



## Comprehensive Fundraising Training: Online Fundraising School

**Welcome and Introductions**, *Kirsten Holmberg, Leadership Institute*  
12:00 p.m. – 12:15 p.m.

**Fundraising Digitally**– *Justin Murff, President of NexGenerosity*  
12:15 p.m. – 1:15 p.m.

- How to run an online campaign that makes money
- Where to put your online fundraising resources

**Break**  
1:15 p.m. – 1:30 p.m.

**Online Advertising** – *Danielle Fife, Digital Donor Communications the at Leadership*  
1:30 p.m. – 2:30 p.m. *Institute*

- Strategy for online advertising to raise funds
- Formats, terminology, and platforms for managing campaigns

**Digital Fundraising and Optimizing Analysis** – *Patrick O'Keefe, Director of Outreach and*  
2:30 p.m. – 3:30 p.m. *Customer Success at Anedot*

- How to measure and optimize the right metrics to increase online revenue
- What, where, and how to test