

# *engaging* NETWORKS

# ENCC-X COMMUNITY CONFERENCE

**WEDNESDAY, OCTOBER 6  
& THURSDAY OCTOBER 7, 2021**

9:00AM-5:00PM

## OVERVIEW

### DAY 1

9:45am Introduction & Keynote  
10:15am Case Study Session 1  
11:00am Community Conversations  
11:30am Case Study Session 2  
12:20pm Community Conversations  
12:50pm Lunch & Networking  
1:20pm Case Study Session 3  
2:10pm Community Conversations  
2:50pm Case Study Session 4  
3:40pm Community Conversations  
4:15pm Case Study Session 5

### DAY 2

9:55am Introduction  
10:00am Product Workshop  
10:50am Panel Discussion  
11:40am Community Conversations  
12:10pm Lunch & Networking  
12:40pm Product Workshop  
1:30pm Community Conversations  
2:00pm Panel Discussion  
3:10pm Product Workshop  
4:00pm Product Workshop  
4:45pm Wrap-Up

# FULL PROGRAM

## DAY 1 - OCTOBER 6

More to be announced



### 9:00am - DAY 1 CONFERENCE OPEN

Conference open to allow you to login to Socio and review the agenda for the day. Day 1 sessions start at 09:45am!



### 9:45am - INTRODUCTION & KEYNOTE

#### We kick off ENCC-X Day 1!

Engaging Networks - Ben Childers, Senior Director of Global Client Success

#### Introduction: Intelligent Tools

Engaging Networks & Accessible Intelligence - Graham Covington, CEO & Founder

The mechanics of sending an email are important, but the intelligence needed to send the right email message to the right audience is significantly more important. Where is Engaging Networks headed? We are adding intelligence to our tools at every opportunity based on our partnership with a sister AI company called Accessible Intelligence.



### 10:15am - CASE STUDIES 1

#### You already have your monthly donors, you just need to ask!

Grassriots - Ryan Baillargeon, CEO & Leah Henderon, Managing Director & Anna Lerner, Digital Strategist

Amnesty International Canada - George Irish, Digital Strategist

Your supporters are already on your side. All you have to do is give them a good reason to level up. Adding a "Monthly Donor Drive" to your annual program is a key strategy for acquiring new donors, but more than this, it is a goldmine opportunity for you to embolden your existing supporters and one-time donors to upgrade to a monthly gift. We'll explore the useful structures, messages, and tactics that you can build into a Monthly Donor Drive, and how to take advantage of some of the features of Engaging Networks like email automation, segmentation, conditional content, SMS, and reporting.

#### Pumpkin Spice Donation Page - Getting to Page Perfection!

Raise the Roots & HIAS - Brandon Fuller, Owner & Chief Strategist

What makes the perfect donation page? A pinch of spice and a dash of sweetness helps. But HIAS and Raise the Roots learned that the best approach is taking it one tweak at a time and using Engaging Networks' A/B testing to measure the results. Learn about three simple changes HIAS made to their donation page that increased average gifts and monthly donations - and how Raise the Roots used A/B testing to measure the impact of each enhancement.



## 11:00am - COMMUNITY CONVERSATIONS

### Community Conversations : Introduction & Session 1

ENCC-X Community Conversations - Joel Pound, Facilitator



## 11:30am - CASE STUDIES 2

### The Intersection of Social Impact, Inclusion, and Digital Accessibility

Firefly Partners - Jen Frazier CEO & Founder

Do you know that over 26% of adults in the US live with a disability? That is 61 million Americans. How does that impact our work? If we want to effect real, widespread change, we need to make sure we are including everyone who wants to show up and join in the fight. Because as we know, we cannot afford to create barriers to participation – even if unintentional. Ensuring that your work is fully accessible and inclusive across your digital channels is imperative. Right from the first interaction with your organization, every person should be able to learn, interact, sign up, and get involved with ease. Come to this session to learn more about the fundamentals of digital accessibility, how accessibility is a critical and foundational element of inclusivity, and why your organization should do what it takes to ensure we bring everyone along in the movement.

### Building Accessible Forms with Templates

Cornershop Creative - Max Zimmer, Developer & Andi Salinas, Project Manager

We know what it takes to make a performant and accessible Engaging Networks form. Attend this session to learn more about the tactics and techniques we used to build new and improved custom layouts in accessible form templates for Engaging Networks.



