<table>
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| 9:00 – 9:30 am | **Welcome and Introductions**  
*Barbara Alison Rose, Executive Director, Aid for Africa* |
| 9:30 – 10:05 am | **Returning to Burundi: Reconciliation through Community-Driven Health**  
*Deogratias Niyizonkiza, Founder and CEO, Village Health Works* |
| 10:10 – 10:45 am | **Digital Persuasion—When Does Social Media Motivate Beyond Clicks? Insights from Research**  
*Julie Dixon, Deputy Director, Center for Social Impact Communication, Georgetown University* |
| 10:45 – 11:20 am | **The Changing On-line Landscape for Digital Giving from Donation Pages to Mobile Giving—Can Small Nonprofits Compete?**  
*Caryn Stein, Director, Content Strategy, Network for Good* |
| 11:20 – 11:55 pm | **The Content Conundrum: We Have Content, Now What Do We Do With It?**  
*Ríché Zamor, Director of Digital Strategy, 4Site Interactive Studios* |
| 12:00 – 1:30 pm | **Lunch — Buffet with Breakout Sessions and Networking** |
| 1:30 – 2:00 pm | **Speaking Out for Forgotten Refugee Girls**  
*Yar Ayuel, Ambassador, RefugePoint* |
| 2:00 – 3:00 pm | **Building Partnerships with Aid for Africa**  
*Julie DeVoe, The Morehead-Cain Foundation, University of North Carolina*  
*Julie Dixon, Center for Social Impact Communication, Georgetown University*  
*Travis Randall, Ubuntu Education Fund and Experian QAS*  
*Jackie Lauer, Aid for Africa Endowment for Food and Sustainable Agriculture at Tufts University’s Friedman School* |
| 3:00 – 4:00 pm | **Trends in Outreach and Fundraising**  
**Communications Strategies — Partnering for More Outreach**  
*Courtney Petersen, Senior Communications Officer, Tostan*  
**Fundraising Networks — Collaboration versus Competition**  
*Cheryl Hamilton, Associate Director for External Relations, RefugePoint*  
**Website — Keeping a Site Compelling, Interactive, and Mobile**  
*Emily Rauch, Senior Interactive Producer, OmniStudio*  
**Social Media — Tips for More Effective Facebook and Twitter**  
*Ríché Zamor, Director of Digital Strategy, 4Site Interactive Studios* |
| 4:00 – 4:30 pm | **Loose Ends and Wrap Up** |
| 4:30 – 5:00 pm | **Thoughts on Development in Sub Saharan Africa**  
*H.E. Liberata Mulamula, Tanzanian Ambassador to the United States* |
| 5:00 – 6:30 pm | **Reception — Marriott Courtyard Patio** |