

Non  
Profit  
Day  
MADISON

**2013**  
**Madison Nonprofit Day**  
*Conference Guide*

## **Attribution & Acknowledgements**

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Special Thanks to Event Organizers: Phoebe Frenette and Alnisa Allgood

# Conference Schedule

## 7:30 AM



### Early Bird Registration

If you are attending one of the 8am workshops, you will need to check-in at 7:30am.

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## 8:00 AM Sessions

The 'Early Bird' catches the worm. Catch one of these two early morning sessions to start off your conference experience, well. We'll provide coffee or tea, a very quick check-in, and two dynamic presenters.

### Social Media

#### Community Building 2.0

Since its inception in October 2004 Yelp has become a quintessential tool for finding crave worthy cheese curds and tacos worth talking about. Whether using Yelp's desktop site at home or the free mobile app for smart phones and the iPad on the go, visitors to Yelp tap into the power of over consumer generated content to help them make an informed decision on where to eat and what to do in 22 countries. In addition to being a useful tool for consumers, Yelp enables savvy entrepreneurs the ability to reach and rouse powerful influencers to help build a community and support a mission. But how do you rally these individuals and turn them from disinterested to devoted? Yelp Senior Community Manager Corey Dane will speak about how today's best brands, Yelp included, are using the power of community to start a Social Media movement.



#### Corey Dane

Senior Community Manager  
Yelp.com

### Networking 101: Get The Basics Down

**net-work-ing** [*net-wur-king*] **noun** 1. a supportive system of sharing information and services among individuals and groups having a common interest: Non-profits in the community use networking to help themselves manage more successfully.

Networking is about people openly sharing knowledge with others, with the largest obstacle to success being the "sharing" and "others" components. We all have knowledge, but as humans we're just not sure how to best share or receive it.

In this entertaining and interactive session you'll receive up to one billion dollars' worth of networking activities and tips that you'll be able to immediately put into practice the rest of the day. Through a random window of boring lecture and harrowing activities, this session will help participants better understand what networking is and how to be comfortable doing it. Why flounder when you can fly?



#### Van Nutt

Executive Director  
Middleton Chamber of Commerce

# Conference Schedule

## 9:00 AM



### Registration

Onsite Registration is very limited, for keynote and pre-keynote workshops. The cost is \$45 which can be paid by check or credit card via PayPal. No conference bags are available for on-site registrants.

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## 9:30 AM Sessions

Let's get the long sessions done early. Our 9:30AM Sessions run for 75min in a 90min time window. The presenters promise to deliver detailed and interactive workshops on their topic.

### Finding Your Groove with Major Gift Cultivation

One of the major obstacles to major gift cultivation is that board members and donors do not know each other. This is too often an excuse for inaction. From elevator speech practice to creating opportunities for cultivation, this workshop will focus on setting up organizational leaders - and donors - for fundraising success.

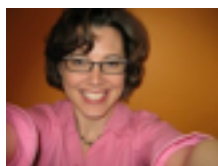


**David Allen**

Principal  
Development for Conservation LLC

### Making Sense of Organizational Effectiveness

Effectiveness within the nonprofit sector is complicated. This session provides an introduction to a new way of thinking about nonprofit effectiveness and a new, research-backed model that helps guide conversations promoting highly functional nonprofits.



**Melanie Schmidt**

Principal  
Timpano Consulting



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### Wegner CPAs

Wegner CPAs is about people – our clients, our employees, our community. Our professionals guide individuals, businesses and nonprofits with **personal service, education, and knowledge**. More information can be found at [www.wegnercpas.com](http://www.wegnercpas.com)

# Conference Schedule

## 9:00 AM



### Check-In

Pre-Registered check-in is easy. There will be greeters by the door with mobile devices, who will ask for your name. Check you in, then send you on to pick-up your name tag and conference bag. Onsite Check-In requires additional steps.

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### Building Staff Leadership

An interactive workshop designed to build coaching skills in order to increase your effectiveness as a manager – and to more fully develop your staff to achieve your organizational mission.

### Business Ventures for Your Nonprofit

With increased uncertainty of funding and contributions, many nonprofits are considering adding for-profit activities. This workshop will go over matters your nonprofit organization should consider before adding a for-profit activity as well as tools to assess your organizations financial health.



