

Tri-State Area Fundraising Professionals' 2025 Fundraising Summit

October 9, 2025

9 a.m. to 3 p.m.

Kroc Center, 405 Vermont St., Quincy

Cost: \$25/members, \$50/non-members

Join us for a day designed to inspire and equip you with the latest strategies for success. The event opens with an engaging session on AI & Fundraising, exploring how tools like ChatGPT and Gemini can revolutionize donor engagement and efficiency. Breakout sessions will offer practical insights into effective marketing, fundraising for small nonprofits, social media strategies, and email and website optimization. We'll close with a forward-looking session on The Future of Fundraising, highlighting new data from the Giving USA report, insights on donor-advised funds, planned giving, and digital trends to prepare you for 2026 and beyond.

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**Tri-State Area
Fundraising
Professionals**

Guest Speakers



**Erik J. Daubert,
MBA, ACFRE**



Megan Bennett

Register online: www.mycommunityfoundation.org/events



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Opening Session: 9 - 10:30

AI & Fundraising – Erik Daubert & Megan Bennett

In today's rapidly evolving digital landscape, organizations are constantly seeking innovative ways to maximize their fundraising efforts. Artificial Intelligence (AI) has emerged as a game-changer, revolutionizing the world of fundraising and empowering nonprofits to achieve remarkable results. This session will demonstrate the potential of AI and how to leverage its power to supercharge your fundraising.

Pre-work: Participants should create and have an account with a large language model (LLM) AI, such as ChatGPT, Gemini, or something similar.

Breakout Session A - 10:30 - 11:30

1. Effective Marketing for Successful Fundraising – Megan Bennett

Through effective fundraising marketing, donors receive consistent, compelling messages that build trust, deepen understanding, and strengthen involvement and support for the mission. In this session, you will learn key strategies and practical tips for collaboration between the fundraising and marketing teams to improve fundraising.

2. Fundraising for Small Nonprofits – Erik Daubert

Your organization is doing meaningful work with passion and purpose, but limited funding can hold back your full potential. This session will explore how small nonprofits can adapt effective fundraising practices to fit their unique realities. Learn how to make the most of your time, board members, and volunteers to reach your goals. We'll also share creative ways to refresh traditional fundraising events, like galas and golf tournaments, to boost engagement and results.

Lunch - 11:30 - 12:30

Breakout Session B - 12:30 - 1:30

1. Social Media Strategies for Effective Fundraising – Megan Bennett

This session will explore the fundamental principles and strategies of optimizing social media for fundraising purposes. You will learn how to create compelling content that captures the attention of your target audience and aligns with your organization's mission.

2. Email & Website Strategies for Effective Fundraising – Erik Daubert

In today's rapidly evolving digital landscape, email marketing and website optimization play a crucial role in the success of fundraising initiatives. This session will provide an overview of the knowledge and skills to harness the full potential of these digital channels, empowering you to engage donors, drive conversions, and elevate your fundraising outcomes.

Break: 1:30 - 1:45

Closing Session - 1:45 – 3

The Future of Fundraising – Erik Daubert

Fundraisers bring invaluable expertise to their work—but staying current with emerging trends can be a challenge. This is your opportunity to get up to speed with the newest data and research in charitable giving, including the new *Giving USA* report, as well as insights on donor-advised funds, planned giving, digital fundraising, and crowdfunding. This session will examine current trends and look ahead to what may be in store for 2026. Discover actionable strategies to integrate these findings into your fundraising efforts and elevate your impact.



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Erik J. Daubert, MBA, ACFRE

With over 30 years of nonprofit experience, Erik Daubert is highly regarded as a leader in the independent sector and in nonprofit management. Utilizing innate character traits such as sincerity, credibility, and trustworthiness to facilitate change and positive outcomes, Erik has passionately served nonprofit organizations in various roles ranging from front line staff member, volunteer, chief executive officer, to trusted advisor and more. Erik brings this breadth of experience, innovative style, creative leadership, and business acumen to his nonprofit management consulting practice to provide informed and inspirational thinking to individuals, groups and organizations. Erik has engaged and motivated thousands of staff members, executives, board members and volunteers to reach their goals and have lasting impact in their communities.

