

Nonprofits LEAD



Marietta College

2018 Annual Conference

The premier Mid-Ohio Valley Nonprofit Capacity Building Conference

Conference Cost is \$55 for the full day and \$30 to attend a half day (morning or afternoon session)

Join us on Wednesday, May 9 from 8:30 a.m. - 5:00 p.m. as we explore topics around:

- **Board Development**
- **Fundraising**
- **Starting a Nonprofit**
- **Community Impact**
- **Goal Setting**
- **Strategic Planning**
- **Event Planning**
- **Mental Health**
- **Technology**

*The conference will open with an official welcome by
Dr. William Ruud, Marietta College President.*

This year's Keynote Speaker is Jon Bourdon.

His presentation, Why Can't They All Be like Me?, will explore the importance of professional communication and relationship building in a humorous yet poignant manner.

Workshop presenters include professionals from:

Bayer Center for Nonprofit Management at Robert Morris University
Collective Impact, LLC.
Ethos Leadership Group, LLC
Habitat for Humanity of the Mid-Ohio Valley
Marietta College Advancement Office
Marietta Main Street
Regional Innovation at Ohio University
SLOFTL Group, LLC.
Social Enterprise Ecosystem (SEE) Program at Ohio University

For More Information:

- Register for the conference at <http://mcdonough.wufoo.com/forms/w1lkqae21u1kd79/>
- Contact Heather Miller at hee002@marietta.edu or call **330-206-7563**
- The conference schedule and full list of workshops can be found at www.marietta.edu/nonprofits-lead-events
- Follow us on Facebook at www.facebook.com/NonprofitsLEAD

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8:30 *Registration*

9:00 *Opening Plenary* *Opening Plenary with Dr. William Rudd, Marietta College President*

9:40 *Session 1*

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| 1A. | Getting the Best Board and the Best from Your Board | Dr. James S. Wilson |
| 1B. | Formal Technology Planning: What It Is + How It Helps | Cindy Leonard |
| 1C. | Interactive Non-Profit Startup Toolkit Experience | Megan Riddlebarger & Jen Simon |

10:50 *Session 2*

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| 2A. | Recruiting the Board You Really Need with Purpose and Process | Dr. James S Wilson |
| 2B. | The Art of the Ask: Understanding your Donor, How To, and How Much | Douglas M Evans |
| 2C. | Mental Health First Aid | Elizabeth Ford |

12:00 *Lunch*

12:30 *Keynote* *Keynote Presentation* *Jon Bourdan*

1:40 *Session 3*

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| 3A. | Getting Your Board on Board with Fundraising | Douglas M Evans |
| 3B. | Building Bridges for Organizational Sustainability & Community Impact | Bruce E. Decker |
| 3C. | Getting Where You Want to Go: Setting & Reaching Goals Part 1 | Ben Bradley |

2:50 *Session 4*

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|-----|---|--------------------|
| 4A. | Strategic Thinking: A Healthy Alternative to Planning | Becky Mathis-Stump |
| 4B. | Low Capacity, High Impact Event Planning | Cristie Thomas |
| 4C. | Getting Where You Want to Go: Setting & Reaching Goals Part 2 | Ben Bradley |

4:00 *Networking* *Networking Event with hors d'oeuvres*

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SESSION 1 WORKSHOPS FROM 9:40 - 10:40 A.M.

1A GETTING THE BEST BOARD AND THE BEST FROM YOUR BOARD

Dr. James S. Wilson, Principal, SLOFLT Group LLC

The role of the nonprofit board has come under greater scrutiny, and for good reason. The organization's capacity to demonstrate real impact with its programs is directly tied to the board's capacity to function effectively. This workshop will examine the basics of governance and the ways in which a board can enhance its performance. Discussion will address the changing role of not-for-profit executive boards, and foster reflection and discussion of the relationship between the organization Executive Board and the organization's professional leader/executive in an ever-changing social, economic, legal, and non-profit organization environment. It will review in broad aspects putting together an effective Board, including identifying skills you have and need on your Board, how to identify and integrate new Board members, how to recognize what you've always done will no longer work, and how to plan for succession of your board members and executive director.

1B FORMAL TECHNOLOGY PLANNING: WHAT IT IS + HOW IT HELPS

Cindy Leonard, Consulting Team Leader at the Bayer Center for Nonprofit Management at Robert Morris University

Overwhelmed by your organization's growing technology requirements? Concerned about your ability to meet your needs and make good decisions? The process can be mind-boggling but you can implement a healthy and dynamic process to plan for technology that will meet your needs. In this session, we'll talk tech planning and give you a process for getting started and managing the process.

1C INTERACTIVE NON-PROFIT STARTUP TOOLKIT EXPERIENCE

Megan Riddlebarger, Entrepreneur in Residence with the Social Enterprise Ecosystem (SEE) Program, Ohio University

Jennifer Simon, Executive Director of Regional Innovation

Participants will hear a brief overview of a one-page startup planning tool, followed by group brainstorming and in-the-moment use of the tool with examples from the group. The tool, a one-page 'Canvas,' is broadly used in both non-profit and for-profit enterprises and has proven successful in earliest-stage enterprise planning for all types of ventures.

SESSION 2 WORKSHOPS FROM 10:50 - 11:50 P.M.

