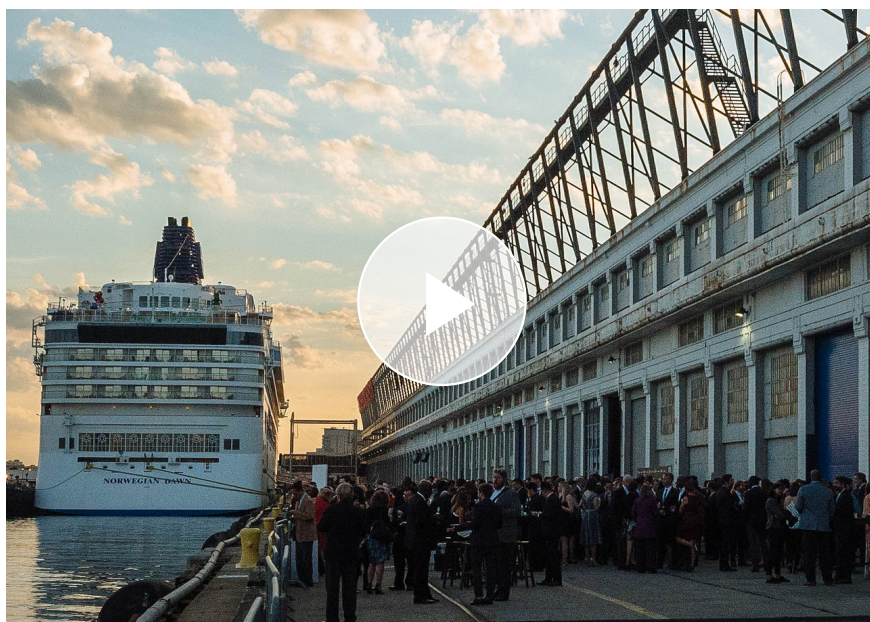
WHAT YOU'LL LEARN:

- How to use donor data to create targeted messages to supporters
- How to segment your email lists for maximum communications effectiveness
- Why targeted messages are more effective than blanket emails
- How to set up workflows that nurture different groups of donors

Classy Awards

When: June 15

The Collaborative concludes with the Classy Awards, an evening that recognizes the most innovative nonprofit and social enterprises.



The Classy Awards conclude the Collaborative and take place at the Cruiseport Boston on **June 15 at 7 PM EST**. Dress up in your cocktail attire, hit the red carpet, and join us as we celebrate and honor your peers from across the social sector.

Cocktails and appetizers will be served before the awards ceremony and the party will continue after.

Register for the Collaborative Today

Get your ticket before prices increase and for the latest information on speakers and sessions, [follow us online](#) or shoot us an email at collaborative@classy.org

Count Me In