

2015 NONPROFIT DAY

Education, training, and tools to strengthen local nonprofits

Wednesday, July 29 | Creating a Culture of Excellence

Session Tracks - note skill level of each session

- (A) Finance and Development
- (B) Diversity and Organization/Governance
- (C) Marketing and Communication

Wifi: Faranda's Public Password: 302grove

TIME

EVENT

8:30 - 9:00 a.m.

Registration & Networking

Lobby

9:00 - 9:15 a.m.

Welcome & Introductions - Jill Olson, Chair, DCNP, CASA DeKalb County

Anthony

DeKalb County Nonprofit Partnership Update - Anita Zurbrugg, DCNP Coordinator, DCCF

9:15 - 10:00 a.m.

KEYNOTE SESSION

Anthony

Developing Diversity in a Culture of Excellence

Edith Craig, President, Board of Directors, Conexion Comunidad

What does the research say about the benefit and necessity of diversity for healthy, thriving communities? Why aren't NPOs successful in diversifying their boards and workplace? How can we challenge ourselves to broaden our understanding of diversity and its necessity if our nonprofit organizations expects to be broadly supported and to grow, live and maintain a "culture of excellence" across all sectors within our community and beyond.

10:00 - 10:15 a.m.

Break/Networking

10:15 - 11:15 a.m.

SESSION BLOCK ONE

(A) Intermediate

Investing in Infrastructure: Spending Money to Make Money

Francis-Carol

Kristin Miller, Clark Miller Consulting

Every non-profit organization has daily challenges and no matter the size of your organization there are three simple truths: Never enough time, never enough money and never enough staff. You know your organization needs to raise more money but which resources do you direct and when do you do it? Join in this dynamic, interactive session that focuses on investing in fundraising resources and relationships.

(B)

Investing in Youth, A Culture of Diversity

Anthony

Panel Discussion: *Edith Craig, Facilitating; Sarah Trygstad, NGOLD intern, Junior Board*

Excellence Program; Kristina Garcia, Rayitos del Sol Conexion Comunidad Scholarship and Youth Development Program; Mary Hess, Camp Power, Youth Asset Specialist, Ben Gordon Center; and Nancy Mullen, Youth Outlook

The panel will focus on how local organizations foster a robust and strong community by investing in cultivating leaders. The panelists will share ways in which they contribute to developing a welcoming environment for new talent, explore ideas in which your organization can begin to implement small and big ways to incorporate youth mentorship and offer advice on what has and hasn't worked.

(C) Advanced

Measuring Your Mission - *Alicia Schatteman, Assistant Professor, Northern Illinois University*

Antoinette

Mission statements guide everything for a nonprofit organization. Is yours clear and measurable? How do you take your mission statement and develop ways to measure your organization's effectiveness, both outputs and outcomes? Tips on creating measurable mission statements, as well as case examples and worksheets on how to measure your mission.

11:15 a.m. - 12:00 p.m. Lunch/Networking (included)

12:15 - 1:15 p.m.

(A) Beginner
Francis-Carol

SESSION BLOCK TWO

Setting up a budget - WORKSHOP - Kristina Garcia, NB&T

This program will provide quick tips on how to evaluate and establish a 3 year budget including operational, marketing and fundraising expenses.

(B) Advanced
Antoinette

Communicating Your Performance - Alicia Schatteman, Assistant Professor, NIU

To raise funds and advocate on behalf of nonprofit organizations and the individuals they serve, nonprofits must proactively communicate their performance in a variety of ways. Explore how various communication channels can be used to communicate your organization's success and drive resources to the organization.

(C) Intermediate
Anthony

Social Media Strategy, Creating an Online Marketing Plan - WORKSHOP

Rebecca Wardlow, Social Solutions

Are you making the most of the opportunity of online marketing? With so many people actively using search engines, websites, apps and social media to make decisions, you have to be visible and provide the best "experience" to help them choose your brand. During this session, you'll receive hands-on-training so you can create your very own online marketing plan.

1:15 - 1:30 p.m.

Break/Networking

1:30 - 2:30 p.m.

(A) Advanced
Antoinette

SESSION BLOCK THREE

Program Credibility & Leadership Engagement through Key Performance Indicators

Alex Pope, Rush-Copley Foundation

Your board and your administrative teams are made up of business professionals that assess performance in metrics. Your fundraising program can and should be held accountable to the same disciplined approach. Transparency in not just your outcome and action-based metrics will build credibility and remove the inaccurate stigma that fundraising is all "touchy-feely". And, let's face it, if you aren't measuring it – it won't get done!

(B) Advanced
Francis-Carol

DeKalb County Trends - Sherrie Taylor, NIU Center for Governmental Studies

Demographically changes are taking place throughout the State of Illinois as well as our immediate environment. Are you aware of what is taking place with the populations and area that you serve and can you proactively prepare for the future? We will discuss many of these trends taking place and will provide information on how to access and utilize various tools online to get you started in the right direction for planning.

(C) Beginners
Anthony

My First and Next Nonprofit Video - WORKSHOP - Brian Oster, OC ImageWorks

Every nonprofit will eventually start with their first video somehow and will have to manage their available budget accordingly. This session will help not only newcomers to the video marketing and fundraising arena, but also benefit the seasoned veteran with their next video.

2:30 - 2:45pm

Break/Networking

2:45 – 3:00

Anthony

Nonprofit Board Excellence Program Awards

Twenty-two DCNP member nonprofit organizations will receive a \$500 award and attendees will be eligible for multiple Door Prizes.