



So that future generations
will know the goodness of God

WELS Association of Lutheran High Schools conference • Mission Advancement sectionals
Thurs., March 4 • Sheraton Hotel, Brookfield, Wis.

Livestream link for morning session (9:45-11:45 a.m. CT): vimeo.com/515492417

Livestream link for afternoon session (1:15-3:15 p.m. CT): vimeo.com/515492825

WELS Foundation welcomes **Joshua Birkholz**, CEO of the global fundraising consulting firm BWF, as our keynote speaker for the Mission Advancement sectionals.

Fundraising Metrics and Performance (9:45-10:30 a.m. CT • Milwaukee 1 Room)

In this session, Josh will unpack leading approaches to fundraiser activity management and how to increase the performance of relational fundraising.

Stay with Me (10:30-11:15 a.m. CT)

Why do people continue to be donors after their first gift? In Stay with Me, expect to hear about donor motivations and methods to better retain donors as part of a donor experience management system.

Leading Managers (11:15-11:45 a.m. CT)

Josh will describe the latest research and practice for exceptional leaders of fundraising programs. From fundamentals to organizational culture, you will learn ways to be an exceptional driver of philanthropy in your organization.

Conference Lunch (11:45 a.m.-1:10 p.m.)

High Net Worth Philanthropy (1:15-2:15 p.m. CT • Milwaukee 1 Room)

As the economics of giving continue to push organizations to focus on major and principal gifts, many organizations need to adapt their thinking and approaches. Josh will present ways of building support from high-wealth constituents.

2020 Year in Review (2:15-3:15 p.m. CT)

2020 was a unique year, to say the least. The impact on philanthropy has been significant. In this closing session, Josh will discuss the changes of 2020 and look forward to 2021 and beyond. Expect a big picture view of the philanthropic landscape and its changes.

Break (3:15-3:30 p.m.)

Mission Advancement Roundtable (3:30-4:30 p.m. • Milwaukee 1 Room)

Joshua M. Birkholz is the CEO of BWF, a global fundraising consulting firm, where he has advised the world's leading nonprofits in campaign design, transformational philanthropy, and data science. He is the author of the book *Fundraising Analytics: Using Data to Guide Strategy*.

In addition, he is an instructor at Rice University. Josh is on the board of Kingdom Workers, a past board member of Friends of China, the current Vice Chair of the Giving USA Foundation, a board member of the Giving Institute, and on committees with the National Association of Charitable Gift Planners and the Fundraising Effectiveness Project. He and his family are members of Bloomington Living Hope Lutheran Church in the southwestern suburbs of the Twin Cities.

