



# CONNECT BUILD *Belong*

The Annual  
CONFERENCE

The Association for  
Animal Welfare  
Advancement



## CONFERENCE TRACKS

### FUNDRAISING

### COLLABORATIVE & STRATEGIC LEADERSHIP

### COMMUNICATIONS & MARKETING

### STRATEGIC WORKFORCES

#### TUESDAY, NOVEMBER 4

11:15 am –  
12:15 pm

Developing an  
Impactful Donor  
Stewardship Program

Local Voices, Local  
Choices: the  
TACARE approach  
to animal welfare

Spark Customer Love

Unlocking Cultural IQ  
for Animal Welfare  
& Veterinary Leaders  
of Tomorrow

1:45 pm –  
2:45 pm

Mining Your Board's  
Treasure Map

Pet Problems Are  
People Problems

Leading with  
Confidence and  
Clarity: Harnessing  
Neuroplasticity Tools  
to Empower Teams

Pivot: Strategies  
to Transform  
Leadership Through  
Deep Connection

#### WEDNESDAY, NOVEMBER 5

11:10 am –  
12:10 pm

The 7 Pillars of a  
Thriving Major  
Gifts Program

From Digital Chaos  
to Strategic Impact:  
Building a Technology  
Ecosystem That  
Powers Your Mission

The Words We Use,  
The People We Leave  
Out: Transformation  
Through Storytelling  
and Cultural Con-  
nection

Unlocking Growth:  
Empowering Leaders  
at Every Level of  
Your Organization

1:40 pm –  
2:40 pm

HSMO Day of Giving:  
A Digital Fundraising  
Success Story

Beyond Assumptions:  
A Case Study for  
Engaging Underserved  
Communities in  
Veterinary Care  
Initiatives

Multi-Generational  
Communications

A Roadmap for  
Developing Internship  
Programming at  
Animal Shelters

#### THURSDAY, NOVEMBER 6

9:00 am –  
10:00 am

Direct Marketing  
Fundraising Analytics  
for C-Suite and Board  
Leaders

Stress-Free Strategic  
Planning: Achieving  
Organizational  
Alignment without  
Annoyance

Mastering  
Government  
Relations: Strategies  
for Effective Advocacy  
and Collaboration in  
Animal Control

Compassion Rounds