

2017 Community Conference

20 F Street Conference Center in Washington, D.C.

October 11

8:00am Arrival and Breakfast
9:00am Keynote
10:00am Session one
11:00am Break
11:30am Session two
12:30pm "Cool Tools" lunch
1:30pm Session three
2:30pm Break
3:30pm Session four
4:30pm Roof top Reception

October 12

9:00am Birds of a feather breakfast
10:00am Session one
11:00am Break
11:30am Session two
12:30pm Lunch
1:30pm Session three
2:30pm Break
3:30pm Session four
4:30pm Conference wrap up with Prizes

The Engaging Networks software platform is used by several hundred nonprofit organizations in the United States, Canada, United Kingdom, Australia, and around the world. Our annual community conference brings together both users of our technology in the nonprofit sector, and non-users who want to find out more about how Engaging Networks can transform digital engagement.



Day 1 - Wednesday, October 11

Session types:



Case Study



Learning Session



Product Workshop



Innovation Session

8:00am - Arrival and Breakfast

9:00am - Keynote

Graham Covington, CEO & Founder, Engaging Networks

10:00am - Session 1

Roadmap Deep Dive

Room A



Graham Covington - Engaging Networks

Are you curious about which new features Engaging Networks will be rolling out in 2018? Perhaps there are a couple of features you're really hoping will be on the list. Come to this interactive session, led by Engaging Networks' CEO Graham Covington, to find out which cool new features are in store. Come prepared to make suggestions, too. This is a community of practice and your ideas might help the whole Engaging Networks client community!

Transitioning from the Legacy Tools to Page-builder

Room B



Ben Childers and John Siemiatkoski - Engaging Networks

Nervous about the move to page-builder? Excited about it? Maybe both? Well then, this session is for you. Ben and John will be walking through our new white paper which details the best steps to move from the legacy tools to page-builder. We will also go over some pitfalls to watch out for (like adjusting your redirects and Google Analytics). This session is part one of the Transition Track.

UnBoxing Engaging Networks

Room C



Carolyn Tackett and Ira Horowitz - Access Now and Cornershop Creative

Did you know that multi-step donation forms can result in a 5-10% higher conversation rate? Or that nearly half your audience may be getting to your forms on mobile devices? Adding PayPal or Amazon Pay can raise your donations by more 20%. Why include a Facebook share button on your thank you page, when you can just include a checkbox on the form that will share your action while they submit the action form?

Providing your users with appropriate and better experiences by extending Engaging Networks with JavaScript, CSS, and the robust APIs can make a difference in your campaigns! These tools facilitate exciting integrations for your fundraising and advocacy forms, allowing you to engage your supporters even further. We'll review some examples of how you can change your default Engaging Networks forms, increase conversations and engagement, and get the most out of the platform."

11:00am - Break

11:30am - Session 2

You Are Segmenting Your Emails, Right?

Room A



Josh Miller - Engaging Networks

Creating profiles and then using those profiles to send emails will ensure that your supporters are getting the right message at the right time. This will help to increase opens and clicks, as you are sending your supporters relevant information. In this session, Josh Miller, our Director of Client Support, will walk through an overview of sending emails with a special focus on creating conditional emails.

Page-builder has New Page Templates - for Free!

Room B



Bryan Casler - 4Site Studios

We're unveiling brand new, flexible, FREE templates for clients to use, just in time to help you transition to page-builder. These customizable templates for email, donation pages and advocacy pages were built by the design pro's at 4Site Studios. This session is part two of the Transition Track.

Marketing Automation

Room C



Dan Szymczak - Engaging Networks

Last year, our email triggers were replaced with some very exciting new technology! Our tech team has created a friendly user-interface that will save you time, without compromising on sophistication or flexibility. Additionally, we have also added new reporting and split testing for Marketing Automation.