## 12:20pm - COMMUNITY CONVERSATIONS

### Community Conversations : Session 2

ENCC-X Community Conversations - Joel Pound, Facilitator



## 12:50pm - LUNCH & NETWORKING



## 1:20pm - CASE STUDIES 3

### Turbocharge your Engaging Networks Page Templates

4Site Studios & Amnesty International - Bryan Casler, VP of Digital Strategy

Do you want to make sure that you are tracking the right metrics for your campaign? Do you want to go beyond best practices? Then this session is for you. We'll review template creation and management from start-to-finish, sharing the work that Amnesty International did to

improve their Online Giving and Advocacy pages, including: What motivated their change, how they approached design, the technical basics, the migration strategy, KPIs, and how they are leveraging Google Optimize. We'll also give you a free page template you can start using today.



## 2:10pm - COMMUNITY CONVERSATIONS

### Community Conversations : Session 3

ENCC-X Community Conversations - Joel Pound, Facilitator



## 2:50pm - CASE STUDIES 4

### Engagement Unlocked : Gamify Your P2P

Zuri Group - Molly Kelly - President of Digital Solutions

Exploring ways to engage your peer-to-peer fundraisers on Engaging Networks? Learn about a P2P program that's (almost) all fun and games. As an incentive for fundraisers to use more platform features, Mercy Home for Boys & Girls partnered with Zuri Group to gamify their P2P program. What used to be standard fundraising activities are now contests and awards! Not only are fundraisers more inclined to log in and send emails from the platform, but also Mercy Home gained real-time visibility into which actions fundraisers are taking. A win-win if you ask us.



## 3:40pm - COMMUNITY CONVERSATIONS

### Community Conversations : Session 4

ENCC-X Community Conversations - Joel Pound, Facilitator



## 4:15pm - CASE STUDIES 5

**TBD**

## DAY 2 - OCTOBER 7

More to be announced



### 9:00am - DAY 2 CONFERENCE OPEN

Conference open to allow you to login to Socio and review the agenda for the day. Day 2 sessions start at 09:55am!



### 9:55am - INTRODUCTION

#### We kick off ENCC-X Day 2!

Engaging Networks - Ben Childers, Senior Director of Global Client Success



### 10:00am - PANEL

#### Getting Started with Accessibility

Cornershop Creative - Ben Byrne, Co-Founder

Section 508? WCAG 2.0 level AA? Making sure your website is accessible is important, but sorting through the details to determine which standards you need to meet can be intimidating! Even simple actions and tests can make a huge difference for your users! This session will cover "getting going," outlining some of the most important low-hanging fruit you should be sure to address, and highlighting easy and free automated testing tools. Accessibility perfection may be a journey of a thousand miles-- attend this session and we'll take the first few big steps together.



### 10:50am - PRODUCT WORKSHOPS 1

Our team will guide you through the latest with the Engaging Networks platform, followed by group breakouts to test out your newly acquired knowledge! Topics to be announced later.



### 11:40am - COMMUNITY CONVERSATIONS

#### Community Conversations : Session 1

ENCC-X Community Conversations - Joel Pound, Facilitator



### 12:10pm - LUNCH & NETWORKING



### 12:40pm - PRODUCT WORKSHOPS 2

TBD



## 1:30pm - COMMUNITY CONVERSATIONS

### Community Conversations : Session 2

ENCC-X Community Conversations - Joel Pound, Facilitator



## 2:00pm - PANEL

### NextGen Best Practices for User Engagement

4Site Studios - Bryan Casler, Vice President of Digital Strategy

PETA Association - Jeff Zick, Director of Response Fundraising

As technology advances daily, best practices are a moving target. Learn about the cutting edge work that PETA has been doing to boost response rates, from multi-step lightbox forms, to a new slide-to-give experience, to how they are bringing a cross domain Remember Me option to all their Engaging Networks forms. We will be talking strategy, design, development, and testing, plus plenty of eye candy to inspire your next project.



## 3:10pm - PRODUCT WORKSHOPS 3

TBD



## 4:00pm - PRODUCT WORKSHOPS 4

TBD



## 4:45pm - CONFERENCE WRAP-UP

### ENCC-X Conference Wrap-Up

Engaging Networks - Ben Childers, Senior Director of Global Client Success