

SESSION:

Enhancing Donor Engagement: Event Team Strategic Planning and Partnerships



Speaker Profile:

Lynn Bautista | UC San Diego



Lynn is the Director of Special Events and Protocol at UC San Diego, and boasts two decades of events industry expertise. Her passion for higher education is evident in her specialization in donor experience and engagement within Advancement events. Notably, Lynn recently rejoiced with her colleagues as they successfully concluded a \$3.05 billion campaign for UC San Diego. Eagerly riding that wave of achievement, she anticipates new challenges on the horizon. Outside of her professional endeavors, Lynn treasures quality time spent with family and friends, adding balance to her dynamic career.

About the Session:

Join us for a transformative session on the essence of donor engagement, where we explore the art of strategic planning and partnerships between Advancement and event teams. Uncover the pivotal elements that elevate donor engagement, emphasizing the role of collaboration. Learn how meticulous planning enhances the donor experience and propels your organization's mission. Be ready for inspiration and actionable strategies as we unveil the limitless potential when Advancement and event teams unite. Let's reshape the donor engagement landscape and establish a new philanthropic standard together.