The session will help fundraising professionals understand how to create and implement language that standardizes the way stakeholders describe the organization and grabs the attention of its current and prospective donors. Presentation title: Speaking their language: Engaging donors and Stakeholders by effectively communicating impact.

ABOUT LAUREN
Lauren Siegel is an Advisor at trepwise with experience in marketing and operations management, as well as strategic planning and business development. She brings to the table a wealth of business knowledge and a vast network of local professionals and entrepreneurs. Lauren works with her clients to design effective and creative strategies to scalability and sustainability. According to Lauren, the highlight of working with clients is the opportunity to harness each individual's knowledge for the pursuit of client empowerment. The result is an enriching relationship that builds capacity on both sides of the table. Lauren leverages these relationships in her work at trepwise to design and implement strategic growth plans for both for and non-profit organizations. Prior to joining trepwise, Lauren worked as a marketing and operations consultant for small and large ventures. She has experience in both for-profit and non-profit sectors and has worked in a variety of industries including food and beverage, fashion, digital media, public health, and healthcare. Lauren obtained her BA in French and MBA in Marketing & Strategic Management from Tulane University. Lauren is a second generation New Orleanian. Born and raised in the city by transplant parents, she has always seen herself as an integral link between the city's historical culture and post-Katrina entrepreneurial rejuvenation. Lauren's love of a good business pitch drives her to serve as a volunteer coach for organizations such as Propeller, Junior Achievement, and City Year. She is also an empowerment coach for the You Night Breast Cancer Survivor Program.
ABOUT PALMER

Palmer Mills is an Associate at trepwise, where she is responsible for supporting all facets of client engagements and helps to ensure that projects are executed to the highest level of quality. She provides primary research, quantitative and qualitative analysis, and client communications and management. Palmer also supports the growth of trepwise internally, working closely with the Director of Brand and Culture.

Prior to joining trepwise, Palmer worked and interned for a variety of non-profits in New Orleans. Most recently, she worked at Covenant House New Orleans, a program for homeless, runaway, and at-risk youth. At Covenant House, Palmer gained experience in marketing, communications, event planning, and donor cultivation. In addition to working in development, Palmer led a significant expansion of the volunteer program at Covenant House.

Palmer graduated magna cum laude from Tulane University with a triple major in Political Science, Sociology, and English. While at Tulane, Palmer engaged with the New Orleans community through a women and youth mentoring program and through her internships at Eden House, a program for survivors of human trafficking, and the ACLU of Louisiana. After graduating, she knew she wasn't ready to leave New Orleans, and was delighted to stay in the city and begin working with homeless youth at Covenant House.

Prior to attending Tulane, Palmer majored in dance at a performing arts high school in Houston. She has kept dance close to her heart and is a company member with the Mélange Dance Company. When she's not dancing, you can find Palmer outside - whether it's by the bayou, exploring a national park, or just enjoying the New Orleans sun.