



## NONPROFIT DAY – Wednesday, July 24, 2013

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 Volunteer<sup>2</sup>*  
 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 Volunteer<sup>2</sup>, a volunteer management software company. He is the publisher of [www.OurSharedResources.org](http://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 Volunteer<sup>2</sup>*
- (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.	<b>Lunch &amp; Optional HSC Tour</b> ( <i>admission with blue ticket</i> )	<i>Blackhawk/Diversions (basement)</i>
12:15 p.m.	<u>Session Two</u>	
	(A) <b>Applying the Scarce Resources Model (ROI) for Volunteer Managers</b> 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. <i>Tony Goodrow, President of Volunteer<sup>2</sup></i>	<i>Regency</i>
	(B) <b>Staff Team Building</b> 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. <i>Lynette Spencer, Director, Adventure Works of DeKalb County</i>	<i>Illinois</i>
	(C) <b>Communicating Nonprofit Finances - Best Practices</b> <i>Tynisha Clegg, Director of Operations, Family Service Agency</i> <i>John Spinoso, FSA Board Member</i>	<i>Heritage</i>
	(D) <b>Social Media – Engaging Millennials</b> <i>Flor Carabez, Student, Community Leadership &amp; Civic Engagement, NIU Intern, DeKalb County Community Foundation</i>	<i>Lincoln</i>
1:00 p.m.	<b>Break/Networking</b>	
1:15 p.m.	<u>Session Three</u>	
	(A) <b>Board Leadership - Strengths, Strategies &amp; Investment</b> Three board members share their experiences and perspectives. <i>Tom Matya, KishHealth; John Spinoso, Family Service Agency; Ted Rosenow, CASA Facilitator, David Miller, FSA</i>	<i>Regency</i>
	(B) <b>Executive Director Table Talk</b> <i>Facilitators: Jill Olson, Director, Court Appointed Special Advocate (CASA)</i> <i>Dawn Littlefield, Director, Kishwaukee United Way, DCNP Vice-Chair</i>	<i>Illinois</i>
	(C) <b>What’s on the Nonprofit Policy Horizon in Illinois</b> <i>Delia Coleman, Director of Public Policy, Donors Forum</i>	<i>Heritage</i>
	(D) <b>Linked In -- Up Close</b> <i>Holly Nicholson, Social Media Specialist, NIU Web Communications Team</i>	<i>Lincoln</i>
2:00 p.m.	<b>Break/Networking</b>	
2:15 p.m.	<u>General Session</u>	
	<b>Marketing on a Shoestring Budget</b> 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. <i>Darby Dwyer, Morningstar MediaGroup; Derek Gibbs, Feed 'Em Soup</i>	<i>Regency</i>
3:00 p.m.	<u>Brief Closing Remarks</u> <i>Dawn Littlefield, Director, Kishwaukee United Way, DCNP Vice-Chair</i>	<i>Regency</i>

#### **DCNP Steering Committee**

Ben Bingle & Nancy Castle, NIU - NGO Leadership & Development Center  
Micki Chulick, Community Consultant  
Dee Coover, Teresa Iversen, DCNP Philanthropy Center, DeKalb Public Library  
Dawn Littlefield, Kishwaukee United Way, DCNP Vice-Chair  
Tom Matya, Roberts Family Foundation  
David Miller, Family Service Agency  
Jason Nicol, Youth Service Bureau, DCNP Chair

Jill Olson, Court Appointed Special Advocate (CASA)  
Brian Reis, Ellwood House Museum  
Alicia Schatteman, NIU Division of Public Administration  
Karen Schmitt, Kishwaukee College Center for Business Development  
Molly Trickey, Midwest Museum of Natural History  
Anita Zurbrugg, DCCF, DCNP Coordinator

**Become a DCNP member!**

[www.dekalbcountypartners.org](http://www.dekalbcountypartners.org)

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