



Camp Beyond – Agenda

April 25 – 27, 2018
YMCA Camp Wanakita

WEDNESDAY APRIL 25

9:00AM	BUS DEPARTS TORONTO AREA
10:00 - 1:30PM	Arrival - Check In - Cabin Assignment - Buffet Lunch
1:30 – 2:00 PM	Welcome to Camp Beyond - Amy Milne, CEO, Beyond Fundraising Inc.
2:00 – 4:15PM	<p>The Logistics Games - Amy Milne, CEO & Chief Creative Officer, Beyond</p> <p>We are in the business of creating memorable experiences for our constituents. However, we often fall flat when it comes to on-event execution (not enough time, money, etc. - we've heard it all!)</p> <p>During this highly interactive, fun and very informative afternoon, Amy and the team at Beyond Inc. will guide you through the A-Zs of amazing event execution. No matter the budget or any other pylons that get in the way, you will leave your participants wanting more. Whether it's a gala, cocktail party, run, walk, ride, donor appreciation event, or anything in-between, everything you experience during this session will translate nicely.</p> <p>From manifests, budgets and volunteer job descriptions to cutting the zip ties and the importance of an amazing opening ceremony – we've got you covered! We will be giving away all our trade secrets and the documents to back it up to be used as soon as you get back to the office.</p> <p style="text-align: center;">Let's do this!</p>
4:15 - 4:30PM	BREAK
4:30 - 5:15PM	<p>Throw the box out with the bath water! Join Sarah Golan, Marketing & Communications Manager, Habitat for Humanity Halton – Mississauga in this highly informative session where she will share how Habitat for Humanity has focused on innovation for their fundraising and internal processes, which has made them the leaders of the pack, despite being a part of a larger National brand.</p>
5:15 - 6:00PM	DINNER
6:00 - 7:00PM	<p>UnPack. UnWind. - Time to meet your cabinmates, unpack and get ready for a FUN evening activity!</p>
7:00 - 10:00PM	Evening Program - Libations - Camp Games & Activities



THURSDAY APRIL 26

8:00 - 9:00AM	BREAKFAST
9:00 - 9:30AM	Networking Walk
9:30 - 10:15AM	<p>Retain, Recruit and Succeed- Emily Smith, Sr. Peer-to-Peer Fundraising Strategist, DonorDrive - Did you know that for every ten participants you lose in your peer-to-peer event, you need to recruit twenty-five new ones to make up the revenue. Join DonorDrive's Emily Smith to learn how to retain current participants while recruiting new participants to grow events. During this session, Emily will also present the success story of Ride Closer to Free, Connecticut's largest bike ride. Whether your participant numbers are down, up or holding steady, you'll learn practical advice on improving the success of your next event.</p>
10:15 - 11:00AM	<p>Taking your silent auction from good to great: The team at Frontstream knows a thing or two when it comes to digitizing your silent auction for maximum success. During this session you will learn some great new tips and tricks to help you raise more money at your next event where silent auctions are key to your financial success.</p>
11:00 - 11:15 AM	BREAK
11:15 - 12:00PM	<p>How to save time and money on your social media strategy. Join Jennifer Paukman, Account Executive at Ramp, for this informative session on how to be successful in social media.</p>
12:00 - 12:45PM	LUNCH
12:45 - 1:30PM	<p>Launching a new D.I.Y. – Do-it-yourself fundraising event into market: Lynn Wilson, Chief Development Officer, POGO Lynn Wilson knows firsthand what it takes to launch a new D.I.Y Fundraising event in the market, and more importantly, how to get your board and Sr. leadership on side to make it a huge success. During this interactive session, Lynn will share her insights and learnings from her very own, real life case study. We know you'll leave this session wanting to talk to Lynn more about this around the campfire!</p>



THURSDAY APRIL 26 – Cont.

1:30 – 3:30PM	Great Outdoor Leadership Programs - Choice of Archery, High Ropes, Low Ropes, Walk in the Woods and many more. This is the time to challenge yourself, support others and network in a way you never knew possible. Smiles, laughter and good stories will be shared and of course, memories will be made! (The basis of every great event!)
3:30 – 4:15PM	Making Noise in a Crowded Room. Join Jamie Lamont, Director, Special Events and Kate Torrance, Director, Integrated Brand Marketing of SickKids Foundation where they will share, how SickKids has built a brand and incorporated this into their events to help them stand out in the market.
4:15 - 5:00PM	The Evolving Trends of P2P-How Technology and the Social Landscape are Impacting P2P Fundraiser Behavior. Join John Abraham of Great Feats while he shares his insights and discusses how these can impact the success of your event the minute you get back to the office on Monday!
5:00 - 6:00PM	DINNER
6:00 - 7:00PM	Cabin Time - Take a walk, grab your plaid and get ready to enjoy another great evening.
7:00 - 10:00PM	Howl at the Moon - Cocktails, networking and lots of plaid! Bring your favourite plaid shirt (pants even - it is Camp!) and spend the evening reveling in all the highlights of the day.



FRIDAY APRIL 27

8:00 - 9:00AM	BREAKFAST
9:00 - 10:00AM	Tricks from a Different Trade: Amy Milne, CEO, Beyond It feels like, no matter who you talk to about the non-profit sector they all say we should be looking to the for-profit sector for best practice business models. While I am sick of hearing this too, I do believe there is a sector we have missed that could provide amazing tidbits for our fundraising events. The Network Marketing industry is a multi-million, maybe even, billion-dollar industry and they have the peer-to-peer model down pat. In this session, Amy will share many of the insights, tips and tricks she has learned along the way.
10:00 - 10:45AM	SURPRISE! This session will be updated soon!
10:45 - 12:00PM	WALO (Water Air Land Olympics) - This team-building exercise will incorporate all that you have learned over the last two days and bring it together in an event. We promise this will be one of the highlights of Camp Beyond!
12:00 - 2:00PM	BUFFET LUNCH & DEPARTURE