



Non
profit
Day
MADISON

2014

Madison Nonprofit Day

Conference Guide

Attribution & Acknowledgements

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Special Thanks to **MND Event Organizers**: Alnisa Allgood, Amanda Verbrick, Joanna Marks, Theresa Kulow, Lauren Rock, Marty Petillo, and Lisa Humenik

Special Thanks to **MND Sub-Committee Members**: Robin Alexander, Andrea Conrad, Le Osburn, Amanda Chestnut, Sarah Steinquist, Lisa Horton, Jeffrey James Hickel, Allison Cooley, Shawn Steen, Brad Kuse, Robert Gibbons, Willa Schlecht, Steve Hanson, Conor Klecker, Rachel Breger, Chris Rothgeb

Very Special Thanks to All of Our Volunteers.

Madison Nonprofit Day

Madison Nonprofit Day is a volunteer run, one-of-a-kind, multi-disciplined, multi-day event that serves as a flexible infrastructure for enhancing the capacity of the region's large nonprofit and social sectors. We **grow** awareness of nonprofits' contributions to the region; we **connect** nonprofits with each other and the community-at-large; and we offer **learning** opportunities that increase skills and capacity. Madison Nonprofit Day strengthens the bonds between nonprofits and Greater Madison Area.

Advertisement



7:30 AM Early Bird Check-In

You are awesome! Wide awake and raring to go, okay maybe stumbling for some coffee, but you're here, by 7:30AM. Awesome. We've got a quick check-in process for you, some **coffee on an I.V. drip**, tea or juice for those of who wonder why coffee's so popular, and some fresh fruit. So come early, enhance your networking skills; become a better collaborator; or learn how to engage staff & volunteers. You can use the skills you learn throughout the day. Networking already a bazooka in your arsenal? Then join Ellen Jacks as she introduces you to how o seek grants smarter, not harder.

Conference Schedule

8:00 AM Sessions

These 'Early Bird' sessions will start of your conference experience well. Enhance and further develop your, networking and collaboration skills or learn how to find grants for your agency.



Lisa Humenik
ASU Lodestar Center
for Philanthropy &
Nonprofit

Engaging for Impact

Community engagement is most effective when it is part of the program design and less so as an afterthought.

Explore the reasons why it

make sense to involve volunteers & collaborators, even if you had unlimited financial resources. Understand the broad spectrum of community engagement so you can create a plan to strengthen your organization's community.

DCAVS Workshop



Rebecca Krantz
CORE - Consulting for
Organizational
Reflection and
Effectiveness

Creating Connections

CORE Action Cafe

Using **Art of Hosting's** "Proaction Café" process, CORE leaders will facilitate an opportunity for participants to identify their burning questions

around a new idea they want to take to the next level or a challenge that keeps them and their organizations from reaching their missions.

Through small group discussions, participants will gain new insights, connections, and potential resources to advance their work. The discussions in this workshop can help participants frame their goals for the rest of the day.



Donna Gray
Donor Appreciation

Power Networking

The Competitive Advantage

Relationship marketing is generating a lot of buzz. But has anyone ever said to you, "If there's anything I can do to help you with your organizations, let me know"? That's the goal of good networking. Join experienced business owner and "Power Networker", Donna Gray as she shares the tools for creating success through power networking. Come and learn to make the connection between networking and donor/customer relationships.

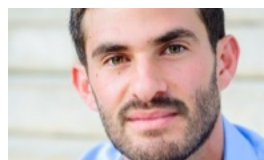


Ellen Jacks
Grants Information
Collection, UW-
Madison's Memorial
Library

Grant-seeking Basics

The world of grantmaking is vital to many nonprofits. Information on how to build a credible nonprofit organization, as well as general grantseeking tips is important. This session will provide an orientation to the Grants Information Collection

(GIC) and a brief demonstration of the Foundation Directory Online grants database.



Michael Fenchel
100state

Inspiring Collaboration

Collaboration can harness the potential of people. Empowering people to use their creative passions and endless opportunities can allow organizations to align, and grow stronger, even with limited financial resources.

Conference Schedule

9:00 AM

Welcome to the Madison Nonprofit Day Conference. There's coffee, tea, and some fresh fruit. Additionally, take a moment to familiarize yourself with the layout, exhibits, and other happenings.



Registration

Onsite Registration is available. The cost is \$75 which can be paid by cash, check or credit card via PayPal. No conference bags are available for on-site registrants.

Check-In

Once you arrive, checking-in is easy. Madison Nonprofit Day uses an electronic check-in solution. Volunteers with smartphones in-hand will greet you at the door, ask your name, check you in, then provide you your next set of details.

