

### **Closing Your Campaign with a Big Bang at a Small- to Medium-Sized School**

**Sara Isenhour** | *Christopher Newport University*

**Cassandra Krah** | *Christopher Newport University*

**Julie Morrison** | *Villanova University*

#### **SESSION DESCRIPTION**

Villanova University and Christopher Newport University each recently concluded fundraising campaigns complete with all the events and fanfare. We will review all logistical and donor-related aspects of our event weekends including collateral materials (save the date cards, invitations, tickets, parking passes, etc.), catering, securing sponsorship, image mapping, diagramming and orchestrating four overlapping events for an overall total of 6,000 people. Campaigns centered on different themes of “Defining Significance” and “For the Greater Great: The Villanova Campaign to Ignite Change”, which each span across the university for the duration of the campaign. In this session, we will review the importance of branding and collaborating with various campus departments to execute a successful closing while working within time, staffing and budget constraints.

#### **SPEAKER BIOS**

**Sara Isenhour** | *Christopher Newport University*

Sara Isenhour has been an Assistant Director of University Events at Christopher Newport University for three years. During her time, she has coordinated and managed a variety of major university events for the President’s Office, Athletics, Advancement, and Academic programs. Prior to this role, Sara worked as the Donor Relations Manager and the Interim Special Events Coordinator for the Old Dominion Athletic Foundation at Old Dominion University. Sara graduated from Christopher Newport University in 2009 with a Bachelor of Arts in Communication.

**Cassandra Krah** | *Christopher Newport University*

Cassandra Krah is an energetic, self-motivated entrepreneur with 16 years of experience in event planning and 7 years of experience in higher education. She is the Assistant Director of University Events at Christopher Newport University in which she coordinates and manages all phases of major university and ceremonial events for the President, Advancement and high-level donors. Prior to serving in this role, Cassandra worked at two other universities in similar capacities. She has a proven track record of increasing fundraising and participation goals by at least ten percent, implementing new programs and organizations for students, and planning innovative events. Cassandra holds a master’s degree in Leadership from Central Michigan University and a bachelor’s in Business Administration with a concentration in Marketing from Central State University.

**Julie Morrison** | *Villanova University*

Julie Morrison serves as Director of Special Events in the Office of University Advancement at Villanova University. In her role Julie provides management and strategic direction to the Special Events Team.

## SESSION DESCRIPTION & SPEAKER BIOS



The Special Events Team manages over 400 events a year both on and off campus for the Office of University Advancement. Prior to joining Villanova, Julie held the role of Director of University Events at La Salle University in Philadelphia. At La Salle, Julie oversaw all of the special events of the university including academic, athletic and alumni events. She has her undergraduate degree from Susquehanna University and a Certificate in Meeting and Event Planning from Northeastern University.