

dcnp presents

NONPROFIT DAY

2023

Strengthening DeKalb County Nonprofits

September 27

Wi-Fi: Faranda's Public
Password: 302grove

TIME & LOCATION

- 9:30 – 10:00**
Lobby
- Registration & Networking**
- 10:00 – 10:15**
Anthony
- Welcome – Deanna Cada, DCNP Steering Committee, Chair**
DeKalb County Nonprofit Partnership Update – Ben Bingle, DCNP Director
- 10:15 – 11:15**
Anthony
- KEYNOTE SESSION**
Navigating Change Leadership: Guiding Transformation for Success
Martasha Brown, Chief Executive Officer, MB Strategic Solutions & Director of Community Economic Development, Midland States Bank
In this keynote presentation on change leadership, we dive into future trends as well as essential strategies and principles that empower leaders to manage successful organizational transformations. Change is inevitable, but with the right approach, leaders can turn it into an opportunity for growth, innovation, and long-term success.
- 11:15 – 12:00**
- Lunch, Networking, Give DeKalb County Group Photo & Optional Headshot Photo**
- 12:00 – 12:30**
Anthony
- MID-DAY SESSION**
Give DeKalb County: A Closer Look
Ben Bingle, DCNP Director, DeKalb County Community Foundation
Michelle Donahoe, Executive Director, DeKalb County History Center
Give DeKalb County celebrated 10 years in 2023 on the way to record-breaking results. In this session we unpack the event, summarize data, and share valuable information to promote transparency.
- 12:30 – 12:45**
- Break, Networking & Optional Headshot Photo**
- 12:45 – 1:30**
Anthony
- BREAKOUT SESSION BLOCK A**
Fostering an Authentic Positive Workplace Culture
Martasha Brown, Chief Executive Officer, MB Strategic Solutions & Director of Community Economic Development, Midland States Bank
Explore the essential elements of building and nurturing a positive workplace culture, which can enhance employee engagement, productivity, and overall job satisfaction. Throughout the session, we will outline actionable strategies that leaders and team members can implement to create an environment where collaboration, innovation, belonging, and personal growth flourish.

Antoinette	<p>Leveraging Mass Messaging <i>Ryan Shenefelt, Account Manager/Innovation & Education Lead, de Novo Marketing</i></p> <p>The best way to fundraise is 1:1, but sometimes that isn't the most practical. Learn to communicate efficiently with your audience using social media, email newsletters, direct mail, and more. This session covers sourcing a mailing list, leveraging the USPS's Every Door Direct Mail program, and demystifying newsletter metrics.</p>
1:30 – 1:45	<p>Break, Networking & Optional Headshot Photo</p>
1:45 – 2:30	<p><u>BREAKOUT SESSION BLOCK B</u> What Nonprofits Need to Know About Lobbying Rules in IL <i>Holly Ambuehl, Director of Policy & Government Affairs, Forefront</i> <i>Doris Bowens, Manager of Membership & Member Engagement, Forefront</i> <i>Alec Lopata, Policy & Government Affairs Coordinator, Forefront</i></p> <p>Join Forefront's policy team to review lobbying rules at the federal, state, and local levels and learn about recent changes in Illinois. Attendees will learn the difference between lobbying and advocacy, and how and when to register (or not) as a lobbying entity. We will also provide updates about legislative priorities for the remainder of 2023 and 2024 and explain how to stay informed.</p>
Anthony	
Antoinette	<p>The Practical Side of AI <i>Ryan Shenefelt, Account Manager/Innovation & Education Lead, de Novo Marketing</i></p> <p>AI is everywhere (and honestly, it was before the hype). Learn vetted, immediately actionable tips for leveraging AI in your nonprofit: how AI can help with repetitive tasks, how to use it to boost your creativity, and how to leverage it for content creation. Topics include email marketing, chatbots, ideation, image editing, and more!</p>
2:30 – 2:45	<p>Break & Networking</p>
2:45 – 3:30	<p><u>BREAKOUT SESSION BLOCK C</u> Networking for Introverts: Learning How to Connect Meaningfully Regardless of Personality Style <i>Paul LaLonde, Founder, HR Logic & VP of People and Culture, CEDA of Cook County</i></p> <p>Whether you seek to connect with others at work, find a new job, or expand your circles of influence, you need to be intentional about building a network. Extroverts are often labeled as 'naturals' in the art of networking, but it's a mistake to assume introverts are at a disadvantage. Introverts have many natural networking strengths, and all personality styles can learn from them and put these strategies to immediate use!</p>
Anthony	
Antoinette	<p>Empowering Volunteer Coordinators to Empower Volunteers <i>Joey Moore, Director, Barb Food Mart</i> <i>Brandon Pugh, Event Services Director, Egyptian Theatre</i></p> <p>Attend to discuss all things volunteer management such as recruitment, retention, policy implementation, engagement tactics, and meaningful recognition techniques. Collaborative brainstorming is encouraged in this hands-on training led by local volunteer leaders.</p>
3:30 – 4:30	<p>Networking Reception <i>Cash bar and networking</i></p>
Lobby	