Highly effective at facilitating and working with organizations and individuals, Erik is vastly skilled at developing and enhancing both teams and individuals to reach their next levels and succeed at sound objectives. Promoting education and turning it into foundational building blocks and action steps for forward progress is a gift Erik shares with his constituents. His work with diverse groups on fundraising campaigns, board development, organizational visions, nonprofit analytics, financial development, collaborations, strategic plans, and organizational restructuring and realignment enhances their purpose, strategies and results while building capacities and capabilities in many arenas.

Erik is one of the most certified fundraising professionals in the world and holds the lifetime credential of Advanced Certified Fund Raising Executive (ACFRE) - one of approximately 110 worldwide. He is Past-Chair of the ACFRE Certification Board, and is Immediate Past Chair of the AFP Research Council, as well as having served on numerous other national and international nonprofit boards, committees and task forces. He is also the Founding Chair of the Growth in Giving Initiative and the Fundraising Effectiveness Project, one of the largest philanthropic research projects in the world (www.afpfep.org), while also serving as an Affiliated Scholar with the Center on Nonprofits and Philanthropy at the Urban Institute in Washington, DC.

Consistently ranked as a top speaker, teacher, trainer and keynote presenter at national and international conferences, Erik's depth of knowledge and enthusiasm for improving the sector is evident. He has taught courses and designed curriculum, texts and resources with many nonprofit clients in addition to the Lilly Family School of Philanthropy at Indiana

University, Duke University, LaGrange College, and Saint Mary's University of Minnesota in certificate, undergraduate and graduate degree programs. Erik is also an AFP Master Trainer.

Erik has written books, manuals and articles on topics such as nonprofit research, philanthropy, annual, capital, endowment, grant getting, major gifts and more. His latest work can be seen in the latest edition of *Achieving Excellence in Fundraising*, 5th edition and was published through John Wiley & Sons, Inc. in 2022. His work has been referenced, published and quoted in resources including: CBS News, Fast Company, Stanford Social Innovation Review (SSIR), Forbes, The Washington Post, USA Today, BoardSource, Advancing Philanthropy, Charitable Giving Coalition, Financial Advisor, Center for Effective Philanthropy, The Nonprofit Times, The Chronicle of Philanthropy, the Foundation Center, The Huffington Post and many others.



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Megan Bennett

Megan Bennett began her career in marketing answering phones at an Indianapolis advertising agency in the mid-1990s. In the 20 years prior to starting her own business she's done it all—writer, producer, account manager, marketing director—for award-winning local firms and leading civic, nonprofit organizations, including Indy Humane and Hoosier Environmental Council.

Megan's interest in learning, growing, and experimenting to provide the best results for her employers and clients led her to realize a gap in the market. To fill it, she founded Socially Acceptable in 2013, a digital marketing and social media agency that focuses on helping small businesses and nonprofit organizations tell their stories.

Megan's skill in diagnosing and solving her clients' problems is her greatest strength—alongside her ability to increase an organization's online (and offline) exposure. Her work improves the customer experience and develops lasting impressions in consumers' and donors' minds—all without breaking client budgets.

Animal welfare remains her personal passion. When Megan first began working on her own, she stepped into a freelance role with FACE Low-Cost Animal Clinic in Indianapolis and took on the task of fully re-branding the organization with a new, updated look and name. She was then entrusted with the task of creating, organizing, and operating what has become the largest animal rescue adoption event in Indiana, the IndyMega Adoption Event. The event is held twice a year and has successfully placed more than 8000 shelter animals in loving homes.

Megan attended Ball State University and continues her education at Cornell University. Megan is a proud mother of a college Senior, wife of 22 years and keeper of two rather perfect four-legged beasts.