



# Madison Nonprofit Day 2019

Time	Hall of Ideas E	Hall of Ideas F	Hall of Ideas G	Hall of Ideas H	Hall of Ideas I	Hall of Ideas J
6:30AM - 8:00AM	Arrival / Set-Up					
7:30AM - 8:00AM	Early Bird Check-In / Registration					
8:00 AM - 9:00AM (60-Min) <b>Session 1</b>		The Art of "Not-Networking" HEATHER FERGUSON	Crafting Your Story ERIC OAKLAND		Springboard to Visual Practice JULIE SWANSON / STEPHANIE STEIGERWALDT	
8:30 AM - 9:30AM	Check-In / Registration					
9:00AM - 9:30AM	Grab Coffee / Network / Explore Exhibits					
9:30AM - 10:45AM (75-Min) <b>Session 2</b>	FLASH (30-Min) Evaluative Thinking and Hacks for Nonprofits AMY HILGENDORF	Collaborative Problem-Solving with Design Thinking GENIA STEVENS	When Good is not Good Enough FRANK MARTINELLI	Facilitating challenging large group conversations HAYWOOD SIMMONS / BERT STITT / LISA DUGDALE	Systems Thinking for Social Change MARY MICHAUD	Your E.D. Deserves a Performance Review MELANIE SCHMIDT
11:00AM - 12:30PM	Lunch / Networking (Room AB)					
11:30AM - 12:15PM	Oscar Mireles					
12:30 PM - 1:15PM (45-Min) <b>Session 3</b>	FLASH (30-Min) Census 2020- In a Flash CITY OF MADISON	Forget your Mission: Get Inspired by Experiences MICHELLE KWASNY	Why nonprofits MUST have a Marketing Automation Tool DANIEL DIBBLE	How to Remove Barriers and Infuse your Organization with Renewed Energy LAURA ROEVEN	Types of Advocacy for Nonprofit Organizations: An Overview MARY BETH COLLINS / GWYNETTA ADESUYI	Direct-To-Camera Social Media Videos: How to do them Right. BOB TRONDSO
1:30PM - 2:30PM (60-Min) <b>Session 4</b>	FLASH (30-Min) Creating Intergenerational Volunteer Opportunities KARIN KRAUSE	Building Agency Endowments TOM LINFIELD / DAVID KOEHLER / JENNI JEFFRESS	Influencing Meetings as a Participant LISA DUGDALE / HAYWOOD SIMMONS	Creating & Supporting a Development Team CHRIS ZIEMBA / LISA GUNDLACH	Building an Appreciation Culture at Work DEBORAH BIDDLE	Tech and Activism: How to use Facebook to Mobilize Folks AMEERA KHAN
2:30 PM - 3:00 PM	Mini-Break - Visit Exhibitors					
3:00PM - 4:00PM (60-Min) <b>Session 5</b>		Creating Meaningful Opportunities for Volunteers HEATHER FERGUSON	ASK for Anything Artfully MARCY HEIM	How to Make Yourself Memorable: Instantaneous Differentiation PAUL M. NEUBERGER	Google Ad Grants: \$120,000 per year for your nonprofit JASON KAUFFELD	You're Writing Your Emails Wrong JOSH KLEMONS
4:00 PM - 5:30 PM	Early Evening Plenary (Grand Terrace)					
4:15 PM - 5:15 PM	CUPCAKES & CONVERSATION - Engaging Topnotch Talent					
	End of the Day / Happy Halloween					