12:30pm - "Cool Tools" lunch

1:30pm - Session 3

Peer-to-peer Panel Discussion

Room A



Molly Kelly, Kathryn Powers, Jackie Brakey and John Siemiatkoski - Zuri Group, Huntsman Cancer Foundation, and Ocean Conservancy

Join our peer-to-peer partners at the Zuri Group as we walk through some sample peer-to-peer pages and then have a panel discussion hosted by John Siemiatkowski. Panel guests include Molly Kelly, from Zuri Group and Kathy Powers, from Ocean Conservancy.

Marketing Automation Panel Discussion

Room C

Brandon Fuller and Drew Daniels - Raise the Roots and Human Rights Campaign

We are trying something new this year by having a presentation followed by a discussion. Clients and partners will go over best practices and take questions from you about how you can leverage marketing automation to engage more supporters. This discussion will be hosted by Brandon Fuller, previously of Engaging Networks fame and now running his own consulting shop - Raise the Roots.

2:30pm - Break

3:30pm - Session 4

Donation Form Drinking Game

Room A



Ira Horowitz - Cornershop Creative

Global Zero, Friends of the Earth, Children's Inn at NIH, and other great organizations made a few key changes to their donation form styling, calls to action, and end of year pitch, and increased its revenue significantly. We'll look at before-and-after shots, examines dos and don'ts, and discuss donation form best practices while playing Donation Form Drinking Game -- with water -- as we go (i.e., drink every time a donation form asks the donor to click Submit *only once*, lest you process multiple times). We'll have fun worthy of an after-party, but we'll also learn valuable lessons about easy-to-implement changes to donation forms, processes, and calls to action.

CSS Styling and HTML in Page-builder

Room B



Maan Sacdalan - Engaging Networks

With the addition of the new Code Block component it is even easier to bring in customized CSS styling, HTML, and Java Script into your forms. In this session, our lead front-end designer, Maan, will walk through tips and tricks to really make your donation forms and advocacy actions pop.

Creating Pages in Page-builder

Room C



John Siemiatkoski - Engaging Networks

We're so proud of our new page-builder technology and we want to make sure you are using it! We'll start by building basic donation and advocacy forms, then we'll add features to reduce your abandon rate and increase participation. John will show you how to create re-usable elements and how to easily lead supporters through a ladder of engagement using after action advocacy and donation pages. This session is part three of the Transition Track.

Day 2 - Thursday, October 12

9:00am - Birds of a feather breakfast

10:00am - Session 1

Page-builder has New Page Templates - for Free!

Room A



Bryan Casler - 4Site Studios

We're unveiling three brand new, flexible, FREE templates for clients to use, just in time to help you transition to page-builder. These customizable templates for email, donation pages and advocacy pages were built by the design pro's at 4Site Studios. This session is part two of the Transition Track.

Can you Slack me those campaign results? (How The Engage Group is leveraging Engaging Networks' API for real-time reporting.)

Room B



Sean Powell and Jamie Grams - The Engage Group

Come and meet TEGBOT, the love child of Engaging Networks' API and SLACK. To keep up with client and internal team demands for instant data gratification, The Engage Group developed EN Runner, a process by which information can be retrieved from Engaging Networks API services. This session will highlight some out-of-the box ways that The Engage Group and clients can take advantage of Engaging Networks robust API to keep critical results information at their fingertips.

Let's Explore the Hub!

Room C



Dan Szymczak - Engaging Networks

With the launch of our newest module this past September, the Hub is officially up and running. In this session, we will take a look at the structure of the Hub, how to build one for your organization, some best practices from the first month of usage by our clients, and we will finish with some real-world examples.

11:00am - Break

11:30am - Session 2

Hidden Gems of Engaging Networks

Room A



Ben Childers - Engaging Networks

Back by popular demand! Make your efforts in Engaging Networks shine bright like a diamond with this session on all of the tools and tricks many users overlook. Are you identifying those supporters who consistently share your efforts on social media? Are your pages set-up for one-click donations and actions? What is your engagement score telling you about your list health? Bring some bling back to work with all of the gems you'll find at this session.

Using the Events Module

Room B



John Siemiatkoski - Engaging Networks

With our new Events module, you can offer online registration for paid and free events. John will show you how to engage your supporters and will make best-practice recommendations from his many years of special events fundraising.