2A RECRUITING THE BOARD YOU REALLY NEED WITH PURPOSE AND PROCESS

Dr. James S. Wilson, Principal, SLOFLT Group LLC

Are your board members full of talk and no action? Do you lack confidence in your board's follow-through? Do you wish you could ask some board members to leave? In support of the conference's overall theme of "capacity building", the seminar will address the concepts involved with recruiting a balanced, engaged, and connected board which is critical to any organization's short and long-term success. Making sure you have the right people around the table, and that all are contributing of their time, talents, and treasures to the maximum extent possible, is the responsibility of the organization's leadership. In the seminar we'll address a number of important questions about the selection and development of board members, as well as several other important and necessary actions and activities involved with recruiting the board you really need!

2B THE ART OF THE ASK: UNDERSTANDING YOUR DONOR, HOW TO, AND HOW MUCH

Doug Evans, Advancement Gift Officer, Marietta College Office of Advancement

Anyone can ask someone for money but getting the most out of an ask is an artful skill that takes time to develop. In this workshop we will discuss how to best develop our skills as a fundraiser and how to listen to and develop relationships with your donors that will result in stronger commitment over time.

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2C MENTAL HEALTH FIRST AID

Elizabeth Ford, Marketing and Stigma Reduction Coordinator at Westbrook Health Services

Mental Health First Aid allows for early detection and intervention by teaching participants about the signs and symptoms of specific illnesses like anxiety, depression, schizophrenia, bipolar disorder, eating disorders, and addictions. The program offers concrete tools and answers key questions like “What can I do?” and “Where can someone find help?” Participants are introduced to local mental health resources, national organizations, support groups, and online tools for mental health and addictions treatment and support. Mental Health First Aid USA is operated by the National Council for Behavioral Health.

SESSION 3 WORKSHOPS FROM 1:40 - 2:40 P.M.

3A GETTING YOUR BOARD ON BOARD WITH FUNDRAISING

Doug Evans, Advancement Gift Officer, Marietta College Office of Advancement

In this session we will be discussing the importance of board involvement in your organization’s fundraising efforts. We will focus on different ways to get board members at all giving levels involved in your fundraising program, how to overcome obstacles and objections, and how to begin developing a culture of philanthropy around your organizations work.

3B BUILDING BRIDGES FOR ORGANIZATIONAL SUSTAINABILITY AND COMMUNITY IMPACT

Bruce E. Decker, Founder and Owner of Collective Impact, LLC

No nonprofit organization can stand alone. In fact, your organization’s community-level or collaborative work significantly impacts how well you proactively deal with change, successfully impact your mission, and survive beyond sustainability. The workshop will engage participants in interactive learning experiences to increase understanding, capacity, and action around regional/local collaboration. Participants will better understand the importance of collaboration in general and specifically leveraging new partnerships to reach common desired outcomes and gain support from funders. The session will address the “nuts and bolts” of collaboration and community-level work, the importance of working together in a rapidly changing environment, the “collective impact” approach, and engaging in collaborative team work for greater impact and results. It’s just like MAGIC (Making A Great Impact Collectively)!

3C GETTING WHERE YOU WANT TO GO: SETTING & REACHING GOALS PART 1

Ben Bradley, ReStore Director, Habitat for Humanity of the Mid-Ohio Valley

Setting goals is one thing...developing a strategy, getting everyone on board, and reaching those goals takes a lot more thought and effort. This training program will help you walk through the process of determining what you want to achieve and how you plan to get there. Learn How To... * Identify “big picture” goals and specific steps you can take to reach them * Communicate your expectations so you lead your team * Design a working plan to implement your goals and the goals of your organization * Implement goals that are specific, measurable, attainable, realistic, and timely
PLEASE NOTE THAT THIS IS PART 1 OF A 2-PART WORKSHOP. PLEASE REGISTER FOR PART 2 AS WELL

SESSION 4 WORKSHOPS FROM 2:50 - 3:50 P.M.

4A STRATEGIC THINKING: A HEALTHY ALTERNATIVE TO PLANNING

Rebekah D. Mathis-Stump, Esq., Chief Operating Officer of Ethos Leadership Group, LLC

Many organizations engage in strategic planning on a regular basis--either because they have to in order to meet external requirements or because they have heard it’s a best practice. Unfortunately, they often engage in that process, check the box, and put the plan on a shelf, where it collects dust and doesn’t impact daily operations. Strategic Thinking is a healthy alternative to planning for organizations that may have limited time, limited budgets, and/or limited ability to foresee the future (e.g., plan for multiple years).

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4B LOW CAPACITY, HIGH IMPACT EVENT PLANNING

Cristie Thomas, Executive Director, Marietta Main Street

The issue of capacity is ever-present for many nonprofit organizations. There's always more work to be done than hands to do it and volunteer burn out is high. By evaluating the impact of your events, and assessing those against the capacity required to implement your programs, nonprofits can streamline with a focus on sustainable development. This session will address the importance of low-capacity, high-impact events for community building and fundraising. This session will also allow participants to brainstorm fresh ideas together to bring back to their organizations.

4C GETTING WHERE YOU WANT TO GO: SETTING & REACHING GOALS PART 2

Ben Bradley, ReStore Director, Habitat for Humanity of the Mid-Ohio Valley

Setting goals is one thing...developing a strategy, getting everyone on board, and reaching those goals takes a lot more thought and effort. This training program will help you walk through the process of determining what you want to achieve and how you plan to get there. Learn How To...

- * Identify "big picture" goals and specific steps you can take to reach them
- * Communicate your expectations so you lead your team
- * Design a working plan to implement your goals and the goals of your organization
- * Implement goals that are specific, measurable, attainable, realistic, and timely

PLEASE NOTE THAT THIS IS PART 2 OF A 2-PART WORKSHOP. PLEASE REGISTER FOR PART 1 AS WELL.