WORKSHOPS

9:30 AM – 11:00 AM

SOCIAL ENTERPRISE
Joseph Townsend, Senior Vice President, Social Enterprise, National Executive Services Corps (NESC)
Anne Finn, Senior Vice President, Social Services, National Executive Service Corps (NESC)

Description: Learn about social enterprise as a means to generate unrestricted cash flow from human, physical, technological and brand assets. A new source of revenue developed from existing assets is designed to stay on mission and within client capacity. This earned income has become a most valuable asset to NESC clients.

1:00 PM - 2:30 PM

HOW TO EVALUATE AND IMPROVE YOUR WEBSITE
Peter Levinson, President and Creative Director, LevinsonBlock LLC

Description: Ever wonder how your organization’s website can be improved? In this interactive workshop, we’ll review actual participant’s websites. Learn the keys to a successful website, how to evaluate them, and get practical advice on making your website better. Participants who want their websites reviewed must submit their URL prior to the workshop.

2:30 PM - 4:00 PM

THE NONPROFIT FUNDRAISING SOLUTION: Powerful Revenue Strategies to take you to the Next Level
Laurence Pagnoni, Chairman, LAPA Fundraising

Description: Laurence Pagnoni will lead this interactive session, sharing valuable techniques from his recent book, The Nonprofit Fundraising Solution. You’ll take away applicable actions you can implement when you return to the office. In this session, you will learn practical steps to: find new donors, uncover prospective donors, engage donors in five steps, integrate the right moves management program, determine the right-sized donor constituency for your nonprofit.

MORNING SESSION: 9:00AM – 12:00PM

The following consultants are available at these times by appointment only:

- 9:15AM – 10:00AM
  - BUDGET/FINANCE & ACCOUNTING
  - CAPACITY BUILDING
  - COMMUNICATIONS & MARKETING

- 10:30AM – 11:15AM
  - HUMAN RESOURCES – ORGANIZATIONAL DEVELOPMENT & STAFF TRAINING
  - LEADERSHIP TRANSITION
  - LEGAL ISSUES – HOW TO START A NONPROFIT

- 11:15AM – 12:00PM
  - PROGRAM EVALUATION AND OUTCOMES
  - STRATEGIC ALLIANCES, Mergers & Collaborations
  - STRATEGIC PLANNING
  - THE ROLE OF THE BOARD IN GOVERNANCE & FUNDRAISING

- 12:00PM – 1:00PM
  - CORPORATE FUNDRAISING
  - EXECUTIVE COACHING
  - FUNDRAISING

- 1:00PM – 1:45PM
  - HUMAN RESOURCES – ORGANIZATIONAL DEVELOPMENT & STAFF TRAINING
  - LEADERSHIP TRANSITION
  - LEGAL ISSUES – HOW TO START A NONPROFIT

- 2:30PM – 3:15PM
  - PROGRAM EVALUATION AND OUTCOMES
  - STRATEGIC PLANNING
  - THE ROLE OF THE BOARD IN GOVERNANCE & FUNDRAISING

AFTERNOON SESSION: 1:00PM – 4:00PM

The following consultants are available at these times by appointment only:

- 1:00PM – 1:45PM
  - BUDGET/FINANCE
  - DONOR AND PROSPECT RESEARCH/ RESOURCE MOBILIZATION

- 1:45PM – 2:30PM
  - EXECUTIVE DIRECTOR ROLE
  - FINANCIAL STRATEGY & COMMUNICATION
  - FOUNDATION GRANTS
  - HOW TO USE STUDENT INTERNS
  - HUMAN RESOURCES – ORGANIZATIONAL DEVELOPMENT & EXECUTIVE COACHING
  - NAVIGATING ORGANIZATIONAL CHANGE

- 2:30PM – 3:15PM
  - PROGRAM EVALUATION & OUTCOMES
  - SOCIAL MEDIA
  - STRATEGIC PLANNING
  - THE ROLE OF THE BOARD IN GOVERNANCE & FUNDRAISING

