NONPROFIT DAY – Wednesday, July 24, 2012
NIU Holmes Student Center

Meeting Rooms:
(A) General Sessions & Volunteer Sessions (Regency – main floor)
&
(B) Staff Development Sessions (Illinois – second floor)
Session Tracks:
(C) Finance/Resource Development Sessions (Heritage – second floor)
(D) Marketing /Planning Sessions (Lincoln – second floor)

8:30 a.m.  Registration & Networking  Regency
9:00 a.m.  General Session

Welcome & Introductions
Anita Zurbrugg, Program Director, DeKalb County Community Foundation; DCNP Coordinator
Chris Riddle, NIU Holmes Student Center

Keynote
You Always Get the Wrong Answer when You Ask the Wrong Question  Regency
Tony Goodrow, President of Volunteer2

If nonprofit organizations are truly dedicated to delivering towards the goals set out in their mission statement and on operating in a fiscally responsible and open manner, why is the percentage of money spent on administration the most frequently addressed question? If an organization truly values the time of their volunteers, why is there pressure on managers of volunteers to increase the number of hours volunteered continually, without a correlated look at what outputs are generated with those hours? Our keynote presentation will look at a new method of measuring the return on investment that asks the right questions, and in doing so, can lead us to the right answers.

Tony is the president of Volunteer2, a volunteer management software company. He is the publisher of www.OurSharedResources.org, a free, resource sharing website for managers of volunteers and is the pioneer of the Scarce Resources Model for measuring return on investment (ROI) in the nonprofit sector. Tony has presented at conferences on volunteerism in Australia, Brazil, Canada, Colombia, England, Guatemala, Ireland, Korea, Singapore and the United States.

10:00 a.m.  DeKalb County Nonprofit Partnership Update  Regency
Jason Nicol, Director, Youth Service Bureau; DCNP Chair

10:15 a.m.  Break/Networking

10:30 a.m.  Session One
(A) Applying the Scarce Resources Model (ROI) for Executive Directors  Regency
Our Keynote Presenter will focus on the application of this new method of measuring ROI across a whole organization – a great discussion for executive directors, board members and funders.
Tony Goodrow, President of Volunteer2

(B) Maximize Performance & Create a Supportive Organizational Culture  Illinois
This workshop will discuss how to conduct meaningful job performance evaluations while building a cohesive team.
Micki Chulick, Community Consultant, Jason Nicol, Director, Youth Service Bureau

(C) NIU and YOU: Panel Discussion - Community Engagement for 2014  Heritage
The leaders of three offices on campus who routinely have students out in the community - join forces to let you know what opportunities are anticipated for the upcoming year and how you can get your agency on students' radar.
Nancy Castle, Director, Center for NGO Leadership and Development, Julia Spears, Director, Office of Student Engagement and Experiential Learning and Destiny McDonald, Ass’t Program Director, Student Involvement and Leadership Development

(D) Project Management for Fundraising Events  Lincoln
Maximize the impact for your organization by comprehensive planning.
Kara Bubb, Project Manager, Widen Enterprises, Inc, Madison
11:15 a.m. **Lunch & Optional HSC Tour (admission with blue ticket)**  
*Blackhawk/Diversions (basement)*

12:15 p.m. **Session Two**

**A. Applying the Scarce Resources Model (ROI) for Volunteer Managers**  
*Regency*

Our Keynote Presenter will focus on the application of this new method of measuring ROI solely on the engagement of volunteers – a great discussion for direct service and front line staff.

_Tony Goodrow, President of Volunteer²*

**B. Staff Team Building**  
*Illinois*

This program will give participants a “taste” of experiential team building. While learning a few experiential ways to get your team moving and learning about one another, we will also identify the key components to a successful team building.

_Lynette Spencer, Director, Adventure Works of DeKalb County*

**C. Communicating Nonprofit Finances - Best Practices**  
*Heritage*

_Tynisha Clegg, Director of Operations, Family Service Agency*  
_John Spinoso, FSA Board Member*

**D. Social Media – Engaging Millennials**  
*Lincoln*

_Flor Carabez, Student, Community Leadership & Civic Engagement, NIU*  
_Intern, DeKalb County Community Foundation*

1:00 p.m. **Break/Networking**

1:15 p.m. **Session Three**

**A. Board Leadership - Strengths, Strategies & Investment**  
*Regency*

Three board members share their experiences and perspectives.

_Tom Matya, KishHealth; John Spinoso, Family Service Agency; Ted Rosenow, CASA*  
_Facilitator, David Miller, FSA*

**B. Executive Director Table Talk**  
*Illinois*

_Facilitators: Jill Olson, Director, Court Appointed Special Advocate (CASA)*  
_Dawn Littlefield, Director, Kishwaukee United Way, DCNP Vice-Chair*

**C. What’s on the Nonprofit Policy Horizon in Illinois**  
*Heritage*

_Delia Coleman, Director of Public Policy, Donors Forum*

**D. Linked In -- Up Close**  
*Lincoln*

_Holly Nicholson, Social Media Specialist, NIU Web Communications Team*

2:00 p.m. **Break/Networking**

2:15 p.m. **General Session**

**Marketing on a Shoestring Budget**  
*Regency*

Most organizations are looking for affordable, more creative and effective messaging. Two successful, local supporters of the nonprofit community share their experiences and success stories.

_Darby Dwyer, Morningstar MediaGroup; Derek Gibbs, Feed ’Em Soup*

3:00 p.m. **Brief Closing Remarks**  
*Regency*

_Dawn Littlefield, Director, Kishwaukee United Way, DCNP Vice-Chair*

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**DCNP Steering Committee**

Ben Bingle & Nancy Castle, NIU - NGO Leadership & Development Center  
_Ben Bingle, Community Consultant*

Micki Chulick, Community Consultant  
_Brian Reis, Ellwood House Museum*

Dee Coover, Teresa Iversen, DCNP Philanthropy Center, DeKalb Public Library  
_Alicia Schatteman, NIU Division of Public Administration*

Dawn Littlefield, Kishwaukee United Way, DCNP Vice-Chair  
_Karen Schmitt, Kishwaukee College Center for Business Development*

Tom Matya, Roberts Family Foundation  
_David Miller, Family Service Agency*

David Miller, Family Service Agency  
_Moll Trickey, Midwest Museum of Natural History*

Jason Nicol, Youth Service Bureau, DCNP Chair  
_Anita Zurbrugg, DCCF, DCNP Coordinator*

_Become a DCNP member!*  
[www.dekalbcountypartners.org](http://www.dekalbcountypartners.org)  
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