Supporter Automation Exploration: From “Welcome!” To “Where’d You Go?” and everything in between

Room C



Brandon Fuller - Raise the Roots

Supporter profiles are the secret sauce to any marketing automation in Engaging Networks. Use engagement scores to re-activate slipping supporters. Encourage donors who gave twice in 90 days to become sustainers. Reward advocates taking 3 actions in 6 months with Super Advocate badges. Learn how with specific examples and written guides you can take back to work. We'll finish with a brainstorming session and questions.

12:30pm - Lunch

1:30pm - Session 3

Messaging that Activates: Introducing the Supporter Inclusion Tool Kit

Room A



Michael Hoffman - See3

Engaging Networks is an extremely powerful platform that even allows you to automate key paths for your supporters.

But how do you know that you're using that platform to deliver messaging that resonates with - and ultimately, activates - your supporters in the first place?

In this session, See3 CEO Michael Hoffman will introduce the Supporter Inclusion Tool Kit, which helps fundraisers like you quickly evaluate the likelihood of success in your current messaging, and easily sharpen your efforts moving forward. You'll learn the principles behind the tool kit, review and design your own messaging on the spot, and walk away with the tool kit itself in order to put this powerful perspective to work in your organization.

Our New E-Learning Module

Room B



Ben Childers and Simon Durant - Engaging Networks

Launching at the conference this year, Engaging Networks is rolling out a brand new learning platform that our clients will be able to access to improve their skills inside the platform. It will also serve as a certification process for our partners. In this session, we'll go over the modules that are available at launch, how to sign up to beta test, and look at Simon's outlook for the next 6-12 months.

Data In, Data Out - Utilizing the API

Room C



Dan Szymczak and Justin Kenel - Engaging Networks, Frakture

Technology director Dan Szymczak and our friends at Frakture will do a deep dive on our Bulk API and its multitude of uses and how to use it more effectively for reporting and integrations.

2:30pm - Break

3:30pm - Session 4

10 Awesome Ways to Optimize Your Page Builder Forms for EOY

Room A



Sara Hoffman and Matt Handverger - Beaconfire RED

And, it's kickoff time for Giving Tuesday and EOY! Don't miss this in-depth, hands-on session on how to create a detailed optimization and measurement playbook for EOY.

You'll get great, new ideas for optimizing the user experience and fundraising pathway for page builder forms that you can take away and do yourself, including tests you could launch right now.

And we'll walk you through a plan on how to create a solid measurement and analytics strategy for your forms, so you have the data you need to accurately measure response and tests. You don't want to do another EOY campaign where the data isn't correct! This includes instructions on how to:

- Structure your commerce tracking to match receipt-data and back-end database needs
- Super-charge your analytics with GA Enhanced Commerce, Internal Promotions and custom form tracking and validation (all geek speak will be explained)
- Use your data to analyze and optimize

Tuning up your Page to get More Clicks and Raise More Money

Room B



John Siemiatkoski - Engaging Networks

The Engaging Networks page-builder gives you many easy-to-use tools to enhance your pages. After this session, you will be able to tune-up your pages to reduce abandon rates, provide responsive options, and test different versions of your pages. We will explore multiple-page workflows, hiding and displaying fields, and swapping suggested donation amount lists based on one-time/recurring or the supporter's profile (e.g. major donor). All of these are already in your Engaging Networks account - you will learn how to use them to tune-up your pages.

Turning Awareness into Results: Leading an Integrated Marketing Campaign

Room C



Farah Rooney and Chris Carter - Chris Carter Marketing

Are you looking to lift your next integrated marketing campaign to new heights? In this session we will discuss the importance of keeping your eye on results and outline some key strategies and tools for leading your next digitally focused integrated marketing campaign. Using the Pancreatic Cancer Action Network's November Awareness campaign as a case study, we will examine the key decisions and learnings that led to a 430% increase in year over year donations leading to a first place win in PR Daily's 2017 Digital PR & Social Media Awards.