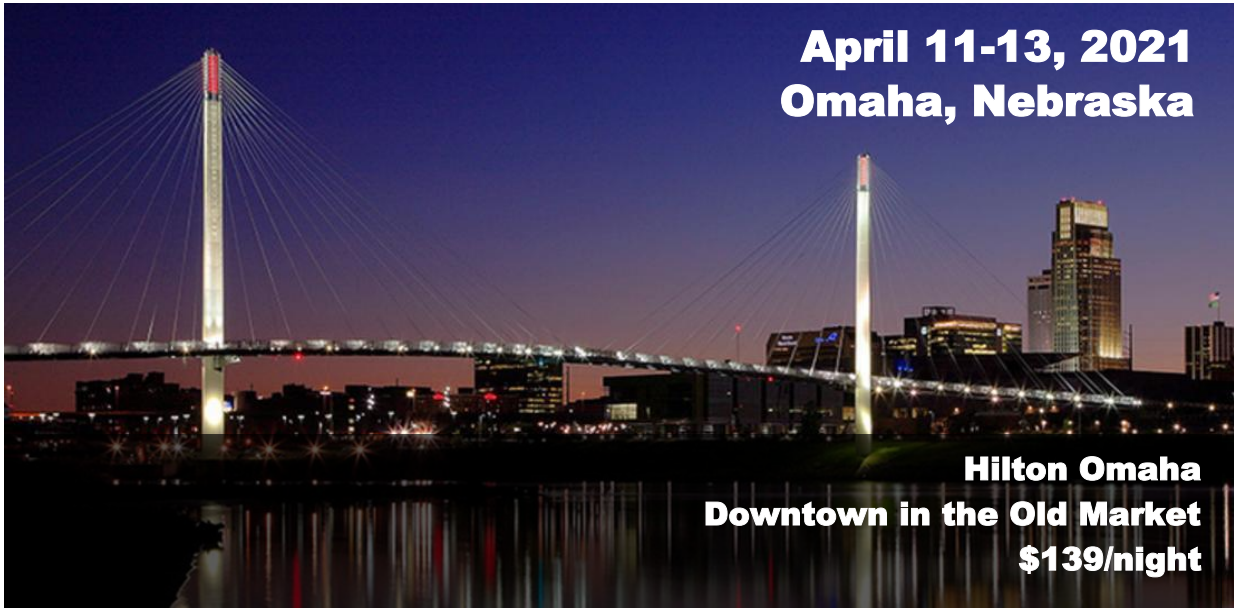


NEW: Diocesan Innovation Summit

Loaded with practical advice and training to help you overcome specific challenges facing your diocese



Why Do We Need A Diocesan Innovation Summit?

The world is changing rapidly, and the old ways aren't working like they used to. If the Catholic Church is going to thrive in an increasingly digital world, our diocesan leaders need more data, better tools and knowledge about how to tie them all together.



The Diocesan Innovation Summit is a practical, information-dense conference born out of necessity. It will offer clear, practical solutions to challenges facing every diocese in the areas of fundraising, technology, operations, finance and communications.

Who should attend the Diocesan Innovation Summit?

1. Development directors, annual appeal directors and staff
2. Senior diocesan leadership – CFOs, CAOs, COOs, Chancellors and Vicars General
3. Foundation directors, Catholic Charities directors and staff
4. Communications, marketing and social media directors

What will we learn at the Diocesan Innovation Summit?

Nic Prenger of Prenger Solutions Group will emcee the event and provide training on topics related to fundraising and digital communications. He will be joined by a hand-selected group of expert panelists and presenters from the world of diocesan finance, operations and technology. The sessions will be fun, interactive, data-driven, and utterly devoid of fluff.

Sample Content

Leadership, Development and Communications Sessions	Finance and Technology Sessions
<ol style="list-style-type: none"> 1. Diocesan benchmarking trends 2. Helping parishes move offertory online 3. Digital fundraising for dioceses 4. Creative annual appeal strategies 5. A/B testing results – diocesan case studies 6. Major gift fundraising strategies 7. Social media strategies 8. Online donor funnels and website analytics 9. Building a sustaining gifts program 10. Automated email campaigns 11. The future of diocesan capital campaigns 12. 24-hour giving days – a deep dive into the data and results 13. Advanced tax strategies for major donors 	<ol style="list-style-type: none"> 1. Cathedraticum, appeals and assessments 2. Streamlining your diocesan tech stack 3. Syncing parish and diocesan data 4. Cleaning your diocesan database 5. Setting up and evaluating lockbox, data entry and third-party services 6. Advanced data analytics 7. Wealth research and donor profiling 8. Text-to-give, Venmo and app-based giving 9. Church management software solutions 10. Advanced database solutions <ol style="list-style-type: none"> a. Gift processing secrets and hacks b. Automating weekly parish reports c. Creating parish dashboards d. Reporting on appeal goals

Solutions for development and foundation staff

1. How do we modernize our annual appeal to reach more donors and raise more money?
2. How do we use technology to inspire ongoing stewardship?
3. What are other dioceses doing to find success?
4. How can we build a pool of sustaining, monthly donors?

