

CHECK IN & COFFEE | 9:00 AM - 9:15 AM | ROOM: 200**WELCOME | 9:15 AM - 9:30 AM | ROOM: 200****MORNING WORKSHOPS | 9:35 AM - 10:45 AM****HOW TO MEASURE AND IMPROVE YOUR NONPROFIT'S IMPACT ROOM: 100A***Trainer: Lauren Andraski | Lauren Andraski, LLC*

Does your nonprofit live up to its mission? Do you understand the depth of your impact? This interactive session will demonstrate +Acumen's Social Impact Analysis process that you can implement at your organization. You will leave this session with a model to create your own impact hypothesis, build an impact model, and design a theory of change that you can start using tomorrow at your own nonprofit. We will make sure you can demonstrate your nonprofit's impact to key stakeholders in your community.

INBOX ZERO OR HOW TO STOP LETTING EMAIL RUN YOUR LIFE ROOM: 100C*Trainers: Cindy Grubenhoff | In the Know LLC & Jennifer Knievel | University of Colorado Boulder*

Nonprofit professionals have more tasks to do than time. If you have ever felt like you can't get work done because of so much email or if you spend mental energy trying to determine how to classify/color/file your email, this workshop is for you. There is a better way, and you can make it match your life, your needs, your priorities, and your schedule. This is more than just inbox management, it's a strategy for thinking about your professional choices. Attendees will leave with the beginnings of a personalized organizational plan to stay on top of email and a to-do list.

MAXIMIZING YOUR NONPROFIT'S EXISTING DATA ASSETS ROOM: 104*Trainer: Paul Collier | Paul Collier Consulting*

There is a good chance your nonprofit collects a lot of data about your services and outcomes. Most nonprofits are awash in data points, and as your data collection grows so does frustration and burn out. This training session will introduce several approaches to making the most out of your existing client data, including establishing learning priorities, performing a data audit, driving staff's data literacy, and creating an organized outcomes communication strategy. Participants will learn how to do a data audit, and leave with a template to assess the relevance of their data collection approaches. Finally, participants will learn strategies for setting key performance indicators and templates for outcomes communication strategies.

PATHWAYS TO IMPACT: (re)DESIGNING PROGRAMS TO CATALYZE SUCCESS ROOM: 105*Trainers: Cindy Eby, Bonnie Hernandez & Kenzie Strong | ResultsLab*

Do you know why your program works for your target population (or doesn't)? In this highly interactive workshop, participants will create and walk away with a concrete plan to lay the foundation for well-crafted, high quality programs that catalyze client success, while building evidence for learning, communicating with funders, and scaling services. Together we will use the theory of change process to create pathways from organizational effort to impact, as well as identify appropriate milestones along the way for evidence-building with data.

MORNING WORKSHOPS | 10:55 AM - 12:15 PM**COMMUNICATING YOUR NONPROFIT'S IMPACT IN THE 21st CENTURY ROOM: 100C***Trainer: Anne Marie Runnels | Research Evaluation Consulting*

How do you communicate your nonprofit's impact? How do you capture the attention of modern audiences? How can you show rather than just tell the story that your donors want to hear? Learn four trends that affect digital communication, data visualization, storytelling, and communication of impact.

WORK THE PLAN: DEVELOPING A VOLUNTEER ENGAGEMENT STRATEGIC PLAN ROOM: 104*Trainers: Beth Steinhorn | VQ Volunteer Strategies*

Leading a volunteer engagement effort without a strategic plan is like driving around in a new city without a GPS. A strategic plan for volunteer engagement helps an organization move towards a shared vision for engagement and serves as a detailed roadmap. Through case studies and easily applicable tools, this workshop will provide all you need to develop your volunteer engagement strategic plan.

CREATING AND IMPLEMENTING A STRATEGIC ANNUAL FUNDRAISING PLAN ROOM: 100A*Trainer: Cindy Grubenhoff | In the Know LLC*

Crafting a strategic annual fundraising plan can be overwhelming. With so many steps and details, how do you know where to start? This workshop will cover a six-step process designed to build and implement a fundraising plan. Learn to work with budget directives, identify clear fundraising goals, and discover how to create a plan that's easy-to-use, approachable and (most importantly) one that works! Through engaging discussion and handouts, we'll design a roadmap to help you achieve your fundraising goals. Join us for a simple step-by-step approach you can use year after year.

SIX CONTENT COMMANDMENTS FOR NONPROFIT MESSAGING ROOM: 105*Trainers: Andrea Enright | The Boot Factor*

This workshop explores the top five website content mistakes, tactics for getting beyond features and benefits, why nobody cares how much you know until they know how much you care and importance of a cohesive brand messaging. You'll learn how to be authentic with the secrets of real storytelling. You'll learn how to strike the right blend of personal and professional tone. And best of all, you'll get hands-on tactics for writing a better email, a more effective newsletter and eliminate the fluff in the content.



