

Taking Your Campaign on the Road: Engaging Key Constituents through Regional Campaign Events

Michelle Corcoran | *UC San Diego*

Christy Bliss | *UC San Diego*

SESSION DESCRIPTION

The 2017 UC San Diego Campaign Regional Celebration events across the country brought the UC San Diego Campaign to 4 major cities and worked as a critical tool to engage alumni as well as cultivate new volunteer leadership. Come learn how we brought our faculty on the road to engage our donors, and through the use of collaborative leadership, cohesive branding and event technology achieved our highest ever fundraising total in UC San Diego's history.

SPEAKER BIOS



Michelle Corcoran | *UC San Diego*

Michelle Corcoran is the Managing Director for Advancement Signature Events for UC San Diego. Advancement Signature Events provides expertise to Advancement colleagues and its campus partners to conceptualize, design and execute events that provide unique and memorable experiences to donors and prospective donors as well as showcase the stellar students, faculty, staff and accomplishments of UC San Diego. Michelle began her at UC San Diego career in 2003 when they publically launched their first fund raising campaign. A UC Santa Barbara graduate in Theater Arts, Michelle's resume spans every area of the hospitality business: travel agent, destination management, director of hotel sales and marketing, and a Certified Meeting Professional since 2001. More recently, Michelle led the event planning for the public launch celebration of Campaign 2.0 last March. When Michelle isn't planning events she is busy with her two children. If she isn't at a soccer game or the dance studio, her husband is taking her camping and hiking. (Although In truth, she would rather be at a resort on the beach at sunset with an umbrella-topped beverage.)



Christy Bliss | *UC San Diego*

Christy Bliss leads the Office of Donor Experience and Engagement within Advancement Operations and Campaign at UC San Diego, which provides central support to the other units within Advancement. Within this leadership role, Christy provides strategic direction and resources to execute innovative, personalized and donor-centric donor relations activities for top prospects and donor cohorts. Managed activities include special communications, one-off touches, recognition, engagement and cultivation events.

SESSION DESCRIPTION & SPEAKER BIOS



Christy has been with UC San Diego Advancement since 2011, and prior to joining the Advancement Operations and Campaign team, held two positions within Health Sciences Advancement. Christy started out her career at UC San Diego by managing highly strategic salon and fundraising events in support of Health Sciences, and after two years was promoted to an Associate Director of Development where she was charged with leading the Health Sciences faculty and staff campaign efforts.

Christy has worked for the UC system for over 13 years. A graduate of UCLA, Christy started her career as a Student Affairs Officer at her alma mater.