Exhibits

Our exhibit area opens at 9am. So you can have a cup of coffee and take a look at the lay of the land. This year's exhibitors include: Artworking, Madison Traffic Garden, Morgridge Center, the Artful Asker, YumButter, Wipfli, WORT-FM, Young Nonprofit Professionals Network (YNPN), Wegner CPAs, Yelp and more.



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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

Conference Schedule

9:30 AM Sessions

The 9:30am block is where we place our most intense sessions. Five sessions, each 75 minutes with a spectacular set of presenters. Topics range from fundraising to technology to organizational development.

DCAVS Workshop

Best Practices in Volunteer Management

Local experts Jeff Burkhart (Literacy Network of Dane County), Candace Stohs-Krause (CUNA Mutual Foundation), Kate Katzban-Beren (Goodman Community Center), and Michael Rosenblum (University of Wisconsin Hospital and Clinics) will discuss best practices in volunteer engagement with facilitator Kathy Martinson. This includes effective partnerships, how and why to measure impact, and the return on investment on volunteer



Kathy Martinson
United Way of Dane County



Marcy Heim
The Artful Asker

Making the Artful Ask

Are you raising what is needed to accomplish your mission? Do your board members and volunteers joyfully participate in the development process? Would you like to be more confident speaking a major gift ask?

Our success depends upon BOTH our methods and our mindset! Marcy Heim will take you on a fast-paced journey around her Artful Asker Cycle of Successful Relationships™ with a focus on a respectful major gift individual ask. You will be guided through a process of writing and speaking an artful ask—receiving on-the-spot coaching, through-out.



Niko Skievaski
100state

The Lean Nonprofit

'What is lean?' and 'Can nonprofits, effectively use it?' If you're looking to make the most of limited resources, then 'lean' can help you—improve quality, reduce cost, and achieve your mission more effectively. The lean methodology is quite simple. The hard part is putting it into practice—it requires leaders to foster the culture, competencies, and systems that leverage the value of this approach.



Kristin Johnson
Profession Direction, LLC

10 Ways to Use LinkedIn to Boost Your Nonprofit's Visibility

This workshop will provide 10 ways that your organization can: attract top talent; build excitement for your agency's mission; engage volunteers, and supporters; and direct followers to contribute financially. Audience participation is encouraged. Includes a discussion of obstacles to using LinkedIn.



Melanie Schmidt
Timpano Consulting

Board Building Basics

Organizations have one thing in common—Boards of Directors. The more effectively the Board operates, the more effectively the organization. This workshop is for anyone interested in building a stronger nonprofit Boards of Director. Bring your challenges, and leave with ideas for making a greater impact.

Conference Schedule

Breaks & Networking



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Breaks

The Grand Terrace, which overlooks Lake Monona has been set-up as a comfortable rest, networking, and exhibit area. Take a break, meet new friends, explore the exhibits. Restrooms are to the far left and right of the horizontal hall ways, past registration area and the keynote ballroom. The conference is long, take breaks.

Networking

We consider networking a vital component of the conference experience. This is why; we always start the day with workshops centered around networking & engaging others. Take advantage of our Networking Volunteers to provide you introductions, bring business cards, your courage, and have fun.

Sponsors



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A Project of **Community Shares of Wisconsin**

The Center for Change is a place where nonprofits share ideas, resources, and inspiration to build a stronger nonprofit community.

Join the Center for Change

Join the Center for Change in Madison to access:

- Quality space and equipment
- 1:1 access with consultants
- Visibility in a vibrant nonprofit community
- Nonprofit trainings
- Networking

Conference Schedule

Lunch Break & Keynote



11:00 AM Buffet Lunch

Monona Catering— the exclusive caterer to Monona Terrace, offers a wide variety of food services. We've selected the 'Meats & Salad Buffet' it's large servings of salads, meats and cheeses for sandwiches, and some snacks. We tested at the Forward Technology Festival and it was delicious.

11:30 AM Keynote

Are You Planning for Vibrancy?

Operational ruts can cause organizational limps. Too many organizations are limping— from boards and budgets, to fundraising and frustrations, these operational necessities can erode enthusiasm for critical community missions. Brent will challenge you to look critically toward ways of leading your organization into greater vibrancy and sustainability.

Detailed Keynote Schedule

- 11:00AM - Exhibit Break
- 11:00AM - Buffet Lunch Begins
- 11:30AM - Introductions Begins
 - Announcements by Madison Nonprofit Day
 - Welcome by Jeff Brown
- 11:40AM - Keynote by Brent Hafele
- 12:30PM - Lunch / Keynote Closes

Brent Hafele

Brent A. Hafele, M.A. has a passion for helping nonprofits emerge from their operational ruts and grow forward into greater sustainability and vibrancy. As a highly sought-after consultant and speaker with nearly ten years of experience as a practitioner in the nonprofit sector, he is uniquely equipped to do just that.



