

dcnp presents

NONPROFIT 2018 Strategies for Success: Making YOUR Impact DAY

Sponsored by:  First Midwest Bank

Wifi: Faranda's Public
Password: 302grove

TIME & LOCATION

8:30 – 9:00 am
Lobby

Registration & Networking

9:00 – 9:15 am
Anthony

Welcome & Introductions – *Susan Petersen, DCNP Steering Committee, Vice-Chair*
DeKalb County Nonprofit Partnership Update – *Ben Bingle, DCNP Director*

9:15 – 10:00 am
Anthony

KEYNOTE SESSION

Leadership: Be Intentional About Your Wake

Stacy French Reynolds, Nonprofit and Small Business Advisor, Anchor Advisors, Ltd.

A boat in motion always leaves a wake—the ripples caused by moving through the water. People, no matter their level of responsibility and organizations no matter their size, also always leave a wake. The more aware of and intentional we are about our wake the greater the likelihood we will create the impact we intend, including positive change in the world.

10:00 – 10:15 am

Break & Networking

10:15 – 11:15 am
A
Anthony

SESSION BLOCK ONE

Strategy Isn't Just a Buzzword

Stacy French Reynolds, Nonprofit and Small Business Advisor, Anchor Advisors, Ltd.

Strategy—we all know what it is. But, our definitions aren't always the same. Beyond a best practice and a funder requirement, what are the benefits of intentionally identifying a strategy? How will it lead to your organization moving more quickly, with confidence, and in alignment?

B
Francis-Carol

A Compilation of Management Learning Points

Bo Boger, Director, Illinois Small Business Development Center

Every organization is different...your culture, your structure...one area that continues to fascinate is how people need to be managed and led. What are some of the common denominators?

C
Antoinette

What Is Your Story? Turning Information Into Knowledge

Sherrie Taylor, Senior Research Associate, Center for Governmental Studies at NIU

So you have a bunch of data, now what? How can you turn general data into knowledge that tells your unique story? How can you tie it into your mission? This session will venture through information about a local nonprofit to hone in on the answers to these questions so that you can better utilize the free data that is available to help tell your own unique story.

11:15 – 12:00	Lunch & Board Excellence Awards
12:00 – 12:30 Anthony	<p><u>MIDDAY SESSION</u> Activism & Civic Engagement <i>Deanna Cada, Executive Director, DeKalb County Community Mental Health Board & DeKalb County Community Action Department</i> This plenary session outlines definitions and types of activism and community engagement and how nonprofits can engage in—and benefit from—participation in activism and community engagement.</p>
12:30 – 12:45 pm	Break & Networking
12:45 – 1:45 pm A Anthony	<p><u>SESSION BLOCK TWO</u> Storytelling with Video on a Budget <i>Danielle Guerra, Video & Multimedia Producer, Office of Institutional Communications at NIU</i> Making great videos to tell your nonprofit’s story does not have to be overwhelming, either in scope or price. With limited resources and/or funds, learn how to interact with your audience through video because content is king. Bring your camera, phone, or other device to this session!</p>
B Francis-Carol	<p>Succession Planning <i>Bo Boger, Director, Illinois Small Business Development Center</i> <i>Mike Mastroianni, President, MDM Consulting</i> This program provides information on assessing key talent, attaining ‘must-haves’ in a succession plan, and how the formal process works. It will help you develop a culture of learning, coach potential leaders, and help them set goals that meet their learning styles.</p>
C Antoinette	<p>Evidence-Based Volunteer Management <i>Dr. Chris Einolf, Director, Center for Nonprofit and NGO Studies at NIU</i> This session presents the results of scientific studies that have tested volunteer management practices. Topics include how to design volunteer jobs, how to recruit for diversity, and why volunteers value support from peers more than support from managers.</p>
1:45 – 2:00 pm	Break & Networking
2:00 – 3:00 pm A Anthony	<p><u>SESSION BLOCK THREE</u> Digital/Guerilla Marketing for Nonprofits <i>Mike Weckerly, Founder, MorningStar Media Group, Ltd.</i> Come learn how digital/guerilla marketing focuses on making the truth of your nonprofit fascinating in hyper cost-effective ways.</p>
B Francis-Carol	<p>The Art of Disagreeing While Maintaining Relationships <i>Sarah Klaper, Ombudsperson, NIU</i> Disagreements happen in every workplace, between employees, supervisors, donors, volunteers, and other stakeholders. This active, hands-on workshop will discuss how to ask questions, express concern, or disagree without crossing the line into insubordination or disrespectfulness.</p>
C Antoinette	<p>Attracting the Gift of a Lifetime: Intergenerational Wealth Transfer, Endowment, & Planned Giving <i>Dan Templin, Executive Director, DeKalb County Community Foundation</i> We are in the midst of an unprecedented transfer of wealth in our country – increasing the potential for planned and estate gifts to important causes. Living in a generous community, how do nonprofits promote, and more importantly, inspire supporters to give ‘a golden egg’ and possibly ‘the goose’?</p>
3:00 – 4:30 pm Lobby	<p>Networking Reception <i>Cash bar and networking</i></p>