**Mary Stelletello**

Principal  
Vista Global Coaching &  
Consulting



**Karl Eck**

Senior Manager  
Wipfli LLP



**GREATER MADISON**  
CHAMBER *of* COMMERCE

**Gold Sponsor**

## Greater Madison Chamber of Commerce

The Greater Madison Chamber of Commerce is the voice of business with nearly 1,400 organizations – ranging from one-person shops to corporations with more than 6,000 employees – working to bring the Greater Madison area to its full potential. More information can be found at [www.greatermadisonchamber.com](http://www.greatermadisonchamber.com).



# Conference Schedule

## 11:00 AM



### Buffet Lunch

Monona Catering— the exclusive caterer to Monona Terrace, offers a wide variety of food services. We've selected the 'All Wrapped-Up Buffet' with Hazelnut Romaine Salad, Antipasto Skewers, Gourmet Wraps and an assortment of chips.

## 11:30 AM Keynote

### Michael Johnson

Michael Johnson currently serves as the CEO of Boys & Girls Clubs of Dane County. Johnson has made it his priority to ensure that his agency continues to be a leader in youth development while enhancing its partnerships to produce positive outcomes for young people and their families.

#### Detailed Keynote Schedule

- 11:00AM - Buffet Lunch Begins
- 11:00AM - Sponsor Slides / Networking
- 11:10AM - Michael's YouTube Video
- 11:15AM - Introductions Begins
  - ▶ Announcements by Madison Nonprofit Day
  - ▶ Welcome by Zach Brandon
  - ▶ Introduction by First Business Bank
- 11:30AM - Keynote by Michael Johnson
- 12:15PM - Lunch / Keynote Closes



## Keynote Thank You's

Many thanks to all the individuals and organizations who made this keynote presentation happen.



# Conference Schedule

## 12:30 PM



### Short & Fruitful

Some times a little bit of information can make a world of difference. In 30 minutes you can learn one aspect of becoming a better supervisor; understanding the trends in the economic condition of Wisconsin's nonprofits; or hear the first formal public policy agenda of Wisconsin Nonprofits.

### The Nonprofit Economic Outlook: In Review

Forward Community Investments' annual report back on the Wisconsin nonprofit sector. This session is a quick overview that will introduce you to the trends in the economic condition of nonprofits and explores the efforts undertaken to respond to those trends. The report is a summary of the 2012 Nonprofit Economic Outlook Report produced by Forward Community Investments.



**Salli Martyniak**

President

Forward Community Investments  
(FCI)

### Fully Engaged: The Wisconsin Nonprofits Association's Legislative Agenda

The Wisconsin Nonprofits Association presents its first formal public policy agenda. Learn about important policy issues that are affecting the well-being of nonprofits in Wisconsin. The session will include a discussion of the Association's plans for increased engagement in legislative and public affairs.



**John Keckhaver**

Executive Director

Wisconsin Nonprofits Association

### How to Supervise: Getting Work Done Right

Supervising is hard! And worse, *'No one teaches it anymore'*. You step into a position with more leadership authority and you're left to sink or swim on your own. In this workshop, you'll be introduced to one of the key concepts of effective supervision, 'providing feedback'. Great for new supervisors and a good refresher for experienced staff.



**Marty Petillo**

Volunteer Services Manager  
Olbrich Botanical Gardens

### Exhibits

#### Take a Break, Explore the Exhibits

The **Madison Nonprofit Day Conference** will host an Exhibit Area that conference and community members are welcome to explore. It's easy access to a number of exhibitors who provide products, services to nonprofits and community-based organizations. So stop by and visit.



# Conference Schedule

## 1:00 PM Sessions

The afternoon sessions begin. There are a lot of them, so we've tossed in a few breaks. If you have the mental agility and fervor to learn, there are awesome workshops. Need a moment? Take a break.



### Relax Your Mind, Stretch Your Body: Chair Yoga Break

Yoga & Activities Room: We understand that conferences can be both invigorating and draining. Give your mind a break and move your body. Join Sarah Starr of Happy Yoga with Sarah Starr, as she leads you through gentle movement for all your major muscles.

