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 GEORGIOU
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
Visit Our Website →

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Purchase Tickets →

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