



COLLABORATIVE

JUNE 13 - 15 | BOSTON

What Is the Collaborative?

The Collaborative is a three-day experience that connects all levels of the social sector to share breakthrough solutions to the world's toughest problems.



WHEN

June 13 - 15

WHERE

Boston at the Cruiseport

The Collaborative Will Dive Deep Into:



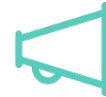
FUNDRAISING



**TECHNOLOGY
AND DATA**



**LEADERSHIP
AND CULTURE**



**COMMUNITY
MOBILIZATION**

Who Should Attend?

- 1 Social impact leaders and entrepreneurs
- 2 Development professionals
- 3 Marketers
- 4 Programs professionals
- 5 IT and design professionals
- 6 Classy users

Leaders and Entrepreneurs Will Learn...

- How to hire and manage effective teams
- How to create a culture of innovation and creativity at your organization
- Strategies to weather and communicate setbacks to supporters

SESSION SPOTLIGHT



The Secret to High Performance Teams

With

CINDY JONES-NYLAND

CMO, Avon Breast Cancer Crusade

DANNY KIM

*Author & Career Design Coach,
Strengthsfinders*

Development Professionals Will Learn...

- New strategies for funding social solutions
- What institutional investors want to see
- How to cultivate corporate partnerships for long-term impact
- How to tap into the full capabilities of Classy's new Fundraising Suite

SESSION SPOTLIGHT



How Organizations Are Modernizing Revenue Generation

With

SCOT CHISHOLM

CEO & Co-Founder, Classy

JASON RICCI

CEO & Co-Founder, Fluxx

Marketers Will Learn...

- How to establish and maintain a strong brand that inspires your community
- How to use technology to mobilize supporters for fundraising and activism
- How to turn your mission into a movement

SESSION SPOTLIGHT



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

With

ASHA CURRAN

*Co-Founder, #GivingTuesday
and Director, Belfer Center for Innovation & Social
Impact, 92nd Street Y*

Programs Professionals Will Learn...

- How to track and evaluate program impact
- How to partner with beneficiaries for vital insight and community influence
- Strategies to mobilize communities through technology

SESSION SPOTLIGHT



Measuring Impact and Effectiveness: Today's Trends and What the Future Holds

With

PAT WALSH

Co-Founder & CIO, Classy

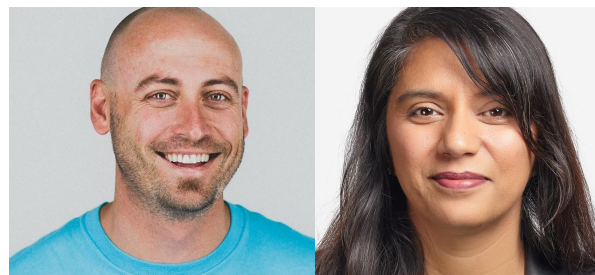
JACOB HAROLD

President & CEO, GuideStar

IT and Design Professionals Will Learn...

- The latest developments in data tracking, evaluation, and communication
- How to design for community engagement both online and offline
- Strategies to empower supporters to tell their stories and take action

SESSION SPOTLIGHT



The Principles of Great Social Impact Design

With

JOE CALLAHAN

Co-Founder & VP of Product Design, Classy

MASUMA HENRY

Executive Director, Artefact Design

Classy Users Will Learn...

- How to design beautiful campaign pages without a single line of code
- How to master the latest email, team fundraising, and even features
- How to combine Classy and Salesforce for streamlined fundraising and donor management



**Plus, meet with one of our account managers to tap into their fundraising experience and product expertise.*

Connect With Funders

- Foundations looking for programs to elevate
- Social sector incubators helping founders scale
- Leaders in corporate social responsibility



JENNIFER PRYCE

*President & CEO,
Calvert Foundation*



NEAL MYRICK

*Director of Social
Impact, Tableau
Foundation*

Connect With Leaders

- Executives from some of the world's largest, most respected organizations
- Founders of high-growth organizations
- The next generation of humanitarian heroes



BRIAN FISHMAN

*Lead Policy Manager,
Counterterrorism,
Facebook*



**PATRICIA
GEORGIU**

*Head of Business
Development,
Google Jigsaw*

Connect With Experts

- Founders and leaders from Pencils of Promise, Movember, and Oxfam
- International agencies working for global progress
- Innovative researchers and inventors changing how we solve problems



WAJAHAT ALI

Creative Director, Affinis Labs



SUSAN MCPHERSON

Founder & CEO, McPherson Strategies

Reserve Your Spot



For More Information

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