### Harness the Power of Design Thinking for your Nonprofit

"We can't solve problems by using the same kind of thinking we used when we created them." — Albert Einstein. Design Thinking is a user-centered and prototype-driven process that helps practitioners approach complex problems in new ways. Although it's rooted in the field of design, you don't need any prior design experience to learn and use the Design Thinking methodology. Stefanie Norvaisas, director of design strategy and research at Design Concepts, will give attendees tips on how to take the first steps in becoming design thinkers.



**Stefanie Norvaisas**

Director of Design Strategy & Research  
Design Concepts

### How To Turn Around No-Win Meetings

Have you ever suffered through a negative, mind-numbing meeting and wished you, or someone, could have turned it around? If you have, then this session for you! In this hands-on session, you will learn how to use a powerful, super simple technique to quickly shift meetings from the downward spiral of hopelessness, negativity, and analysis paralysis toward positive opportunities and actionable solutions. Participants will receive a copy of my template and a link to my free 11-minute demo video.



**Jody Jacobson**

Owner  
Jody Jacobson & Company



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### Exhibits

Visit our Exhibit Area and say 'Hi' to our exhibitors. We've got book displays, calendar sales, 'ask n' expert tables, and tables where you can network and talk with our sponsors—corporate and nonprofit. So stop by and visit.

### Tech Tools for Nonprofits

Ever wonder what "the cloud" is? Don't know about "tweeting" or "snapchatting"? Having trouble keeping up with all the new technology? This session will cover a variety of free and low-cost technology tools that can help any nonprofit improve their efficiency and effectiveness. We'll hit some social media favorites, but will also look at tools for office and field use that can truly impact your work.

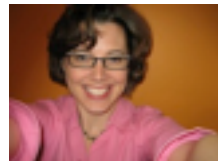


**Dennis Deery**

Owner  
Irish Rose Consulting

### Better Board Meetings

Learn tried and true techniques to make your Board meetings better. Walk away with tips and tools for setting the agenda, facilitating the conversation, framing follow-up for the in-between times and much more. Plus, bring your issues and questions to get on-the-spot insights that you can take back and put to work.



**Melanie Schmidt**

Principal  
Timpano Consulting



**Morgridge Center  
for Public Service**

UNIVERSITY OF WISCONSIN-MADISON

*Bridging Campus and Community  
Through Service and Learning*

### Ask An Expert

"...if I knew an accountant, I'd ask..." Well, we've got two accountants sitting at our 'ask an expert table between 1pm - 2pm. So, gear-up those questions. Karl and Nick are eager to answer, especially in the topic areas listed below.



**Karl Eck, Wipfli, LLC**  
Nonprofit Accounting and  
State and Federal Grants.



**Nick Curran,**  
**Numbers4Nonprofits,**  
Budgeting & Projections

# Conference Schedule

## 2:00 PM Sessions

We've got both regular sessions (45 minutes) and intensives (90 minutes to 120 minutes) in the 2PM slot. Google AdWords and Navigating Crowd Funding are Intensives, so plan accordingly.

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### Engaging Volunteers:

#### Make Volunteering Meaningful

There are many aspects when it comes to engaging volunteers in meaningful and effective ways within our organizations. This session will focus on the basics of volunteer management including how to ensure volunteer opportunities are meaningful to the volunteer and to your organization, targeted recruitment, ongoing support and effective ways to engage volunteers in your mission.



**Kathy Martinson**

Senior Director of Community Engagement  
United Way of Dane County

### Remixing the Public Library

Going to the Public Library is becoming cool again. Every organization faces the challenge of having to re-invent themselves. Hopefully, you learn how, before things get drastic. Trent Miller and the Madison Public Library Foundation have remix how we think about public libraries, changing the stodgy to the new and hip. Learn how the new Madison Public Library is attracting people who traditionally wouldn't be coming to a library.



**Trent Miller**

Artist / Curator / Library Coordinator  
Madison Public Library



### Intensive Workshop

#### Getting to Know Google AdWords

In this workshop, learn how to get your organization online and run successful campaigns with Google AdWords. Google Advertising, particularly via Google Grants program that provides \$10,000 per month in in-kind, search advertising, can help organizations increase their capacity through list-building, brand awareness and more. But only if you know how to use it.

### Silver Sponsor

#### Numbers 4 Nonprofits

Nicholas A Curran CPA, Founder of Numbers 4 Nonprofits LLC, has been independent since 2004. Having once audited nonprofits while working for public accounting firms in Wisconsin, Nick was presented the opportunity to manage the internal finances of Madison Children's Museum in 2006.