- 3:15PM – 4:00PM
  - EXECUTIVE DIRECTOR ROLE
  - FINANCIAL STRATEGY & COMMUNICATION
  - FOUNDATION GRANTS
  - HOW TO USE STUDENT INTERNS
  - HUMAN RESOURCES – ORGANIZATIONAL DEVELOPMENT & EXECUTIVE COACHING
  - NAVIGATING ORGANIZATIONAL CHANGE

- 4:00PM – 5:00PM
  - PROGRAM EVALUATION & OUTCOMES
  - SOCIAL MEDIA
  - STRATEGIC PLANNING
  - THE ROLE OF THE BOARD IN GOVERNANCE & FUNDRAISING

- 5:00PM – 5:45PM
  - EXECUTIVE DIRECTOR ROLE
  - FINANCIAL STRATEGY & COMMUNICATION
  - FOUNDATION GRANTS
  - HOW TO USE STUDENT INTERNS
  - HUMAN RESOURCES – ORGANIZATIONAL DEVELOPMENT & EXECUTIVE COACHING
  - NAVIGATING ORGANIZATIONAL CHANGE

- 5:45PM – 6:30PM
  - PROGRAM EVALUATION & OUTCOMES
  - SOCIAL MEDIA
  - STRATEGIC PLANNING
  - THE ROLE OF THE BOARD IN GOVERNANCE & FUNDRAISING

- 6:30PM – 7:15PM
  - EXECUTIVE DIRECTOR ROLE
  - FINANCIAL STRATEGY & COMMUNICATION
  - FOUNDATION GRANTS
  - HOW TO USE STUDENT INTERNS
  - HUMAN RESOURCES – ORGANIZATIONAL DEVELOPMENT & EXECUTIVE COACHING
  - NAVIGATING ORGANIZATIONAL CHANGE

- 7:15PM – 8:00PM
  - PROGRAM EVALUATION & OUTCOMES
  - SOCIAL MEDIA
  - STRATEGIC PLANNING
  - THE ROLE OF THE BOARD IN GOVERNANCE & FUNDRAISING

- 8:00PM – 8:45PM
  - EXECUTIVE DIRECTOR ROLE
  - FINANCIAL STRATEGY & COMMUNICATION
  - FOUNDATION GRANTS
  - HOW TO USE STUDENT INTERNS
  - HUMAN RESOURCES – ORGANIZATIONAL DEVELOPMENT & EXECUTIVE COACHING
  - NAVIGATING ORGANIZATIONAL CHANGE

- 8:45PM – 9:30PM
  - PROGRAM EVALUATION & OUTCOMES
  - SOCIAL MEDIA
  - STRATEGIC PLANNING
  - THE ROLE OF THE BOARD IN GOVERNANCE & FUNDRAISING

- 9:30PM – 10:15PM
  - EXECUTIVE DIRECTOR ROLE
  - FINANCIAL STRATEGY & COMMUNICATION
  - FOUNDATION GRANTS
  - HOW TO USE STUDENT INTERNS
  - HUMAN RESOURCES – ORGANIZATIONAL DEVELOPMENT & EXECUTIVE COACHING
  - NAVIGATING ORGANIZATIONAL CHANGE

- 10:15PM – 11:00PM
  - PROGRAM EVALUATION & OUTCOMES
  - SOCIAL MEDIA
  - STRATEGIC PLANNING
  - THE ROLE OF THE BOARD IN GOVERNANCE & FUNDRAISING

- 11:00PM – 11:45PM
  - EXECUTIVE DIRECTOR ROLE
  - FINANCIAL STRATEGY & COMMUNICATION
  - FOUNDATION GRANTS
  - HOW TO USE STUDENT INTERNS
  - HUMAN RESOURCES – ORGANIZATIONAL DEVELOPMENT & EXECUTIVE COACHING
  - NAVIGATING ORGANIZATIONAL CHANGE