15th Annual Nonprofit Management Conference

November 10, 2020   Virtual Conference

Breakout Sessions

SESSION I: 9:45 - 10:25 a.m. (Attendees may choose one)

"The Donor Dance: Understanding the Donor's System and How to Take Control of the Fundraising Process"
Chris Drouin, EAM Consulting Group – Sandler Training

Designed for Executives, advancement and giving officers, this 1-hour discussion will examine traditional fundraising methods and help participants reflect on their current practices and their potential for success. We then review a systematic approach to soliciting donations and help attendees understand how applying it in their world could be the key to achieve more donors, increased overall donations, and larger individual donations. Are you ready to change the "behavior dynamics" of your advancement team?

Advancement is a high-rejection field and can weigh heavily on your professionals who face "no" every day. Is your team working hard but with frustrating results? Attend this event if you are searching for solutions to the nonprofit obstacles you face when trying to solicit, manage a team, and grow your department or charitable organization.

"Fundraising in Good and Bad Times: How to Play to Your Strengths!"
Michelle Wooddell, The Nonprofit Spot

Generating contributed revenue remains one of the most important tasks for nonprofit board members, staff members and volunteers. However, many organizations try to do a little bit of everything but end up doing nothing very well. In this session, we'll learn how to figure out what your organization is really good at doing to raise money – and how to have the strength to say "no" to everything else!

"How the New Tax Law May Change Donations to Nonprofits"
Leon LaBrecque, JD, CPA, CFP, CFA, Sequoia Financial Group

At the end of 2019, buried in the Spending Bill, was the SECURE Act. SECURE's provisions challenged a number of retirement savings paradigms and greatly impacts estate planning for IRAs. Noted wealth manager and Forbes.com contributor Leon LaBrecque will cover how SECURE changes estate and financial planning, strategies on working within the new regulations, how the new law will make the use of charitable contributions as 'offsets' more valuable, and other developments in the world of charitable giving.

"TOP 5 Tips to Help Your Non-Profit go Virtual"
David Scott, Motown Digital

Motown Digital CEO Dave Scott will share his TOP 5 Tips to help your Non-Profit generate funds and stay connected during the Covid-19 outbreak. You'll learn how to use live streaming, Virtual Conference Applications, and One on One Video Conferencing apps that run on mobile devices, laptops, and desktops. We'll discuss all technology and the strategies you should consider to connect with busy consumers. Scott has produced over 100 virtual conferences this year alone from the Motown Digital studios in Troy, MI.

Break for networking/expo 10:30 a.m. - 10:55 a.m.

SESSION II: 11:00 – 11:40 a.m. (Attendees may choose one)

"Why Strategic Planning is Necessary (not evil!) for Smaller Nonprofits"
Linda Braun, Braun & Associates

This session will look at how strategic planning can produce results for the smaller nonprofits:

- What does "strategic" even mean to smaller nonprofits?
- How can "planning" be prioritized in smaller nonprofits?

It will explore keys to success at each step in an effective planning process, and what can easily derail each step. Basic, but important logistics issues will be covered, such as:

- Who participates and how?
- How long will it take/should it take?
- What does the output look like?
- How can the process be streamlined?

Participants will be prepared to return to their small/medium-sized nonprofits and engage in effective strategic planning.

"Fundraising 101: Developing a Solid Plan Beyond Grants"
Damon E. Thompson, Thompson Business Services LLC

In this workshop, I will discuss how to create a diverse fundraising plan for your non-profit organization and how to connect with donors. Quite often, non-profits solely focus on securing grants but miss out on opportunities to develop a strong base of donors. Donors are vital to a non-profit's fiscal success.

A diverse fundraising plan should only include roughly 20% of your annual revenue from grants, but other sources such as events, donor contributions, etc.

My presentation will include the following:

- Components of a fundraising plan
- How to write a solicitation letter for an event or to a donor for a pledge
- An overview of companies that provide product donations and sponsorships for a fundraising event
- Knowing, attracting and retaining donors - how to write a thank you letter to a donor

"The Ethics of the 'Poster Child'"
Daniel J. Jenuwine, Oakland Community College

Celebration or exploitation? What do you think about asking a recipient of your organization's services to address your donors? In this workshop, you will discuss how to make sound ethical choices when using nonprofit beneficiaries in fundraising. Participants will:

- Share experiences with client testimonials
- Uncover ethical principles relevant to 'poster children'
- Discuss a spokesperson's perspectives on the practice
- Create criteria for applying these principles

"Building YOUR Social Media Pie: A LinkedIn Company Page Workshop"
Brenda Meller, Meller Marketing

Sure, you have a professional profile on LinkedIn, but how is your LinkedIn company page? Claiming your company page on LinkedIn is a first step in creating awareness, reaching your audience, and engaging your community. Optimizing and activating your page -- and then analyzing and acting on the results can help your nonprofit to maximize your reach and impact.

Attend and learn:

- Strategies to build an optimized LinkedIn company page for your nonprofit
- Reading and interpreting company page analytics
- Tips for company page posts that engage
- Lead generation and employee ambassador tips using your LinkedIn company page
- Who should be page admins and why

SESSION III: 11:45 a.m. - 12:30 p.m. (Attendees may choose one)

"How to Keep Your Board Active and Engaged"
Ann Bruttell and Marcy Dwyer, MBA, CAE, CMP/VP, Meeting Coordinators

Having an effective engaged board that can work cohesively together to achieve great accomplishments is the end goal of all non-profit associations. An engaged board is an impactful board. Industry research has found that directors of high-impact boards spend an average of twice as much time working on the board tasks and duties as those who are on low impact boards. What is the difference to get high impact board members to be more effective and work between meetings? What makes those board members more active and where they contribute beyond the minimum?

Developing and nurturing board engagement can be difficult and the lack of it is one of the most frequent complaints from both association staff and boards themselves. Learn five rules for board engagement that will contribute towards making your board active and successful. Learn what can be done with onboarding board members and communication to increase engagement. We will have fun at this program and no one will be bored as we discuss board engagement.

"Digital Storytelling: What's Your Story?"
Justin Wedes, Flow Video

The world of online video is rapidly pivoting to reach constituents, audiences, customers, and donors. It takes skill and effort to tell a compelling story online, and we are busy producing and being consumed with a variety of media to narrow in on a well-refined content strategy. In this presentation, award-winning digital storyteller Justin Wedes will give you the technical tips and tricks to effective video storytelling – one of the most effective marketing tools in 2019. He'll cover a range of thought-provoking questions:

- Why is video the most effective way to reach people, and inspire action online?
- How can I use a unique storytelling video to communicate a mission or vision?
- What are the basic steps of a video marketing campaign?
- How do I make stunning, effective videos without breaking the bank?

"Fundraising during COVID-19"
Rachel M. Decker, Detroit Philanthropy

COVID-19 has altered the fundraising landscape for most nonprofits. Join me to learn effective strategies to overcome these challenges and chart a course for the year ahead. We'll discuss how to effectively convey your needs, keys to approaching corporate and individual donors and ways to engage your board in the fundraising process.

"Creating Sustainable Business Models Within the Nonprofit Sector"
Dr. Bryan K. Kieler, PNC Bank

This session will explore how nonprofits can think through diversifying their revenues and reducing reliance on government funding and grants through the potential of social enterprise models. Further, we will explore strategy in integrating the process into the organization's strategy and telling the story to both the funding community, accessing capital, what PNC looks at, etc.

Thank you for attending the 15th Annual Nonprofit Management Conference!
To connect with today's speakers, their contact information is below:

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