



Nonprofit Institute & Philanthropy Forum

Nonprofit Institute Schedule - Thursday

Time > Track	Executive / Non-Development (UCOM207)	Development (UCOM201)	Master Classes (UCOM210)
7:30 a.m.	Breakfast and Networking (UCOM 231)		
8:30 a.m.	Welcome & Nonprofit Sector Refresher/Overview John Dawe, MNA, CNP, CFRE		
	What are nonprofits? We (probably) know what that means, legally... but where did they come from and why does it matter? Learn about the nonprofit sector.		
9:15 a.m.	Program Planning for Nonprofits Dave Tinker, CFRE, FAFP This workshop will provide a framework for planning your programs that is easy for donors, funders, staff, and board to understand.	Small Shop Fundraising: Doing More with Less Heather Schield, CFRE Small shops are busy. Face-to-face donor meetings, phone calls, special events, thank you letters, updating (or creating?) the database, and cleaning the bathroom. Doing more with less takes creativity, persistence, and hope. Learn tips and share best practices in this interactive session (toilet brush not included).	Social Media Masterclass Josh Hirsch, MS, Lead Facilitator Don Rhoten, CFRE & Dave Tinker, Presenters Want to get a jumpstart on your social media content and strategy? We will discuss latest trends, strategies, and tools to help you best tell your organization's story. Learn key strategies to integrate, before during, and after your appeals to maximize communication potential build buzz.
10:15 a.m.	Ethics & Nonprofit Leadership Ligia Peña, CFRE With nonprofit ethics crises in the news more and more, a solid understanding of the ethical principles and framework used by charitable organizations is critical.	The Two Cultures Approach to Fundraising Jason Lewis, CFRE The Two Cultures model distinguishes between a fundraising culture that is characterized by trivial gifts and its effects on donor attrition and professional versus a culture that is characterized by meaningful commitments and its potential for long-term sustainability.	You'll learn: - The most relevant social media tools and how to choose which are best for your nonprofit's goals - Top technology investments your organization could make to maximize your social media "splash" zone. - Via case studies with specific steps for implementing social media tools into your strategy - How to review metrics to determine future social media strategy - How to manage all the different work (and the different social networks!) - How to handle social media during an organizational crisis
11:15 a.m.	Building Collaboration Charles Barber, CEO, The Luzerne Foundation As executive director, you can shape the way your organization interacts with the community at large. Collaboration and partnership is not only appealing to donors, but is often a more effective approach to achieving your mission.		
11:45 a.m.	Pick up Lunch		
12:00 p.m.	The Three Lanes Approach (231) Jason Lewis, CFRE		
	Three Lanes Approach guides it users through a system understanding of effective fundraising, how to maximize high-capacity volunteers, and how to discern trivial, meaningful and transformational gifts.		

All Interest Sessions will be held in the University Center on Main Building (UCOM) unless otherwise noted.



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1:15 p.m.	<p>Nonprofit Advocacy and Government Relations Don Rhoten, CFRE</p> <p>Did you know that AFP's Government Relations committee fought and defeated laws that severely curtail the charitable tax deduction? Has your organization been affected by the Harrisburg budget impasses this year or in the past? Nonprofits need to be self-advocates, not just for funding, but for the entire charitable sector.</p>	<p>KPIs for Fundraising (231) Jason Lewis, CFRE</p> <p>This workshop shows a new dashboard model that demonstrates how to prioritize time with the organizations most valuable donors, how to track and monitor key patterns of work, and how deliberate practices can maximize fundraising performance. This tool is designed to align expectations between the development office, the executive suite and the boardroom.</p>	<p>Legacy Program Masterclass Ligia Peña, CFRE</p> <p>Cash-strapped, acquisition costs keep increasing, and drawing a blank on how to engage supporters at a higher level — What is a Fundraiser to do? What if there was a simple and highly engaging way to raise millions from your supporters at a fraction of what you spend in acquisition costs, would you jump at this opportunity? This session will explore how to engage supporters at a much more personal level in order to inspire donors to leave a legacy, raise more funds to realize your mission and effectively change the world. At the end of this session you will leave thinking: "wish I'd started a legacy program 10 years ago!"</p>
2:15 p.m.	<p>Building a Generative Governing Fundraising John Dawe, CNP, CFRE</p> <p>If your board meetings are like most, they are full of reports, boring discussions, and lots of listening. This workshop will help you get your board talking about issues that <i>really</i> matter to your organization's long-term planning.</p>	<p>Break</p>	
2:30 p.m.		<p>Effective Campaign Planning Jason Lewis, CFRE</p> <p>The "Effective Campaign Planning" tool reveals the tension inherent in the campaign success curve, the reality of the twelve-year spread, and when to "go to press" with the case for support.</p>	
3:15 p.m.	<p>Break</p>		
3:30 p.m.	<p>Increasing Board Volunteer Fundraising (UCOM 201) Facilitated Discussion</p> <p>We'll talk to our faculty about how they have effectively engaged their board members in significant fundraising – and learn from conference attendees as well!</p>		
4:15 p.m.	<p>Day 1 Best Practices Review (UCOM 231) At 4:15 all participants will return to 231 to debrief about the day's events, complete an evaluation form, and contribute a few words to the "Best Practices" guide.</p>		
4:30 p.m.	<p>Happy Hour at Bart & Urby's (three buildings away, heading North on S. Main St.)</p>		