

TIME	TRAINING LECTURE	KEY LECTURE POINTS	FACULTY / SPEAKER
<i>Dinner</i>			
6:00-6:25pm	<i>Dinner</i>		
6:25-6:35pm	Welcome and Opening Remarks	<ul style="list-style-type: none"> • Leadership Institute 101 • Binder materials 	
6:35-7:35pm	An Online Advertising Crash Course for Fundraisers	<ul style="list-style-type: none"> • Strategy for online advertising to raise funds • Formats, terminology and platforms for managing campaigns • Targeting and measuring success 	
<i>Break</i>			
7:35-7:45pm	<i>Break</i>		
7:45-8:40pm	The Fun Stuff: How To Use Digital Tools To Make Money Online	<ul style="list-style-type: none"> • How to run online campaigns that really make money • Where to put your limited online fundraising resources • Using tried and true email tactics for raising money 	
8:40-9:15pm	Online Fundraising Optimization	<ul style="list-style-type: none"> • How to measure and optimize the right metrics to increase online revenue • What to test; how to test; where to test • “Best practices” you should never follow: Lessons learned over four years of testing 	