



Blue Marlin Restaurant in the Congaree Vista



Historic USC Horseshoe



Main Street Columbia

SOUTHEASTERN Law Schools Institutional Advancement CONFERENCE

July 16 - 18, 2008

Columbia, South Carolina

The University of South Carolina School of Law is proud to serve as the host of the 2008 Southeastern Law Schools Institutional Advancement Conference. Scheduled for July 16-18, 2008, sessions of the event will be held at the USC School of Law located at 701 South Main Street in Columbia, South Carolina.

The goal of the 2008 event is to provide information on emerging trends and share best practices specific to development, communications, marketing and event management, as well as alumni relations in the law school environment.

Columbia, South Carolina - Where Friendliness Flows

As the state capital and home to the state flagship university, Columbia is the perfect mix of historic, artistic and eclectic attractions. Fine dining, recreation, museums, and art galleries are within walking distance of the conference. Here in the heart of South Carolina, visitors experience the excitement of a thriving metropolis with a proud past rich in history and tradition. Information on area attractions will be available at the conference registration desk. Spouses/guests are welcome at the Drop-In Wednesday at no cost and may register to participate in the Southern Hospitality Reception on Thursday evening for \$25. To adequately prepare for food guarantees, pre-registration is required.

TRAVELING TO COLUMBIA

Conventions & Visitors Bureau - <http://columbiacvb.com>

Taxis

The following taxi services provide transportation to and from Columbia Metropolitan Airport. The taxi pick-up area is just outside the terminal - lower level baggage claim. An average taxi ride to downtown Columbia costs approximately \$15- \$17.

- * Ard's Shuttle 803-791-5767
- * Blue Ribbon Taxi 803-754-8163
- * Capitol City Cab 803-233-8294
- * Checker Yellow 803-799-3311
- * Classic Cab 803-348-0662
- * Earth Shuttle 803-714-0080
- * Shuttleways 803-783-0265 .

Hotel Courtesy Shuttle

The Conference Hotel, Courtyard Columbia Downtown at USC, offers a courtesy shuttle by calling 803-799-7800 (shuttle reservation required). A hotel courtesy phone is located in the Baggage Claim area.



School of Law

UNIVERSITY OF SOUTH CAROLINA



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Airport

The airport is conveniently located to interstate highways I-26, I-20, I-77 and nearby I-95. Airlines serving Columbia, SC: American Eagle, Continental, Delta, Northwest, Spirit Airlines, United, and US Airways.

Car Rentals

For the convenience of travelers, the following car rental companies are located in the airport terminal-lower level Baggage Claim area:

- * Alamo-National Car Rental 803-822-5180
- * Avis Car Rental 803-822-5100
- * Budget Car Rental 803-822-8346
- * Hertz Car Rental 803-822-8341
- * Thrifty Car Rental 803-822-2300

SCHEDULE AT A GLANCE

All events of the conference will be held at the USC School of Law unless otherwise indicated.

Wednesday, July 16, 2008:

5-6 p.m. Welcome Drop-In School of Law Lobby – Pick up your conference packet while you wet your whistle and your appetite at this casual reception. Menus for local restaurants will be available for review, and sign-up sheets will be available for those interested in forming dinner groups.

Thursday, July 17, 2008:

Conference registration desk will be open throughout the day.

- 8:30 a.m. Continental Breakfast**
- 9-9:30 a.m. Opening Session featuring Keynote Address**
- 9:45-10 a.m. Break**
- 10-11 a.m. Concurrent Session 1**
Development – Major Gifts-Part 1: Getting to a Successful Ask
Alumni/Events – Open to join another track
Communications – Media Plan Development: What and to whom do you communicate?
- 11-11:15 a.m. Break**
- 11:15 a.m.-12:15 p.m. Concurrent Session 2**
Development – Major Gifts-Part 2: Making the Ask and Stewarding the Gift
Alumni/Events – Open to join another track
Communications – Trends in Local and National Media: What's Hot in Higher Education?
- 12:15 p.m. Luncheon**
- 1:30-2:30 p.m. Concurrent Session 3**
Development – Relationship Philanthropy: Donor-Focused Fundraising
Alumni/Events – Best Practices in Event Management for Higher Education-Part 1
Communications – Website Development and Promotion: Making Your Website Work for You
- 2:30-2:45 p.m. Break**

Thursday, July 17, 2008 continues:

- 2:45-3:45 p.m. Concurrent Session 4**
Development – Empowering Your Board: Board and Volunteer Management
Alumni/Events – Best Practices in Event Management for Higher Education-Part 2
Communications – Publications: How to Write and Print Affordably
- 3:45-4 p.m. Break**
- 4-5 p.m. General Session: Benchmarking in our Region Survey Results with Moderated Group Discussion**
- 6-7:30 p.m. Southern Hospitality Reception**
McCutchen House on the historic USC Horseshoe
Spouse/Guests are welcome; pre-registration is required.

Friday, July 18, 2008:

Conference registration desk will be open throughout the day.

