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

- 10:00AM – 10:45AM
  COMMUNITY ECONOMIC DEVELOPMENT
  CORPORATE FUNDRAISING
  EXECUTIVE COACHING
  FUNDRAISING

- 10:45AM – 11:30AM
  HUMAN RESOURCES – ORGANIZATIONAL DEVELOPMENT & STAFF TRAINING
  LEADERSHIP TRANSITION
  LEGAL ISSUES – HOW TO START A NONPROFIT

- 11:30AM – 12:15PM
  PROGRAM EVALUATION AND OUTCOMES
  RAISING PHILANTHROPIC SUPPORT
  STRATEGIC ALLIANCES, MERGERS & COLLABORATIONS
  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
- 1:45PM – 2:30PM
  BUDGET/FINANCE
  DONOR AND PROSPECT RESEARCH/ RESOURCE MOBILIZATION

- 2:30PM – 3:15PM
- 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

- 3:15PM – 4:00PM
  PROGRAM EVALUATION & OUTCOMES
  SOCIAL MEDIA
  STRATEGIC PLANNING
  THE ROLE OF THE BOARD IN GOVERNANCE & FUNDRAISING
  TRENDS IN TECHNOLOGY
  VOLUNTEER MANAGEMENT

- 4:00PM – 4:45PM
  EXECUTIVE COACHING
  FUNDRAISING
  HUMAN RESOURCES – ORGANIZATIONAL DEVELOPMENT & STAFF TRAINING
  LEADERSHIP TRANSITION
  LEGAL ISSUES – HOW TO START A NONPROFIT

- 4:45PM – 5:30PM
  PROGRAM EVALUATION AND OUTCOMES
  RAISING PHILANTHROPIC SUPPORT
  STRATEGIC ALLIANCES, MERGERS & COLLABORATIONS
  STRATEGIC PLANNING
  THE ROLE OF THE BOARD IN GOVERNANCE & FUNDRAISING