# Conference Schedule

## 2:00 PM Sessions

We've got both regular sessions (45 minutes) and intensives (90 minutes to 120 minutes) in the 2PM slot. *Google AdWords* and *Navigating Crowd Funding* are Intensives, so plan accordingly.

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### Power Up:

#### Move Your Organization to the Next Level

This interactive workshop will guide you through the process of re-visiting and re-visualizing why your organization exists and how it can continue to matter in today's world. You'll explore the promise and values your organization has made to its core constituents, as well as how to build and sustain your constituents as the growing blocks to your organization's infrastructure.



**Amy Gannon**

Assistant Professor  
Edgewood College, School of Business

### Zero-based Budgeting

A critical component of managing your nonprofit's money should be annual budgeting. Too often organizations are approving budgets that are "same as last year" or worse, no budget at all. We recommend nonprofits go through zero-based budgeting and consider all your major sources and uses of funds going into the coming year. Understanding the all the costs needed to achieve your mission is essential for the long-range success of the organization.



**Nick Curran**

Founder  
Numbers 4 Nonprofits



### Intensive Workshop

## Navigating Crowd-Funding

### Kickstart Your Project

This panel discussion offers an interactive, Q&A session for individuals interested in using Kickstarter or other crowdsourcing platforms to fund projects. It's an opportunity to learn directly from those who've already successfully navigated the platform.

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### Media Sponsor

## WORT-FM 89.9

WORT 89.9 FM is a listener-sponsored community radio station, broadcasting from 118 S. Bedford St. in Madison, Wisconsin, USA. WORT offers a whole host of programming made possible by listener sponsors and volunteers.



# Conference Schedule

## 3:00 PM Sessions

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### Relax Your Mind, Stretch Your Body: Chair Yoga Break

Yoga & Activities Room: We understand that conferences can be both invigorating and draining. Give your mind a break and move your body. Join Sarah Starr of Happy Yoga with Sarah Starr, as she leads you through gentle movement for all your major muscles.

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### Fund Development: Easy as SMS

With all of the noise hitting consumers, it is extremely important for organizations to become smarter about what they're saying and who they're saying it to. SMS text messaging is a key tool to help improve fundraising, promotional and educational efforts. As a nonprofit organization, learn the ways that you can incorporate SMS into your communication arsenal to reach your audience anytime, anywhere.



**Kay-Tee Franke**

President

Engaging Results Communications

### Nonprofit Growth in a Period of Dwindling Resources

The economic recession has caused non-profit organizations to be more efficient, mission-driven, collaborative and creative. Over the last five years, Literacy Network has diversified its funding, significantly increased volunteer hours and is providing greater support to adult learners working toward their goals.



**Jeff Burkhart**

Executive Director

Literacy Network

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### 12 Key Actions -for Successful Volunteer Programs

The profession of volunteer management has focused its attention primarily on the volunteer manager, thinking, often incorrectly, that a corps of well-trained managers is the key to an effective volunteer program. This has proven short sighted. To be successful, volunteer programs must have the commitment and competency of all paid staff, not just the volunteer staff and managers that partner with the volunteers daily.



**Marty Petillo**

Volunteer Services Manager

Olbrich Botanical Gardens

### Fostering Inspired Leadership

Five changes you can implement right now that will strengthen your board and improve your organizational effectiveness.

David discussed inspiring your board and staff to be better leaders, so that you can improve internal communications, conduct fewer meetings, re-think orientation and approaches and more.



**David Allen**

Principal

Development for Conservation LLC



# Conference Schedule

## 4:00 PM Sessions

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### Relaxing Walk, Optional Photos

If the weather permits, an optional group walk is scheduled. This is a short casual walk—potentially to Starbucks or Alterra then back. Just enough to stretch out the legs, relax the mind, and hopefully get refreshed for the 5pm sessions.

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### Grant Seeking Basics for Non-Profit Organizations

This session will provide an orientation to the Grants Information Collection, background on the world of grantmaking, information on how to build a credible nonprofit organization, as well as general grantseeking tips. The session will conclude with a brief demonstration of the Foundation Directory Online database, which is an excellent resource for locating potential funders.



