

JAA 2025 Conference Schedule

Sunday, July 20, 2025

2:30 pm - 6:00 pm | Conference Check-in | [Charney Hall](#)

3:30 pm - 4:45 pm | Campus Tour | Meet in front of the [Mission Church](#)

5:00 pm | Mass in the Mission Church

6:00 - 8:00 pm | Reception and dinner in the Mission Garden

Monday, July 21, 2025

8:00 am - 10:00 am | Conference Check-in

8:00 am - 8:50 am | Breakfast

9:00 am - 9:50 am | President's Panel

9:50 am | McGannon Award Presentation

10:00 am - 11:20 am | VP Meeting and Content Breakouts

- 1 | Major Gifts | Charney Hall - Room 206
- 2 | Annual Giving | Charney Hall - Room 207
- 3 | Planned Giving | Lucas Hall - Room 308
- 4 | Corporate Foundation Relations | Charney Hall - Room 201
- 5 | Alumni Relations/Engagement | Charney Hall - Panelli Courtroom
- 6 | Prospect Management and Analytics | Lucas Hall - Room 306
- 7 | Donor Relations/Stewardship | Lucas Hall - Room 307
- 8 | Communications | Charney Hall - Room 202
- 9 | Parent Giving and Engagement | Lucas Hall - Room 309
- 10 | VP Meeting | Charney Hall – Room 339

11:30 am - 12:20 pm | Session 1

- 1 | Development | Is Your Institution Ready for a Campaign? Key Strategies for University Leadership | Charney Hall - Room 206
- 2 | Mission | Leading the Leaders: The Jesuit Way | Charney Hall - Room 207
- 3 | Advancement Services | Building Lasting Connections: Strategies for Creating and Sustaining Donor Loyalty Programs | Lucas Hall - Room 306
- 4 | Alumni Relations | Tracking Changes: Loyola University Chicago's Approach to Alumni Engagement Metrics | Lucas Hall - Room 308
- 5 | Alumni Relations | The Universal Truths of Volunteer Management | Lucas Hall - Room 309
- 6 | Communication | Evolving Pandemic-Era Content Into Post-Pandemic Relevance | Lucas Hall - Room 310
- 7 | Development | Maximizing Parent Engagement for Impactful Philanthropy | Lucas Hall - Room 307

12:30 pm - 1:30 pm | Lunch**1:40 pm - 2:30 pm | Session 2**

- 1 | Alumni Relations | Alumni Engagement: A Vision for the Future | Charney Hall - Room 206
- 2 | Alumni Relations | The Power of Mentorship: Transformative Ways for Students and Alumni | Lucas Hall - Room 308
- 3 | Development | Proactive Partnerships: How Stewardship & Fundraisers Can Partner to Maximize Giving | Charney Hall - Room 207
- 4 | Development | Empowering Gift Officers in Gift Planning Through Collaboration | Lucas Hall - Room 306
- 5 | Mission | Bringing El Camino Home: Ignatian Spirituality and Jesuit Values in Advancement Work | Lucas Hall - Room 309
- 6 | Alumni Relations | The Role and Impact of University Regional Clubs | Lucas Hall - Room 310
- 7 | Advancement Services | "Dollars and Sense: What Stories are Your Donor Funds Telling?" | Lucas Hall - Room 307

2:40 pm - 3:30 pm | Session 3

- 1 | Development | Engaging Your Boards in Impactful and Meaningful Ways | Lucas Hall - Room 306

- 2 | Development | Using AI and Technology across the Donor Pyramid to Better Engage Constituents at Every Stage of their Philanthropic Journey | Lucas Hall - Room 307
- 3 | Development | Major Gift Discovery: Benchmarks, Best Practices and Tools | Charney Hall - Room 206
- 4 | Advancement Services | Scaling Stewardship: How Small Teams Can Deliver Big Results | Charney Hall - Room 207
- 5 | Alumni Relations | Alumni Affinity Groups: From Launch to Engagement and Fundraising | Lucas Hall - Room 308
- 6 | Alumni Relations | Amplifying Alumni Engagement: Evergreen Events and Campus Partnering | Lucas Hall - Room 309
- 7 | Mission | Advancing a Safe and Respectful Environment | Lucas Hall - Room 310

3:30 pm - 5:30 pm | Break

5:30 pm | Shuttles Leave for Testarossa Winery

6:00 pm | Dinner at Testarossa Winery

8:00 pm | Shuttles Return

Tuesday, July 22, 2025

8:00 am - 8:50 am | Breakfast

9:00 am - 9:50 am | "Development with Purpose: Harnessing the Powers of Intentionality" | Kara Logan Berlin, Founder and CEO of Harvest

- Join Kara Logan Berlin as she shares best practices for increasing private revenue, developing a major gift pipeline, building an engaged volunteer leadership network and developing the necessary systems to ensure it all happens strategically. Kara will inspire you to approach development with daily intentionality, showing how purposeful actions—from prospecting to stewardship to team collaboration—can transform everyday practices into proactive, impactful efforts that drive lasting success.

10:00 am - 10:50 am | Session 4

- 1 | Advancement Services | From Reactive to Ready to Assign: Building USF's Proactive Prospect Pipeline | Lucas Hall - Room 307

- 2 | Alumni Relations | Engaging Students and Recent Graduates through a Solidified Student-to-Alumni Pipeline | Lucas Hall - Room 308
- 3 | Alumni Relations | Mentorship & Career Services: A Lifetime Value | Charney Hall - Room 207
- 4 | Communication | Engaging our Alumni, Volunteers, and Donors: Sharing Our Stories | Lucas Hall - Room 306
- 5 | Development | Beyond the Gift: Creating a Culture of Philanthropy Through Volunteers, Challenge Gifts, and Student Engagement | Lucas Hall - Room 309
- 6 | Development | Navigating the Wild West of AI: Practical Tools and Strategies for Fundraising Professionals | Charney Hall - Room 206
- 7 | Development | Building Relationships with Foundations: In a Changing Federal Funding Landscape | Lucas Hall - Room 310

11:00 am - 11:50 am | Session 5

- 1 | Alumni Relations | Parents and Alumni in Action: Shared Purpose | Lucas Hall - Room 306
- 2 | Development | The Power of Partnerships: What CFR Can Learn from Existing AJCU Multi-University Resource-Sharing Collaborations | Lucas Hall - Room 307
- 3 | Development | Exceptional Leadership: Purpose, Service, and Cura Personalis | Charney Hall - Room 207
- 4 | Development | Special by Design: A Framework for Fundraising Initiatives | Charney Hall - Room 206

12:00 pm | Box Lunch

12:00 pm | Box Lunch

12:00 pm - 1:00 pm | Executive Planning Committee Wrap-up