Conference Schedule

12:45PM Sessions

Multichannel Fundraising & Communication

Thinking Through Organizational Messaging from the Audience Perspective

The opportunities for communicating with your members, donors, partners, and other constituents are many. What works? How do they work together? What's effective? What works? How can the various channels work together? This facilitated discussion will offer several ideas from current research and draw upon the ideas and experience from the participants.



David Allen
Development for Conservation



Gregory Lynch
Michael Best & Friedrich LLP

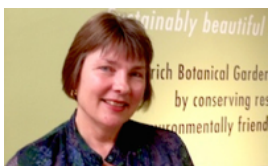
Crowdfunding and Benefit Corporations

The world of doing social good is rapidly changing and expanding. The social sector—where the objectives are not primarily monetary—comprises nonprofits, public organization, and a growing social enterprise. Even corporations are being increasingly expected to join with other organizations to address societal ills. Gregory Lynch of Michael Best and Friedrich, LLP is joined by David C. Dupee, Founder & CEO of CraftFund, LLC to discuss current developments.



Making People Care with Storytelling

David & Michael Neelsen, StoryFirst Media
'All businesses, especially non-profits, rely on their audience caring about their product, service or cause. But how do you make someone care? The truth is that you can't make someone do or feel anything — you can only invite them.'



Marty Petillo
Olbrich Gardens

Supervision

Getting Results Through Others

A supervisor is both a leader and a manager. Leadership is the art of getting (or inspiring!) people to do something, while management deals with the allocation of resources. Supervision is a skill that is valued in the workplace. For some, it just comes naturally. For others, especially those promoted from technical jobs and who receive no training, supervision can be a challenge.

DCAVS Workshop



Paul Gibler
Connecting Dots

Visual Content Marketing

"Show and Tell" with Pinterest and Instagram

Visuals are powerful. For organizations, they are a powerful way to track and influence, to drive website traffic and to create stories that help spread the word about a cause or initiative. This workshop will explore best practices for the use of visuals in your social media marketing with a special focus on Instagram and Pinterest.

Conference Schedule

2:00PM Sessions

Mobilizing the Masses

The communication landscape is evolving rapidly and staying abreast of these changes is key to a nonprofit's sustainability. To raise funds effectively, NPO's should understand its stakeholders' relationship to mobile. This session will be delivered in a storytelling format to uncover strategies for working smarter. Real-world examples will be shared while discussing the expectations, limitations, and opportunities of using mobile tools in the nonprofit arena. Attendees will participate, interactively with their mobile device, throughout this session.



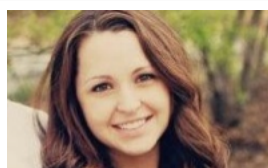
Kay-Tee Franke
Engaging Results
Communications



Fred Petillo
State Bar of Wisconsin

Taming the Monkey

Just about every non-profit organization collects information through online surveys, and tools like SurveyMonkey make this easier. But surveys haven't necessarily gotten better. How can you be confident that the information you are gathering is accurate and will lead to good decision making? In this brief session, we'll cover ten key things you can do to improve your survey methods. Then we'll open the floor to your questions. Let's see if we can solve some of your survey problems with some quick advice.



Attract, Retain, Develop & Engage the Best Talent

For most organization, attracting and retaining the right people can be hard, but in nonprofits the cost associated with hiring, losing, and or keeping the wrong people can be very high. Having a great staff — the right people to further your organizations goals and objectives, to push forward alliances and partnerships, and build a strong, stable, fiscally sustainable organization is a vital component of creating a vibrant organization.

Navigating Change

Change is a constant in the world of nonprofit management. Leaders need to continually scan for possible threats, determine if change is necessary, quickly make the change and ensure staff, stakeholders and clients are on board. Constantly navigating through change can be rewarding and exciting, but it can also be exhausting and frustrating. During this session, we'll discuss the major challenges nonprofits will face in the next few years and share strategies to prepare your organization to navigate through the change to emerge stronger and more resilient.



Brent Hafele
NewDay Nonprofit
Solutions

Vibrancy UnPlugged

A Town Hall Session

After the keynote, bring your questions to Brent about breaking organizational ruts and stepping into vibrancy. This lively, "Town Hall" style session will explore super practical ways to grow your nonprofit forward.



