

CONFERENCE AGENDA

MARCH 6, 2023



Board2Board™
Learn, Network, Inspire

- 9:30 A.M.** OPENING REMARKS
Shawn Callaway, President, Foundation Innovation LLC
Laurie Cromwell, CFRE, Founder, Foundation Innovation LLC
Fred Markham, Executive Director, Texas Pioneer Foundation
- 9:45 A.M.** GENERAL SESSION
Key Components For Development and Sustainability
Maya Bethany, Executive Director, 1:3 Foundation and
Foundation Innovation LLC Consultant
- 11:00 A.M.** GENERAL SESSION
Engaging Your Board is More Important Than Ever
Laurie Cromwell, CFRE, Foundation Innovation LLC
- 12:00 P.M.** LUNCH - Networking with Regional Education Foundations
- 12:30 P.M.** GENERAL SESSION
How to Leverage East Texas Giving Day to Grow Annual Giving
Holly McFarlin, East Texas Communities Foundation
- 1:30 P.M.** GENERAL SESSION
Top Ten Ways to Spend More Time with Your Attorney
Janet Bubert, Underwood Law Firm
- 2:45 P.M.** CLOSING REMARKS



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SESSION DESCRIPTIONS



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OPENING REMARKS

Shawn Callaway, President, Foundation Innovation LLC

Laurie Cromwell, CFRE, Founder, Foundation Innovation LLC

Fred Markham, Executive Director, Texas Pioneer Foundation

GENERAL SESSION

Key Components for Success and Sustainability

Maya Bethany, Executive Director, 1:3 Foundation

Whether you are thinking about starting an education foundation or have an education foundation in need of revisiting the fundamentals, this session will help you learn the components necessary for a successful organization.



GENERAL SESSION

Engaging Your Board Now is More Important Than Ever!

Laurie Cromwell, CFRE, Foundation Innovation

In an age where it feels like volunteerism is declining, how can an education foundation board recruit and retain board members? Keeping board members engaged and invested in the mission of your education foundation starts with collaborative partnerships and trust. Laurie Cromwell, CFRE, will offer key strategies to develop partnerships that value the board members' time, talents, and interests.

GENERAL SESSION

How to Leverage East Texas Giving Day to Grow Annual Giving

Holly McFarlin, Director of Public Relations, East Texas Communities Foundation

Organizations that have had success on East Texas Giving Day share a few key components that resonate with the public, landing them on top of the leaderboards. Holly will share proven strategies, that when implemented, can help your nonprofit get the most out of your giving day campaign and attract new donors to your Foundation.

GENERAL SESSION

Top Ten Ways to Spend More Time with Your Attorney

Janet Bubert, Underwood Law Firm

A review of changes from the 2022 Texas Legislative Session that will impact nonprofit organizations, including a discussion of changes to raffle laws and what you need to know about advocacy.

Special thanks to Maya Golden Bethany, Holly McFarlin, and Janet Bubert for donating their time and expertise.



**EAST TEXAS
GIVING DAY**



**110
YEARS
1912-2022** **UNDERWOOD**