

# Give & Take:

## Consumers, Contributions, and Charity

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**7:30-8:30 am**      **Registration**

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**8:30-8:45 am**      **Welcome & Introductory Remarks**

**Tom Pahl**

Acting Director, Bureau of Consumer Protection, Federal Trade Commission

**Cynthia H. Coffman**

Attorney General, State of Colorado

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**8:45-9:45 am**      **Panel 1: Combatting Charity Fraud - Enforcement Issues**

What can we learn from recent examples of charitable solicitation fraud? What legal challenges do regulators and law enforcement face in effectively preventing and stopping illegal conduct in the nonprofit sector?

**Moderator:**

**Karin Kunstler Goldman**

Deputy Chief, Charities Bureau

Office of the New York State Attorney General

**Panelists:**

**Tracy S. Thorleifson**

Attorney, Northwest Region, Federal Trade Commission

**Alissa Gardenswartz**

Deputy Attorney General, Consumer Protection Section

Office of the Colorado Attorney General

**Lloyd Hitoshi Mayer**

Professor of Law, Notre Dame Law School

**David C. Vladeck**

Professor of Law, Georgetown University Law Center

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9:45-10:50 am

## Panel 2: The State of Giving Today – An Overview of Charities and Donors

What does the data tell us about the state of the charitable sector today? Who is donating, where are they directing donations, and how are they giving? How do cultural and generational contexts affect giving decisions?

### Moderator:

**Karen Gano**

President, NASCO

Assistant Attorney General, Office of Attorney General George Jepsen

### Panelists:

**Elizabeth Troccoli Boris**

Institute Fellow, Urban, Institute

Waldemar A. Nielsen Chair in Philanthropy

Visiting Professor of Practice, McCourt School of Public Policy

Georgetown University

**Dr. Una Osili**

Director of Research, Indiana University Lilly Family School of Philanthropy

Professor of Economics and Philanthropic Studies, Indiana University-Purdue

University Indianapolis

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10:50-11:05 am

## Break

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11:05-11:45 am

## Panel 3: Why Give? A Look at What Motivates Giving

Why do people give and what factors influence giving decisions?

### Moderator:

**Hugh R. Jones**

Deputy Attorney General

Tax & Charities Division, State of Hawaii

### Panelist:

**Adrian Sargeant**

Director, Hartsook Centre for Sustainable Philanthropy

University of Plymouth, United Kingdom

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11:45-1:00 pm

## **Panel 4: Future of Fundraising – Emerging Challenges for Donors & Regulators**

How will the sharing economy develop and affect philanthropy as millennials age? What are the implications for consumers and law enforcement? In the near term, how will new technologies like immersive story-telling, augmented reality, and virtual reality change the ways charities engage with donors? What do these changes mean for donors, regulators and the sector?

### **Moderator:**

**Cindy M. Lott, Esq.**

Director, Nonprofit Management Programs  
School of Professional Studies, Columbia University  
Senior Fellow, Center in Nonprofits and Philanthropy, Urban Institute

### **Panelists:**

**Rachel Hatch**

Research Director, Institute for the Future

**Marcia Stepanek**

Lecturer, Columbia University School of Professional Studies

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1:00-2:00 pm

## **Lunch**

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2:00-3:30 pm

## **Panel 5: Navigating Charitable Giving Today - Current Donor Choices and Challenges**

Charities reach today's donors through many different modes, from traditional direct mail and telemarketing to online fundraising, crowdfunding and even through cause marketing campaigns. What benefits and challenges do these varied fundraising channels present for donors?

### **Moderator:**

**Bob Carlson**

Senior Assistant Attorney General, Missouri Attorney General's Office

### **Panelists:**

**Tiffany Neill, CFRE**

Partner, Lautman Maska Neill & Company

**Amy Sample Ward**

CEO, NTEN: The Nonprofit Technology Network

**Daniel Gordon**

Head of Trust and Safety, GoFundMe

**David Hessekiel**

President, Engage for Good

**Bennett Weiner**

COO, BBB Wise Giving Alliance

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3:30-3:40 pm

## **Break**

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3:40-4:30 pm

## **Panel 6: Data for Good – Empowering Donors Through Education**

How do we educate donors of all ages and incomes to detect and avoid deceptive charitable solicitations? What information is most valuable to donors when deciding which charity to support? Do new forms of donor engagement provide new opportunities for learning? What is the importance of showing impacts and outcomes? What role can government, charity monitors and raters, gatekeepers and charities themselves play in promoting informed giving choices and detecting fraud?

### **Moderator:**

**Janice L. Kopec**

Attorney, Division of Marketing Practices, Federal Trade Commission

### **Panelists:**

**Nageeb S. Sumar**

Deputy Director, Philanthropic Partnerships at Bill & Melinda Gates Foundation

**Jacob Harold**

President & CEO, GuideStar

**Michael Thatcher**

President & CEO, Charity Navigator

**Steve MacLaughlin**

Vice President, Data & Analytics, Blackbaud Inc.

**Elizabeth Grant**

Sr. Asst. Attorney General, Oregon Dept. of Justice

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4:30-5:25 pm

## **Panel 7: Safeguarding Donors from Fraud and Deception – Identifying Possibilities and Priorities**

How can government, the sector, relevant gatekeepers, and others work together to protect donors from fraud? What red flags should alert government to possible problems? How can enforcement priorities and regulatory responses be optimized? What additional research or data would be useful?

### **Moderator:**

**Tracy S. Thorleifson**

Attorney, Northwest Region, Federal Trade Commission

### **Panelists:**

**Andrew Watt**

Global Strategy Consultant

Former President & CEO of the Association of Fundraising Professionals

**Marc Owens**

Partner, Loeb & Loeb, LLP, Washington, DC

**Art Taylor**

President & CEO, BBB Wise Giving Alliance

**Allison Grayson**

Director of Policy Development and Analysis, Independent Sector

**Sue Santa**

Consultant

Adjunct Faculty, Columbia University School of Professional Studies

**Mark A. Pacella**

Chief Deputy Attorney General

Charitable Trusts and Organizations Section, Pennsylvania Office of Attorney General

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5:25-5:30 pm

## **Concluding Thoughts**

**Charles A. Harwood**

Regional Director, Northwest Region, Federal Trade Commission

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