Allison Cooley
Effectability

Conference Schedule

3:15PM Plenaries

We've got dialing plenaries for you, on Thursday afternoon. We've worked with the YWCA's Racial Justice Summit to provide free access to Summit participants for the Conference. But first...

Snack Break

Last year, we learned that many of you have families with children to pick-up from school around the 3pm session. So we scheduling a cookies & milk break, that will allow you to take your leave. This break also provides time for those attending the Gail Christopher keynote to go to the Concourse Hotel.



Dr. Gail Christopher

YWCA's Racial Justice Summit

Dr. Gail Christopher, the vice president for programs at the W. K. Kellogg Foundation in Battle Creek, Michigan, we'll be discussing the **Business Case for Racial Equity**. This program is part of the Racial Justice Summit's collaborative with Madison Nonprofit Day.



Nonprofits:Ignite

5 Minutes, 20 Slides, Inspire & Enlighten

Storytelling is important. Stories connect us. Nonprofits:Ignite is a high-energy nonprofit share powered by Ignite Madison. Five nonprofits will tell stories of creative accomplishments, innovative, collaborative work, lessons learned and inspire others to do the same.

Media Sponsors



Madison
magazine



Conference Schedule

4:45PM Sessions

Dr. Technology

How I Learned to Love Modern Tools

At 100state, we leverage technology to help us save time, keep staff low, but still achieve our nonprofit's goals. Not only does our technology help us save time, but money too. With the help of technology, 100state has been able to grow at astonishing rates over our first year and still track metrics and test experiments with our members as we grow. This workshop will be a discussion for nonprofits wanting to talk about how to leverage technology to meet their needs.



Andrew Conley
100state



Lisa Humenik
ASU Lodestar Center
for Philanthropy &
Nonprofit

Volunteers of All Ages

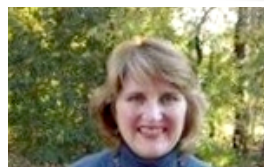
Creating a volunteer program that effectively engages volunteers of all ages requires a clear understanding of the unique values, skills, and interests of each as well as the skills to design appealing volunteer opportunities and implement successful recruitment strategies. In this workshop you will: Identify the five generations currently in the work/volunteer force; understand the factors that shape values; assess the multi-generational friendliness of your organization; and more.

DCAVS Workshop

Motivating Adults to Learn

An Overview

Our organizations offer many opportunities for adult learning - formal training, on-the-job training, team training, mentoring and job shadowing. Managers and leaders are often called upon to create and participate in these learning opportunities without



Christine Melland
What's Next Development

prior experience in teaching adults. This workshop will give you a practical tool to design learning events for your employees which are inclusive, engaging, and most of all, motivating.

DCAVS Workshop



Generating Sustainable Income

Adrian Reif, YumButter

All organizations want sustainable income—for profit or nonprofit alike. In nonprofits and social enterprise, where primarily objectives are not monetary, issues around melding missions of social impact with fiscal sustainability are very important. The world is changing and so is "doing good". Organizations have a lot more flexibility in deciding to not be purely for profit and nonprofits have the option of income generated funding streams. Have the conversation on how your organization can pursue sustainability in alignment with your mission..

Creating Change Through Storytelling

Whether raising money, strengthening organizational

culture, or drumming up support for advocacy and campaigns, great stories are the most powerful tool of individuals and organizations. The bulk of the session will be experiential.



Darin Eich
Innovative Learning



Philip Crawford
MadisonFoodCamp

Conference Schedule

5:45PM Sessions



Corey Dane
Yelp Madison

Leveraging the Power of Free

Building Community with Yelp

Did you know that **Yelp does nonprofits?** Community Organizations? and even Small Businesses beyond restaurants? Yelp has 3 effective tools for communicating your message, owning your presence online, and building a robust community around your mission. **138 Million people** turn to the site monthly, to tap into the power of consumer generated content to help them make an informed decision on where to eat, what to drink, *which events to attend*, and *what community grown organizations to support* in 27 countries.



Sue Thering
Design Coalition

Intangible Outcomes

Approach to Program Development & Evaluation

Evaluating programs for social impact is very important, yet many nonprofit, community-based, and grassroots organizations don't have the skills, tools, or capacity to successfully do so. Conventional methods of program evaluation can be lacking when encountering the living-and-learning-in-place perspective that frequently characterizes nonprofit and community-based organization.

Sponsor



Mike Hablewitz
Wegner CPAs

Avoiding Fraud in Nonprofits

Fraud happens! But you can make sure your nonprofit is safe and aware. We will look at examples of how fraud can occur in nonprofit organizations, and what can be done to prevent it. We'll provide recommendations for improving internal controls; tips on spotting behavior/acts that may be indicative of fraud. Don't let it happen to your organization!

