



**YOUR ASSIGNMENT,
SHOULD YOU CHOOSE
TO ACCEPT IT:**

JOIN US

Non-Profit Senior Living Development Professionals, CEO's, CFO's, Executive Directors, and Trustees from SC, NC, Georgia, and Tennessee to explore trends and opportunities in Senior Living Fundraising and Philanthropy.

- Scout: Development Trends
- Analyze: Why Development?
- Plan: Capital & Capacity
- Connect: Designing Engagement
- Pitch: Talking Planned Giving
- Engage: Mission-Driven Storytelling

CONTACT:

Beth Bouknight, Dir. of Education
LeadingAge South Carolina
803-665-6934 BBouknight@LeadingAgeSC.org
3022 S. Morgan Point Rd. #250
Mount Pleasant, SC 29466

MISSION: POSSIBLE

**MORE THAN FUNDRAISING
IT'S MISSION ADVANCEMENT**

**LEADINGAGE SOUTH CAROLINA
FIRST ANNUAL
DEVELOPMENT SUMMIT**

**THURSDAY,
OCT. 16, 2025**

LeadingAge®
South Carolina
the voice of aging services



@LeadingAgeSC
www.LeadinAgeSC.org



GAMEPLAN:

REGISTRATION

\$50.00 per attendee.
Registration Deadline: Oct. 6
Limited seating.

Register online at
www.leadingagesc.org

Request a paper (Word) registration form from Beth Bouknight at
BBouknight@LeadingAgeSC.org

CEU's:
LeadingAgeSC has applied for 4 CEU Hours to SC LLR (via CEBroker)

LOCATION:

Still Hopes Episcopal Retirement Community
1 Still Hopes Drive
West Columbia, SC 29169





Morning Mingle:

Coffee & Pastries from 9:00 - 9:30 am

KEYNOTES:



9:30-10:45 am

Development Trends

Are you ready for what's coming?

Bank of America Philanthropic Strategist, Holland Dunn has spent over 20 years serving at the intersection of philanthropy and public policy. Employing collaboration and partnership, Holland has garnered national attention and NIH support for advancing locally-identified solutions in communities overlooked by traditional philanthropy. She has filled executive leadership roles and as a principle advisor to leading private philanthropies, including CCRC's.

Holland will provide insight and perspective on the unfolding economic environment, and its impact on aging services and development.

Holland Dunn, Sr. V.P. & Philanthropic Strategist
Bank of America |
National Consulting & Advisory Practice



12:15 - 1:30 pm

LUNCH

Capital Campaigns

Buildings only?

Founder, President, and CEO of Custom Development Solutions, David Phillips has spent 40 years providing fundraising counsel, planning and management for successful campaigns in 43 US states and throughout Canada. His work has generated over \$2.5 billion dollars in campaign funds.

A lecturer and contributor to publications such as the Wall Street Journal, Fundraising Success, and Entrepreneur magazine, David will provide insights and strategies on how capital campaigns can fund yes ... buildings, but can also fuel resource aquisition, programs, and innovation that deliver missions.

David Phillips, Founder & CEO
Custom Development Solutions, Inc. (CDS) |
Non-Profit Fundraising Specialists



3:00-4:00pm

Marketing Philanthropy

Can you design engagement?

Cynthia Thurlow's 30-year career in branding and advertising spans a multitude of industries. Today, however, as Founder and Principal of 3rd3rd Marketing, she focuses her agency's efforts on *Making Aging Better*. Partnerships with LeadingAge and AgingIn have helped 3rd3rd become the Un-Senior Living Agency.

Cynthia and accomplished Account Manager, Amy Estridge, will explore tactics for connecting with donors in authentic, human-centered ways through campaign branding, positioning, and mission-aligned messaging.

Cynthia Thurlow, Founder & Principal
Amy Estridge, Account Manager
3rd3rd Marketing | Branding for Senior Living Communities



BREAKOUTS:



11:00 am -12:00 noon

Investing in Development

Considering a formal Development Program?

CCRC CEO's on the benefits, the challenges, the value, the path.

Danny Sanford, CEO, Still Hopes
Sarah Tipton, CEO, Bishop Gadsden
Michelle Wooley, ED, Deerfield Charitable Foundation



11:00 am - 12:00 noon

Storytelling: Making Digital Connections

Digitally Powered Giving?

Social media, newsletters, and annual reports offer powerful opportunities to tell stories that engage and motivate giving.

Antonio Stinson, Digital Storyteller
Bishop Gadsden



1:45 - 2:45 pm

Fundraising for Employee Advancement

Boost Employee Morale & Retention through Development?

Strategic Fundraising can support staff and build culture through Employee Assistance, Appreciation, and Education.

Ezra Hall, Dir. of Philanthropy & Engagement
The Woodlands at Furman



1:45-2:45 pm

Planned Giving Conversations

Elevator pitches? Conversation starters?

Confidently initiate and guide meaningful planned giving discussions.

Bill Yeager, Sr. Director of Legacy & Class Giving The Citadel