Solutions for senior diocesan leadership

1. How do we help our parishes modernize their offertory and communications?
2. What role should the diocese play in mandating parish technology?
3. What is the right blend of Cathedraticum, annual appeal and parish assessments?
4. What should we do with our diocesan newspaper?

Solutions for finance, operations and technology staff

1. How do other dioceses implement Cathedraticum?
2. How do we keep our diocesan database clean and synced with parish rosters?
3. How can we streamline the technology being used by our diocese, parishes and schools?
4. What are the best software solutions for dioceses? For parishes?

Why should YOU attend?

- You will learn what works and what doesn't based on recent real-world diocesan case studies
- You can bring new strategies and technology solutions back home to your own diocese
- You'll stay up-to-date on the latest diocesan fundraising research and technology trends
- You can build relationships and share ideas with your peers from across the country

Pricing

Diocesan Attendee #1	\$1,000
Diocesan Attendee #2	\$500
Diocesan Attendee #3	\$500
Diocesan Attendee #4	\$250
Diocesan Attendee #5	\$250
Additional Attendees	\$250

For purposes of discount pricing, all attendees from a given diocese will be considered to be a part of that diocesan group regardless of whether they work for the diocese, Catholic Charities or an independent foundation serving the diocese.


Sample Schedule

Sunday, April 11	Monday, April 12	Tuesday, April 13																											
<p>Mass (Divine Mercy Sunday)</p> <p>Registration</p> <p>Hosted Welcome Reception</p> <p>Dinner on your own with friends and colleagues</p>	<p>Opening session</p> <table border="1"> <tr> <td>Breakout sessions</td> <td>Breakout sessions</td> <td>Breakout sessions</td> </tr> <tr> <td>Breakout sessions</td> <td>Breakout sessions</td> <td>Breakout sessions</td> </tr> </table> <p>Catered lunch</p> <table border="1"> <tr> <td>Breakout sessions</td> <td>Breakout sessions</td> <td>Breakout sessions</td> </tr> <tr> <td>Breakout sessions</td> <td>Breakout sessions</td> <td>Breakout sessions</td> </tr> </table> <p>Break</p> <p>Hosted Reception</p> <p>Dinner on your own with friends and colleagues</p>	Breakout sessions	Breakout sessions	Breakout sessions	Breakout sessions	Breakout sessions	Breakout sessions	Breakout sessions	Breakout sessions	Breakout sessions	Breakout sessions	Breakout sessions	Breakout sessions	<table border="1"> <tr> <td>Breakout sessions</td> <td>Breakout sessions</td> <td>Breakout sessions</td> </tr> <tr> <td>Breakout sessions</td> <td>Breakout sessions</td> <td>Breakout sessions</td> </tr> <tr> <td>Breakout sessions</td> <td>Breakout sessions</td> <td>Breakout sessions</td> </tr> </table> <p>Catered lunch</p> <table border="1"> <tr> <td>Breakout sessions</td> <td>Breakout sessions</td> <td>Breakout sessions</td> </tr> <tr> <td>Breakout sessions</td> <td>Breakout sessions</td> <td>Breakout sessions</td> </tr> </table> <p>Closing session</p> <p>Travel home OR dinner with friends and colleagues</p>	Breakout sessions	Breakout sessions	Breakout sessions	Breakout sessions	Breakout sessions	Breakout sessions	Breakout sessions	Breakout sessions	Breakout sessions	Breakout sessions	Breakout sessions	Breakout sessions	Breakout sessions	Breakout sessions	Breakout sessions
Breakout sessions	Breakout sessions	Breakout sessions																											
Breakout sessions	Breakout sessions	Breakout sessions																											
Breakout sessions	Breakout sessions	Breakout sessions																											
Breakout sessions	Breakout sessions	Breakout sessions																											
Breakout sessions	Breakout sessions	Breakout sessions																											
Breakout sessions	Breakout sessions	Breakout sessions																											
Breakout sessions	Breakout sessions	Breakout sessions																											
Breakout sessions	Breakout sessions	Breakout sessions																											
Breakout sessions	Breakout sessions	Breakout sessions																											

Please tell us what you think

We need your input to help us plan the most useful event possible. Please go to <https://prengersolutions.com/summit> and participate in a short survey. There, you'll answer questions including:

1. Do you think your diocesan leadership would benefit from summit like this?
2. What topics interest you the most? How can we improve the plan?
3. Is April 2021 too soon, too far away or just the right timing for a summit like this?

 **Please share your thoughts by June 5, 2020.**

Questions? Call, text or email Nic Prenger at nic@prengersolutions.com or 402.689.5767.