

2011 Nonprofit Learning Series - Seminar Descriptions

March 12, 2012 – **Making Meetings Matter**

Stephen Earnest

Trust and participation are closely linked. In this workshop, we will discuss and practice ways to improve trust and methods for managing participation in meetings. This includes getting the silent ones to talk more and the dominant ones to talk less. We will discuss ways to bring the rules of the meeting to a conscious level and to modify them when necessary with commitment from all. We will discuss meeting planning tools for use before as well as during the meeting. We will discuss and practice methods for more accurate recording.

April 9, 2012 – **Mini-Board Retreat**

Bryan Orander

When is the last time your board retreated? A retreat can add great benefit to any organizations, nonprofits notwithstanding. At our board meetings, there is business and decisions to be made, but do we really take the time to discuss generative questions that help us explore the future, our environment, or our responsibilities? A board retreat gives pause to the typical board business and allows time for discussion around areas that we so often put off until the next board meeting. At this mini-board retreat, we will discuss roles, responsibilities, and thought provoking questions that all boards should be discussing. Come with your fellow board members and prepare to be re-energized about the work for your board.

May 14, 2012 - **The Cure for the Special Events Bug**

Nick Parkevich

Ever feel like your organization is infected with the special events bug? While there is certainly a place for events in a diverse fundraising program, most organizations rely too heavily on events and fail to maximize the opportunities that events offer.

Often cited as a major reason for board member and development staff burn-out, events are one of the most abused, misused and addictive forms of fundraising.

Based on the article *Avoiding the Highly Contagious Special Events Bug*, co-authored by Nick Parkevich for the Association of Fundraising Professionals (AFP), you will learn strategies for making the most of your events by establishing a process before your event and developing strategies for increasing board engagement in developing donor relationships after your event.

June 11, 2012 - **Developing Your Case for Support & Practical Tips for Making the Ask**

Phil Purcell

This session will define the effective use of a "case" for support to your organization. Samples will be shared and the key elements of a successful case statement will be explained. Time will be allowed for each participant to begin work on a case for support for his or her organization.

Practical tips for making an "ask" for a gift will be shared, including answers to these key questions:

- Who should make the ask?
- What should be asked for - and for how much?
- When should the ask be made?
- Where should the ask be presented?
- Why are you asking (how to incorporate the case for support)?
- How do you make the ask and respond to questions or rejections?

Sample language, specific examples and case studies of successful "asks" will be shared.

August 13, 2012- **Outcomes Measurement & Grant Writing 101**

Jan Ferris

Every organization likes to think its name is a household word, its reputation spotless; its programs are best-in-class. Image studies and program evaluations are the tools to inform you whether these perceptions are accurate or total fiction. We'll discuss steps to measure your organization's impact and gain candid evaluations of your programs.

September 10, 2012 - **Financial Reports & Budgeting**

Barbara Bitzer

In addition to managing cash, nonprofit organizations have a special need to prevent and detect fraud.

While for-profit organizations also must watch for fraud, the nonprofit sector has some unique considerations. To keep donations flowing, the need to maintain the public's trust and protect the organization's reputation is paramount. We will discuss some easy internal controls that can be implemented to *prevent and detect fraud* in your organization.

October 8, 2012 – **Marketing and Using Social Media**

Jason Gloye and Hannah Shaner

Got a marketing goal for your non-profit but not sure how to achieve it? Your answer may lie within the framework of a marketing plan. Learn how to more clearly define your goals and audiences and how to effectively reach them online with social media, or with traditional forms of marketing. Whether you're a large or lean operation, this workshop will discuss some of the most effective ways to market yourself as a nonprofit, the audience you wish to reach, and how to craft messages to each, whether it is clients, volunteers / boards, donors, or the general public.

November 12, 2012 – **Nonprofit Collaboration: What Is It and How Do We Do It?**

Mike Stone

There is much talk today about the need for nonprofits to collaborate more. But the reality is that nonprofits collaborate all the time...joint training, joint programs, etc. So, what's the problem and how do we fix it? This workshop will provide a framework for understanding and a vocabulary for talking about the various forms of collaboration. Building on this foundation, participants will examine case studies of actual collaborations to uncover the factors that contribute to successful partnerships as well as the barriers that can get in the way.