Managing Volunteers: Tools & Practices

This workshop will explore the tools and practices of managing volunteers, by demonstrating the Volunteer Resource Management Database (VRM Database) — a FREE relational database management solution for nonprofits that are looking for an easy-to-use program for managing volunteer information, with a focus on volunteer hours.



Angela Francis
CUNA Mutual Foundation

Sponsor



**United Way
of Dane County**

Conference Schedule

The Room Assignment Grid

2014 MND Conference

Workshops and Room Assignments

5 Tracks, 6 Time Slots, 30 Workshops, Exhibits, Keynote, Afternoon Plenary, and Counter Programming
Current as of: September 28, 2014

Time	Activity	Hall of Idea E Theatre Style (99)	Hall of Ideas F Round Tables (40)	Hall of Ideas G Classroom Style (66)	Hall of Ideas I Round Tables Style (40)	Hall of Ideas J Classroom Style (60)	Hall of Ideas H Media / Tech Room
6:30AM - 8:00AM	Conference Set-up						
7:30 AM	Early Registration						
8:00 AM - 8:45AM	Early Bird Sessions	Grant-seeking Basics	Power Networking	Engaging for Impact	Creating Connections: CORE	Inspiring Collaboration	
9:00 AM	Registration / Check-In						
9:00AM - 9:30AM	Exhibit / Networking Break						
9:30AM - 10:45AM	75 Minute Workshop Sessions	Best Practices Volunteer Mgmt	Making the Artful Ask	10 Ways LinkedIn	The Lean Non-profit	Building Board Basics	
11:00AM - 12:30PM	Keynote / Lunch	Keynote / Lunch	Keynote / Lunch	Keynote / Lunch	Keynote / Lunch	Keynote / Lunch	
11:30AM - 11:45AM	Announcements / Introductions						
11:45AM - 12:30PM	Keynote: Brent Hafele	Brent Hafele	Brent Hafele	Brent Hafele	Brent Hafele	Brent Hafele	
12:45 PM - 1:45PM	60 Minute Workshop Sessions	Multichannel Communications	Crowdfunding & 8-Corps	Visual Content: Instagram	Supervision-Getting Results	Hiring: Attract & Retain Talent	
2:00PM - 2:45PM	45 Minute Workshop Sessions	Taming the Monkey	Navigating Change	Mobilizing the Masses	Vibrancy Unplugged	Making People Care	
2:45PM - 3:15PM	Snack Break / Racial Justice						
3:15 PM - 4:30PM	Plenary - Nonprofits:ignite	Nonprofits:ignite	Nonprofits:ignite	Nonprofits:ignite	Nonprofits:ignite	Nonprofits:ignite	
4:45PM - 5:30PM	45 Minute Workshop Sessions	Generating Sustainable Income	Volunteers of All Ages	Dr. Technology	Motivating Adults to Learn	Creating Change: Storytelling	
5:45PM - 6:30PM	45 Minute Workshop Sessions		It's Your Help	Managing Volunteers: Tools	Avoiding Fraud	Intangible Outcomes	
6:30 PM	End of Day / Networking ?						

Conference Schedule

Schedule Appointments in Advance



Ask *an* Expert

Ask-an-Expert

Your Questions, Professionally Answered

Madison Nonprofit Day has asked a number of professionals with a variety of expertise to make themselves available to answer your questions. *Starting a nonprofit and want some advice? Schedule an appointment. Your board needs some work? Ask-an-Expert.*

The service is free, at the **Madison Nonprofit Day Conference**. The experts are volunteering their time in 15 min increments. We're providing a solution where you can pick a time for a one-to-one with them, that fits their availability during the Day. You can schedule appointments with more than one expert.

For each experts schedule, **white areas** mean they are available to meet with you; **shaded areas** mean that they are already booked or have other obligations.

Schedule Now

madisonnonprofitday.org/2014/ask-an-expert

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

Conference Schedule

Between 9AM to 4PM, Maybe Later



Social Media-&-Tech

Floundering in Under Today's Technology?

Madison Nonprofit Day has recruited a wide-array of highly lovable geeks, who will be at your disposal through-out the conference. We're calling this our Social Media / Tech Room.

What is It?

It's a comfortable space, where you can come and ask your tech questions. From "how do I tweet?" to "what's a hashtag?" to "should our website have a donate now button?" to "what's 3D printing?", we may not know all the answers, but we'll get you pointed in the right direction.

Why Use It?

Think of it as a less crowded, we can see you today, Apple genius bar. We have

Conference Schedule

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2014 Keynote