- 8:30 a.m. Continental Breakfast**
- 9-10 a.m. Concurrent Session 5**
Development – Boosting Your Annual Giving Campaign: Best Practices in Annual Giving
Alumni/Events – Building an Alumni Continuum: Engaging Younger and Older Alumni
Communications – Communications that Support Fundraising: Will this Annual Report Help Us Raise Money?
- 10-10:15 a.m. Break**
- 10:15-11:15 a.m. Concurrent Session 6**
Development – Case Studies in Successful Development Programs
Alumni/Events – Case Studies in Successful Special Events
Communications – Case Studies in Successful Communications Plans
- 11:15 a.m.-12 p.m. Business Meeting & Closing**
Join us as we wrap up this year's event and decide where we will gather in 2009. *Box lunches will be available in this session and door prizes awarded.*

CONFERENCE HEADQUARTERS HOTEL - Courtyard Columbia Downtown at USC

630 Assembly Street, Columbia, SC 29201 803-799-7800

The Courtyard Columbia Downtown at USC will serve as the conference headquarters hotel for the 2008 event. The newly renovated 189-room hotel is just across the street from the USC School of Law and a few blocks from the Congaree Vista shopping and dining area. With 5,788 square feet of meeting and convention space, outdoor pool and fitness center,

the Courtyard Columbia Downtown at USC ensures that guests will feel welcome.



Hotel Highlights

- This hotel is non-smoking
- Customer-focused design that allows guests to be more comfortable and productive
- Minutes from the Historic shops and restaurants of the Five Points Districts and Historic Vista Area
- Located just seven miles from the Columbia Metropolitan Airport.

- On-site parking, fee: \$10 daily (city metered street parking available)
- Complimentary Airport shuttle service, (reservation required)



The USC School of Law has arranged a **discounted group rate of \$129 (plus 11% tax) nightly** for participants of the Southeastern Law Schools Institutional Advancement Conference. This rate is for single or double occupancy, and includes breakfast in the Courtyard Café July 16-18, 2008.

Please make your reservations by June 1, 2008. After this date, the group room rate is subject to availability. One night's room deposit is required to make reservation. Please contact the hotel directly by dialing 803-799-7800. Be sure to tell the reservationist you are participating in the conference to receive the discounted group rate. Cancellations must be made directly to hotel within 72 hours of check-in. Cancellations made after this date will be subject to one night's room rate.

DESCRIPTIONS OF SESSIONS

(all courses are CFRE approved)

Development Track

Major Gifts-Part 1: Getting to a Successful Ask

Whether you are a Major Gift Officer, Development Officer or Annual Fund Director, this session will unlock the mystery of major gifts. In Part 1 of this two-part session, you will learn practical but innovative ways to cultivate donors to develop a meaningful relationship and help you to identify their greatest gift potential.

Major Gifts-Part 2: Making the Ask and Stewarding the Gift

Continuing from Part 1, this session will help you bridge the gap from the first cultivation call to making a thoughtful and successful ask as well as what happens after the ask. This session will also provide an overview of major gift fundraising as it relates to planned giving and capital campaigns.

Relationship Philanthropy: Donor-Focused Fundraising

Building a meaningful relationship is the key to successful fundraising. This session will provide the steps needed to create a mutually beneficial relationship with your prospects and donors so that philanthropy is the natural outcome.

Empowering Your Board: Board and Volunteer Management

Unleash your board members' passion and transform them into enthusiastic fundraisers. This session will focus on developing a partnership between staff and board members to increase philanthropic support for your organization. Participants will receive practical information on developing and managing this partnership; beginning with selecting the best people for the board and the importance of peer to peer follow up.

Boosting Your Annual Giving Campaign: Best Practices in Annual Giving

The annual campaign is the foundation of your fundraising program, raising money to meet your operational needs. This session uncovers how to administer a successful annual giving program with emphasis on direct mail and the internet, including insider tips and practical skill building ideas that will help you make a winning ask—again and again.

Case Studies in Successful Development Programs

Who's raising all the money? This session will focus on case studies of successful graduate and professional school fundraising.

Alumni/Special Events Track

Best Practices in Event Management for Higher Education-Part 1

Where do you begin when planning meaningful events for your college or school? Part 1 of this two-part session will cover how to plan events that engage alumni and build relationships, templates for managing the events, most importantly the bells and whistles and what goodies to give.

Best Practices in Event Management for Higher Education-Part 2

Continuing from Part 1, this session will cover how to use technology in event management, promoting the event as well as demystifying the business side of special events and evaluating them.

Building an Alumni Continuum: Engaging Younger and Older Alumni

Staying in touch with alumni both young and old continues to be a challenge. Learn how to revive your alumni relations programs and build relationships with alumni that will continue well beyond graduation and ultimately yield continued philanthropic support.

Case Studies in Successful Special Events

Which events truly inspire alumni? This session will focus on case studies of successful higher education special events to include alumni luncheons, receptions, retreats/teambuilding events and gala fundraisers.

Communications Track

Media Plan Development: What and to whom do you communicate?

Learn how to create a media plan that will support the mission of your school while increasing awareness and philanthropic support.

Trends in Local and National Media: What's Hot in Higher Education?

Learn how to pitch your school's needs to local and national media. This session covers the current media trends and issues that relate to higher education.

Website Development and Promotion: Making Your Website Work for You

Does your website communicate your mission, special events and giving opportunities effectively? This session will help you to develop webpages that will attract alumni and engage them in your schools programs, events and make it easier for them to give.

Publications: How to Write and Print Affordably

Have you been wondering what types of publications should your school develop, what information goes into those publications and how much should they cost? This session will cover the basic publications that should be developed, the content and the average cost.

Communications that Support Fundraising: Will this Annual Report Help Us Raise Money?

Annual Reports, Case Statements and Press Releases. Learn how these publications can support your development and fundraising programs.

Case Studies in Successful Communications Plans

Who's saying it the right way? This session will focus on case studies of successful higher education communication plans.