**Ellen Jacks**

Grants and Reference Librarian  
UW-Madison's Memorial Library

### Principles of Blended Learning for Nonprofits

Blended Learning is the name for an approach which promotes understanding the 'most appropriate' medium by which to conduct learning activities. In practice this is often expressed as activities delivered online in concert with activities conducted in the classroom, those being two of a very wide array of options.



**James Lloyd**

Online Learning Developer  
University of Wisconsin-Madison

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### A 100 State of Mind

#### Applying Startup Fundamentals to Non-profit

We're a new non-profit devoted to building a dynamic and sustainable creative community in Madison. Our model isn't new. In fact, we were largely inspired by the successes of organizations in other cities. That being said, our innovation occurred in the way we implemented our vision. We're trained to build organizations that make things people want.

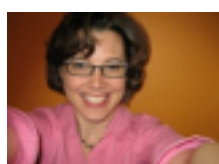


**Niko Skievaski**

President  
100State

### Giving Missions Meaning

Language matters. It reflects your intent, narrates your actions and frames your impressions. This workshop not only offers tools to refocus your mission but also techniques for leveraging communication to make your mission compelling and your organization relevant for your communities.



**Melanie Schmidt**

Principal  
Timpano Consulting

# Conference Schedule

## 5:00 PM Sessions

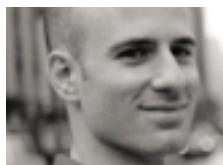
### Happy Hour: Post-Conference Wind Down

**6PM • Brocach.** You survived. We survived! Join us for some drinks and post-conference wind down. Relax with us and other conference attendees. Have a cold brew, good conversation; and reminisce. We hope you join us. Cash Bar. Food Menus Available.



### Conceive, Build and Manage a Better Web Site with a CMS

Every nonprofit needs one, but nonprofit websites, regardless of how simple, can be complex beings. A good content management system and a healthy dose of forethought and planning can help you. Make your website, beautiful, inspiring, and millennial friendly, all while achieving your goals. Ben Seigel, Principal at Versa Studio presents.



**Ben Seigel**

Principal  
Versa Studio

### A Guide To Writing A Grant to Area Foundations

Paul Houseman gives an overview of the various local (and some regional) Foundation funding sources for nonprofits based in Dane County. He will discuss from his perspective what it takes to write a successful grant, focusing on prospect research, a compelling proposal, and evaluation. He will also discuss different strategies for receiving annual operating grants, endowments and capital grants.



**Paul Houseman**

Executive Director  
Aldo Leopold Nature Center

### Branding

#### What's Your Nonprofit's Story?

Your brand is the foundation for your marketing and communications plans. It goes well beyond your logo and tagline. It is the emotional connection you hope to forge with your supporters, and great brands know how to use a core story to define their brand, align their team and draw in new fans.



**Tom Kuplic**

Principal  
ETO Consulting

### Special Thanks to...



and



# Conference Schedule

**Between 9AM to 3PM, Exhibit Table**



## Ask *an* Expert

**9-10AM IRS Accountability**

Kathy Villard & Ying Ying Yuan of Villard and Associates

**10-11AM Nonprofit Law**

Robert Goldstein of Center for Nonprofit Excellence

**11-12PM BREAK**

**12-1PM Resumes and Professional Branding**

Kristen Johnson of Professional Direction

**1-2PM Budgeting & Projections**

Nick Curran of Numbers for Nonprofits

**1-2PM Nonprofit Accounting and State and Federal Grants**

Karl Eck of Wipfli, LLC

**2-3PM Technology**

Eric Howland & Lauren Benson of DaneNet

**3-3:30PM Nonprofit Law**

Melissa Scholz of Scholz Nonprofit Law LLC

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**Missed Them, Due to Workshops:** Don't fret, almost all of the experts indicated a willingness to talk to people via email or telephone. So contact them or us and we will get you connected with them. Our email is: [madison.nonprofit.day@gmail.com](mailto:madison.nonprofit.day@gmail.com)

Non-Profit  
Day  
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# Madison Nonprofit Day Thank You to Our Sponsors

## Gold Level



## Silver Level



## Bronze Level



## Media + Custom Level



## Nonprofit Partners



Gilda's Club - Madison

Central Wisconsin Community Action Council (CWCAC)