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**Date | Time:** Monday, July 8, 2019, 830am-430pm  
**Location:** Carol Joy Holling Conference Center, Ashland NE | **Housing Available**  
**Costs:** ALDE Heartland Chapter Members: \$10 | Non-members: \$25  
**Information:** Tom Grunow | (402) 483-7774 ext. 107

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**Boom!** is a **one-day symposium [with lunch]** that addresses one of the top concerns for nonprofit organizations today: the perpetual risks and opportunities of revenue generation. The emphasis of **Boom!** is on how best to engage next-gen donors in today's dynamic "Experience Economy," with a focus on the large and in-charge Baby Boomer generation who for the next two decades will remain the key source of wealth and financial giving.

In **Boom!** you will learn how next-gen donors are reshaping philanthropy, why they represent the next great cohorts of donors to build your organization's fundraising around, and how you can tap into their coming-of-age and enormous economic clout.

The focus of **Boom!** is to help decision-makers and strategy implementers grapple with the complexity and uncertainty of the seismic trends converging to transform philanthropy today:

1. In today's "Experience Economy" (Harvard Business School) seismic demographic shifts and technological advances are disrupting everything for the next generations of donors who are already giving three-quarters of all dollars, and comprise nearly 90 percent of the American donor universe.
2. Today, next-gen donor preferences and motivation are far less influenced by the functional attributes of an organization's fundraising offers and services than the subconscious sensory and emotional elements derived from the total donor experience. That donor experience becomes the charity's total value proposition because no nonprofit can avoid delivering an optimized donor experience in today's "Experience Economy."
3. Commitment to making the world a better place, along with the giving of time, talent, and treasure is accelerating among the next gens as are their expectations that their financial resources be used in a manner maximizing their impact.

In **Boom!** you will examine how the convergence of all these fateful trends is disrupting the fundraising landscape for nonprofits today, increasing both the complexity and urgency of harnessing all these forces to create faster, better, and more sustainable revenue.

In this insight-rich workshop, participants will learn about a **new fundraising “operating system” that is radically reordering how charities will engage donors and volunteers** — a content-based, relationship-centered, engagement-focused **donor experience model** that works much more effectively with the next gens than the interruption focused, transaction-centered (direct response fundraising) approaches of the last century.

### What Leaders at Wycliffe Bible Translators Said

Recently, over two dozen key leaders of Wycliffe Bible Translators’ development, creative, communications, advancement, and marketing teams, along with key members of Wycliffe’s executive leadership team — attended Boom! Here was some of their unsolicited feedback:

*“Awesome. Such great insights and strategies.”*

*“We needed to hear that. This changes our strategic thinking ... everywhere.”*

*“Our major gifts team rallied around Kn Moy’s presentation and we built our strategic plan using many of the important principles that will allow us to better serve our Boomer partners in the coming year and beyond.”*

*“Our prospect research team developed analytical scoring for our major donor file and the results supported in Boom! vastly helped shape our caseloads and prospect lists.”*

*“I would highly recommend that organizations make it a point to have their senior leadership in the room during Boom!”*

— **Kyle Willis**, Associate Director of Major Gifts

*“We are changing! Immediately, we formed teams to green light and strategize new opportunities to more effectively utilize our marketing, donor acquisition and retention budgets. New strategies are being tested, with enhancements integrated into our traditional acquisition programs ... results are promising ... I encourage you to attend Boom!”*

— **George Fisher**, Sr. Director of Development and Gift Planning

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### Boom! Workshop Presenter

**Kn Moy**, Senior Fellow for Philanthropic Innovation at the DXM Institute for Changemaking Innovation, a not-for-profit thinktank that is focused on “what’s next?” especially as last-century, direct-response fundraising approaches continue to deteriorate. Kn presents far-and-wide on engaging the next generations of donors and volunteers, including keynoting at the 2018 DMA D.C. Nonprofit Conference and recently at the Big Ten Alumni Relations Institute of the Big Ten Conference. He was recently invited to join the faculty at the Lilly Family School of Philanthropy at Indiana/Purdue Universities.

