



NONPROFIT DAY

Tools for Success: What's in Your Toolbox

Wednesday, July 23, 2014

Session Tracks & Meeting Rooms	(A) Board & Staff Development	Regency
	(B) Nonprofit Operations	Ellington's
	(C) Development & Communications	Hunt
	(D) Technology	Ballroom

8:30 - 9:00 a.m. Registration & Networking **Outside of Ballroom (East End)**

9:00 - 9:15 a.m. Welcome & Introductions **Regency**
Dawn Littlefield, Chair, DCNP, Kishwaukee United Way

DeKalb County Nonprofit Partnership Update
Anita Zurbrugg, DCNP Coordinator, DeKalb County Community Foundation

9:15 - 10:00 a.m. KEYNOTE SESSION

Doing More with More – Not Less **Regency**
Delia Coleman, Donors Forum

Are we approaching a tipping point for the nonprofit sector? How can nonprofits move from a conversation that has been dominated these past years by what we don't have, to one that focuses on our strengths? This keynote will address challenges and also highlight accessible assets and tools any nonprofit can use to do more with more, rather than less.

10:00 - 10:15 a.m. Break/Networking

10:15 - 11:15 a.m. SESSION BLOCK ONE

(A) Connecting Advocacy to Your Mission: Using the Tools You Have **Regency**
Caroline Staerk, Donors Forum

Advocacy has a role in fulfilling the mission of nonprofits and making an impact in our communities. It can be connected to every organization's mission, no matter the level of experience, no matter the size organization. Participants will leave the training with skills on how to leverage advocacy for their organization and learn how to make their voices heard by their Illinois elected officials.

(B) What Every Executive Director Needs to Know about HR: Top 10+ **Ellington's**
Kate Noreiko, Noreiko HR Consulting, LLC
 A look at key human resource issues and their impact on not-for-profit operations

(C) Prospect Research at the DCNP Philanthropy Center **Hunt**
Teresa Iversen and Sally DeFauw, DCNP Philanthropy Center, DeKalb Public Library
 A brief description of the resources at the DCNP Philanthropy Center; demos of Foundation Directory Online and WealthEngine; and a brief discussion of other online resources and organizations for nonprofits.

(D) Your E-mail List = Money in the Bank **Ballroom**
Rebecca Wardlow, Social Solutions with Rebecca Wardlow
 Gain a clear understanding of the importance of an e-mail list and learn ways to communicate with individuals on the list.

11:15 a.m. - 12:00 p.m. Lunch/Networking **Ballroom**

NONPROFIT DAY AGENDA

12:15 - 1:15 p.m. **SESSION BLOCK TWO**

(A) Board Recruitment and Orientation

Regency

Kathy Blair, NIU Foundation

Board recruitment is a strategic ongoing process that identifies and attracts individuals with talents that align with the needs of your organization. How can this process be streamlined? And how can new Board members best be welcomed and indoctrinated into your organization? In this short session, we'll take a look at some practical tools to identify needs, and attract, inform and engage new Board members.

(B) Financial Reporting Tools: Making Decisions, Telling Your Story

Ellington's

Molly Lovelock, Financial Consulting

Finance statements are often seen as a necessary evil for nonprofit organizations, but, in fact, they are a powerful tool for making good decisions and engaging community support. How can staff and boards better use financial data for strategic decision-making? How can reporting requirements be re-envisioned as a tool to tell your story?

(C) Communicating Your Mission

Hunt

Judy Santacaterina, NIU General Studies Program

This program will deal with some of the most basic tools at your disposal. We will explore how basic communication strategies cross contexts and audiences.

(D) Be Unique: Build a Social Community, Not Just Fans—Deepening Engagement Through Social Media

Ballroom

Rebecca Wardlow, Social Solutions with Rebecca Wardlow

Is every post you make on social media about YOU? Are you constantly trying to sell your products on social media? When you post, do you see/hear crickets (no one is responding or engaging)? Join this session to learn why building your social community creates loyal fans, engagement and sales

1:15 - 1:30 p.m. **Break/Networking**

1:30 - 2:30 p.m. **SESSION BLOCK THREE**

(A) Workforce Wellness—Balancing Life and Work

Regency

Deborah Haliczner, Human Resource Services, Northern Illinois University

Strategies to balance the many conflicting demands of work and life to yield less stress.

(B) Good to Great Employees: Feedback and Rewards

Ellington's

Kate Noreiko, Noreiko HR Consulting, LLC

An overview of performance management systems and recognition techniques that will motivate employees to move from "good to great"

(C) Ask the Experts Grant Panel

Ballroom

Tricia Maxwell, Econ Illinois

Becky Zantout, DeKalb County Community Foundation

Steve Roman, DeKalb Public Library

Successful grantwriters and a foundation representative discuss the "Dos and Don'ts" of applying for grants on a local, statewide, and corporate level.

(D) Cloud Computing Applications for Nonprofits

Hunt

Mitch Kielb, Business Consultant, Kielb & Associates

An introduction to the concept of cloud computing and will highlight cloud applications of interest to nonprofits concentrating on free or low cost applications such as Dropbox, Google, Microsoft and LinkedIn.

2:30 - 2:45pm **Break/Networking**

2:45 - 3:30pm **CLOSING SESSION**

Advancing DeKalb County & Communities that Care Collective Impact Initiative

Regency

Anita Zurbrugg, DeKalb County Community Foundation

Rachel Stoler, Communities That Care, Franklin County Massachusetts

Brief overview of some of the basic principles of Collective Impact, how they are manifested by the Communities That Care Coalition, reflection on how these elements may already be present in DeKalb County and what else would need to happen to bring Collective Impact to life among partners of the DeKalb County Community Foundation.