



2021 Virtual Conference



RESTORE *our* JOY

Psalms 51:14

MODULE I | November 3-4

The Success of the 59th Annual ICSC Conference
Continues as a Virtual Experience.

MODULE I | NOVEMBER 3 – 4

Designed for diocesan and archdiocesan professionals, Catholic foundation staff and Catholic school leaders

MODULE II | NOVEMBER 5

Stewardship-related sessions designed for Spanish-speaking conference attendees

MODULE III | DECEMBER 1 – 2

Designed for pastors, parish pastoral teams, parish stewardship and evangelization leaders and those interested in learning more about Christian stewardship as a way of life

Virtual conference attendees are welcome to join in on any module or session of interest.

Click
HERE to
register



Daily Schedule-at-a-Glance | MODULE I | November 3-4

Wednesday, November 3, 2021 (All times Eastern Daylight Saving Time)

10:00 am – 10:45 am Prayer and Plenary Session
Plenary speaker: His Eminence, Cardinal John Dew
Archbishop of Wellington, New Zealand

11:00 am – 12:00 pm Session 1
Designing the Modern Post-Pandemic Development Office to Maximize Philanthropic Impact
Speakers: John Notaro, Executive Director, Catholic Foundation of Brooklyn and Queens, New York, New York
Marta Sweeney, Vice President, Chief Community Services Officer, Catholic Community Foundation of Central Florida, Orlando, Florida
Carrie Mummert, Director of Stewardship and Mission Advancement, Diocese of Charleston, South Carolina
Thomas Kissane, Principal and Managing Director, CCS New York, New York

11:00 am – 12:00 pm Session 2
Maximizing Donor Engagement with Digital Media After COVID-19
Speaker: Scott Whitaker, Director of Stewardship and Development, Diocese of Austin, Texas

11:00 am – 12:00 pm Session 3
Building Your Major Gift Program
Speaker: Thomas Smith, Director of Stewardship and Development, Archdiocese of Newark, New Jersey

02:00 pm – 03:00 pm Session 4
The Goal of Communication is Communion
Speaker: Teresa Peterson, Executive Director of Communications, Diocese of St. Petersburg, Florida

02:00 pm – 03:00 pm Session 5
Transforming Leadership-Level Giving Societies from Transactional to Relational
Speaker: David Wyrwich, Director of Stewardship and Development and Executive Director of the Catholic Foundation, Diocese of Biloxi, Mississippi

02:00 pm – 03:00 pm Session 6
Integrating Stewardship Formation into Your Development Efforts
Speakers: Leisa Anslinger, Associate Director for Pastoral Life, Archdiocese of Cincinnati, Ohio
Debra Leaverton, ICSC Stewardship Consultant, Yorba Linda, California

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Wednesday, November 3, 2021 *(continued)*

04:00 pm – 05:00 pm Session 7

Managing a Successful Small Diocesan Development Office

*Speaker: Derek Lyssy, Director of Stewardship and Development,
Diocese of Tulsa, Oklahoma*

04:00 pm – 05:00 pm Session 8

State-of-the-Art Practices for Marketing Catholic Foundations

*Speakers: Ellen Kane, Executive Director of Development and Communication,
Diocese of Burlington, Vermont*

*Patrick Grace, Executive Director, Catholic Community Foundation,
Diocese of Cleveland, Ohio*

Jim Kelley, Director of Development, Diocese of Charlotte, North Carolina

Scott Whitaker, Director of Stewardship and Development, Diocese of Austin, Texas

*Jose Sola, Director of Digital Philanthropy, Catholic Community Foundation
of Central Florida, Orlando, Florida*

04:00 pm – 05:00 pm Session 9

Creating a Culture of Philanthropy to Enhance Your School's Advancement Efforts

*Speaker: Holly Doherty-Lemoine, Executive Director, Foundations in Education,
Bridgeport, Connecticut*

05:15 pm – 05:30 pm Honoring the Blessed Virgin Mary, Patroness of ICSC,
by praying the Rosary to complete the day

See next page for Thursday, November 4 schedule

Thursday, November 4, 2021 *(All times Eastern Daylight Saving Time)*

10:00 am – 10:45 am Prayer and Plenary Session

Plenary speakers:

*Brian Niebrugge, Executive Director, Stewardship and the Annual Catholic Appeal
Archdiocese of St. Louis, ICSC Board Chair*

*Cory Howat, Executive Director, The Catholic Foundation for the Archdiocese
of New Orleans*

11:00 am – 12:00 pm Session 10

Current Donor Mindset and Making the Virtual Ask

Speaker: Craig J. Leach, Chief Executive Officer

Graham-Pelton Catholic Services, New York, New York

11:00 am – 12:00 pm Session 11

Blended Gift Strategies and Non-Cash Gifts That Provide a Legacy for the Future

*Speaker: Madelyn Weed, CFRE, CAP, Vice President, Chief Donor Services Officer,
Catholic Community Foundation of Central Florida, Orlando, Florida*

11:00 am – 12:00 pm Session 12

10 Tips for Better School Advancement Planning and Case Statements

*Speaker: Paul Gesterling, Executive Director, World Villages for Children,
Annapolis, Maryland*

02:00 pm – 03:00 pm Session 13

Increasing Gifts and Other Building Blocks of Diocesan Appeals

Speakers: Robert Mueller, Executive Director of Development

Jeanne Combos, Director, Annual Appeal Programs

Diocese of Arlington, Virginia

02:00 pm – 03:00 pm Session 14

A Legacy Program Pastors Actually Love

Speaker: Dr. Maryagnes Keenan, Director of Planned Giving

Catholic Community Foundation of the Diocese of Richmond, Virginia

02:00 pm – 03:00 pm Session 15

How to Strengthen Your School's Annual Appeal

*Speaker: Mary Foley, Managing Director, Catholic School Management,
Mission Advancement*

Christian Brothers Services, Chicago, Illinois

04:00 pm – 05:00 pm Session 16

*Of Course We Can! Successful Strategies for Fund Development in the Hispanic
Catholic Community*

*Speaker: Joseph Citro, ICSC Spanish Language Stewardship Consultant,
St. Petersburg, Florida*

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Thursday, November 4, 2021 *(continued)*

04:00 pm – 05:00 pm Session 17
Charitable Gift Annuities: Great Promise for Your Planned Giving Program
Speaker: Kevin McGowan, Chief Financial Officer, Catholic Extension, Chicago, Illinois

04:00 pm – 05:00 pm Session 18
Cultivating and Soliciting Major Donors: Don't Neglect the Fundamentals
Speaker: Jim Kelley, Director of Development, Diocese of Charlotte, North Carolina

05:15 pm – 05:45 pm Honoring the Blessed Virgin Mary, Patroness of ICSC,
by praying the Rosary to complete the day