

Development SYMPOSIUM CAROLINAS

LeadingAge[™]
North Carolina

LeadingAge[®]
South Carolina
the voice of aging services

Our Development Symposium brings together fundraising professionals and nonprofit leaders to share proven strategies, foster meaningful connections, and provide actionable insights to strengthen fundraising success.



DATE

Thursday, October 15, 2026



TIME

9:00 A.M. – 4:00 P.M.



LOCATION

Still Hopes Episcopal Retirement Community
1 Still Hopes Drive, West Columbia, South Carolina

REGISTER NOW

Visit Our Website
www.leadingagesc.org



Development Symposium Carolinas

Thursday, October 15, 2026

Agenda

9:00–9:30 a.m.

Light Continental Breakfast & Check-in

Enjoy breakfast, network with colleagues, and check in before the program begins.

9:30–10:30 a.m.

Welcome and Session 1

“Mission, Relationships, and Results: A Conversation on Lasting, Enduring Philanthropy” (1 CEU)

Presenters: Annie Everleigh, Director of Advancement, SC Baptist Ministries of Aging, Columbia, SC; Dale Melton, CEO Covenant Village, Gastonia, NC; Elizabeth Stevens, Vice President for Mission and Communications, Bishop Gadsden, Charleston, SC; and Michelle Wooley, Executive Director of Deerfield Charitable Foundation, Asheville, NC

Discover what it takes to build strong donor relationships and create meaningful, lasting impact. A panel of philanthropic leaders will share their experiences, insights, and practical strategies for advancing organizational missions, engaging supporters, and strengthening communities. Through an engaging, moderated conversation, participants will hear diverse perspectives and gain actionable ideas to apply within their own organizations.

10:30–10:40 a.m.

Break / Transition

10:40–11:40 a.m.

Session 2: “Elevating Your Success with a Compelling Foundation Brand” (1 CEU)

Presenters: Ezra Hall, Director of Philanthropy and Engagement, The Woodlands at Furman; and Amy Estridge, Director of Account Services, 3rd 3rd Marketing

Life plan communities often focus on their organization’s brand, leaving their foundation’s brand undeveloped and unclear. This session will offer an alternative that could dramatically elevate your philanthropic success. Presenters will explain how a compelling, well-articulated foundation brand can build donor trust, signal your organization’s competence, and clarify its impact. They will examine how foundation branding influences donor behavior and outline practical steps to align your foundation’s identity with your organization’s purpose. You’ll take home strategies to secure larger corporate sponsorships, deepen donor engagement, and encourage more consistent giving by building a foundation brand that reflects your community’s heart and mission.

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11:40 a.m.–1:10 p.m.	Lunch & "Give a Penny/Take a Penny" During lunch, participants are invited to take part in a collaborative idea exchange. Come prepared to share one fundraising idea, challenge, success story, resource, or question with your peers. "Give a Penny/Take a Penny" is an informal networking activity designed to encourage participants to both contribute their own experiences and gather new ideas they can implement in their organizations.
1:10–2:10 p.m.	Session 3: "Four Reasons People Don't Give" (1 CEU) Presenter: Monroe Free, Leadership Coach, The Leaders Perspective In this engaging session, participants will learn the four key reasons people don't donate to an organization and discover practical strategies for overcoming each barrier. Participants will gain actionable ideas they can use to attract more donors, strengthen donor relationships, and increase the amount donors give.
2:10–2:20 p.m.	Break / Transition
2:20–3:20 p.m.	Session 4: "More Human, Not Less: AI for Relationship-Driven Development" (1 CEU) Presenters: Matthew Chronis, Co-Founder and CFO of Evolvia Systems and Max Kabanuk, Co-Founder and CEO of Evolvia Systems Philanthropy runs on relationships and trust, yet lean development teams cannot personally sustain every connection as they grow. This session reframes AI not as a content machine but as relationship infrastructure, the layer that helps a small team keep hundreds of donor and family relationships genuine, timely, and human. Drawing on real experience building and running AI inside senior living communities, Matt Chronis and Max Kabanuk will show what AI can and cannot do in a community like yours, where the line between human and automated should sit, and how to add an AI-assisted touch that deepens rather than dilutes personal connection. Attendees will leave able to tell real capability from hype and apply it without getting burned.
3:20–4:00 p.m.	Wrap-Up Review key takeaways, answer final questions, complete evaluations, and discuss next steps for applying the day's learning.
	Total Continuing Education Credits: 4 CEUs

Registration Form

Development Symposium

Thursday, October 15, 2026 at Still Hopes Episcopal Retirement Community

LeadingAge Member Registration fee.....\$125.00

Non-Member Registration fee\$175.00

- ****Register directly with LeadingAge South Carolina by emailing this registration form to bbouknight@leadingagesc.org to reserve your spot**
- All checks payable to LeadingAge South Carolina
- Registration Deadline is Thursday, September 24, 2026

Name of Facility/Organization _____

Address _____

City, State, Zip _____

Telephone () _____

NAME	TITLE	EMAIL	LTHCA LIC#	COST
1.				
2.				
3.				
4.				
5.				

TOTAL PAYMENT: \$ _____

**Registration Deadline is Thursday, September 24, 2026 directly with
LeadingAge South Carolina**

Please email form to bbouknight@leadingagesc.org while payment is being processed to reserve your spot.

Make Checks payable to LeadingAge South Carolina and Mail to:



**LeadingAge South Carolina
3022 South Morgan Point Road #250
Mt. Pleasant, SC 29466**

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