NETWORKING LUNCH | 12:15 PM - 1:15 PM | ROOM: 200

CONSULTING CAFE | 12:40 PM - 1:10 PM | ROOM 104

AFTERNOON WORKSHOPS | 1:20 PM - 2:40 PM

THE HOUSE PARTY: BRING NEW DONORS TO YOUR CAUSE AND RAISE MORE MONEY ROOM: 105

Trainer: Ann Goldman & Leslie Allen | Front Range Source

A well-executed house party can be an effective means of raising money and building relationships. The idea is that a volunteer hosts a gathering of friends to introduce new people to your mission. Like all events, a good plan with clear expectations is essential. We'll share what works -- and what doesn't -- during this highly interactive session. Participants will learn the key elements of a successful house party, how to break down the roles and responsibilities so everyone knows what to do, suggested ways to make a fundraising ask, and sample invitation language and an event agenda.

USING INCLUSIVE HUMAN CENTERED DESIGN IN STRATEGIC AND PROGRAM PLANNING PROCESSES ROOM: 104

Trainer: Mel Peterson & Erika Strong | Weav Studio

Whether running a strategic planning process or assessing an existing program, organizations need to use inclusive human-centered design strategies to achieve meaningful impact. Practicing inclusive human-centered design can be difficult to execute well. Many organizations aren't sure how and when to include various stakeholders in strategic and program planning and those with less power are often left out of the process altogether. Workshop participants will learn how to practice inclusive human-centered design to better meet the needs of clients, how to use inclusive design to achieve buy-in from a variety of stakeholders, and leave with a toolbox of inclusive human-centered design strategies to take back to their nonprofit.

5 STEPS TO SKILLFULLY MANAGE WORK PRESSURES WITHOUT SACRIFICING WELL BEING OR PERFORMANCE ROOM: 100C

Trainer: Rita Devassy | Deva Seed LLC

Nonprofit leaders are stretched for time and often face many responsibilities to achieve their organizations mission. Ineffectively prioritizing roles and responsibilities, sacrificing well-being and feeling agitated all the time is a one-way ticket to burnout! Rita Devassy of Deva Seed will share how you can incorporate mindfulness into your daily practice. Workshop participants will learn five techniques necessary to skillfully manage work pressures without sacrificing well being and performance.

USING ONLINE FUNDRAISING TO BUILD SUSTAINABLE ORGANIZATIONS IN A RAPID RESPONSE WORLD ROOM: 100A

Trainer: Eric Saindon and Cherokee Belval | ActBlue

Creating a sustainable online fundraising strategy is a constant effort. With the right tools and a rapid response plan, you can use online fundraising to bottle lightning and give your supporters a way to take direct action! We'll talk about best practices for digital fundraising programs in general and how to make effective donation asks during your big, and often unexpected, moments. We will review tools and best practices for building a strong recurring donation program.

CONSULTING CAFE: Make sure to sign up for Consulting Cafe which is happening during lunch time. This is a chance for you to ask individualized questions on nonprofit topics. Consulting Cafe will be held in the Room 100B during lunch time.

BREAK ROOM: Need to make a phone call? Send an email for work? Please use Room 100B if you need a quiet place to get work done.

SLIDES: Slides will be posted on our website by the end of the day. Please check, www.nonprofitlearninglab.org/denver

AFTERNOON WORKSHOPS | 2:50 AM - 4:10 PM

10 MISTAKES NONPROFITS MAKE WHEN CREATING COMMUNICATIONS AND THE EASY WAYS TO CORRECT THEM ROOM: 105

Trainer: Zach Hochstadt | Mission Minded

Many nonprofit professionals get thrown into creating marketing materials without being formally trained or having the support to do it well. We'll highlight communications best practices and tools that will help provide a better framework for storytelling, improve your marketing program and your fundraising efforts! Leave this workshop with easy to use tools to ensure that your website, newsletters, social media and fundraising appeals are clear and compelling helping you attract the support you need to achieve your mission.

FROM IDEAS TO IMPLEMENTATION: LEADING TEAMS THROUGH AN INSPIRATIONAL COLLABORATIVE PLANNING PROCESS ROOM: 104

Trainer: RB Fast | Bee Line Consulting

Nonprofits are full of passionate people brimming with great ideas. Sometimes it can be difficult to know which ideas to pursue and which to set aside. In this workshop, we will explore how to filter through the noise and stay focused on your mission. We'll engage in hands-on activities that will show you how to get your staff and volunteers actively involved in developing strategies to implement the ideas you choose to focus on.

MAKING YOUR SPECIAL EVENT SPECIAL AGAIN: RAISING MORE FUNDS AND BUILDING STRONGER RELATIONSHIPS WITH DONORS ROOM: 100A

Trainer: Rich Dietz | Community Brands

Looking to raise more funds at your special events? You'll hear valuable tips and tricks from a company that has put on more than 3,000 events. You'll also learn how to use technology to engage with donors throughout your special occasion, including the best approach to interacting with donors during a contribution-focused event, to exceed fundraising goals, and new ideas to incorporate into your events to raise more. The goal of this workshop is to equip your nonprofit with the tools necessary to maximize event impact and raise more funds.

THANK YOU TO OUR SPONSORS:

Bloomerang, Community Brands, Funraise, GiveGab, Great American Insurance Group, JMT Consulting, RCG Talent Solutions and TapKat

