



**NONPROFIT
LEARNING LAB**

SEATTLE
NONPROFIT LAB
OCTOBER 24, 2019



⚡ CHECK IN, COFFEE & WELCOME | 9:00 AM - 9:35 AM | GOODMAN ROOM

⚡ MORNING WORKSHOPS | 9:35 AM - 10:45 AM | PICK 1 WORKSHOP DURING EACH TIME BLOCK

#SocialMediaStrategy: Leveraging it for the Greater Good | Goodman

Trainer: Brianna McKinney | Bloom Communications

Social media is an organic communication method for nonprofits who have strong, compelling and impactful stories to tell. Social Media is a power tool to build fruitful relationships that last and consistently connect with current and potential supporters. This presentation will navigate through common social media pain points for nonprofits and teach organizations how to communicate with supporters through meaningful content. You'll learn what content inherently works well according to best practices and the basics of evaluating social marketing metrics to continuously improve your content strategy.

Easy Steps to Grow Your Network: Using Marketing Analysis to Get More Donors, Volunteers and Key Stakeholders | Cascade

Trainer: Chris Hammond | Corporate Giving Connection

When evaluating our competition, we know the organizations in our field and how we differ, but do we take the time to understand what companies are currently supporting them? When evaluating our networks, we often think about who we know, but do we ask ourselves who do they know? We all need introductions, but do we have the wording and supporting collateral needed to make the introduction as seamless yet impactful as possible? The session will cover how to create a quick market analysis and how to identify what your marketing collateral toolkit should look like. You will leave knowing how to use LinkedIn to receive introductions and increase your network of supporters and how to develop templates that make introductions as simple as possible.

⚡ MORNING WORKSHOPS | 10:55 AM - 12:05 PM | PICK 1 WORKSHOP DURING EACH TIME BLOCK

Building and Sustaining a High Performance Nonprofit: Keys to Greater Sustainability and Impact | Cascade

Trainer: Mike Boehm | Summit Strategies, LLC

Attendees will be introduced to and learn about key strategies that can help their organizations become healthier and higher performing. Areas of focus will include: developing a board of directors that can take your organization to the next level, assessing your organization's sustainability, and how to establish your organization as the thought and service leader in your service area. This interactive workshop will offer opportunities to interact with and learn from peers. Participants will leave with important concepts and takeaways that can be implemented immediately into their own organizations.

Bursting the Board Bubble: Diversifying Your Board of Directors | Goodman

Trainer: Luca Savot | Lavender Rights Project

Does your board of directors reflect the communities you serve? Who has a spot at the decision-making table and who is missing? Whether you're interested in revitalizing your entire board or tweaking some policies to make board service more accessible, you'll gain insight on how to move forward during this workshop. We'll explore real examples from Seattle-based organizations, discuss the difference between inclusion and tokenization, and brainstorm strategies for your organization's needs. While there isn't a one-size-fits-all formula, there are common practices that can actively exclude passionate and talented community members from even applying to serve on your board of directors. It's time to shake things up and change the landscape of non-profit leadership!

⚡ NETWORKING LUNCH & PANEL DISCUSSION | 12:10 PM - 1:10 PM | ROOM: GOODMAN

LUCA SAVOT
Communications Manager
Lavender Rights Project

KYLE FUNAKOSHI
Philanthropy Officer
National Park Foundation

AFTERNOON WORKSHOPS

1:15 PM - 2:25 PM



Bridging the Donor Generation Gap | Cascade

Trainer: Tammey Grable-Newton | Taniant

One of the challenges nonprofits face today is the need to cultivate the next generation of donors. In this workshop, you will learn how to gracefully bridge the donor generation gap. We will also talk about how to successfully energize your existing donor base, while adding new donor segments that will provide for stability and growth. You will leave with the keys to successfully engaging multiple generations of donors. Our goal for this workshop is to ensure that your nonprofit is building a sustainable organization for generations to come.

Volunteer Management: Managing Highly Skilled Volunteers | Goodman

Trainer: Leah Weiner | Nonprofit Learning Lab

Retaining volunteers is essential for delivering high quality programs. This interactive session explores how to effectively engage your organization's highly skilled volunteers. We will discuss strategies orientation and framing, communication and how to thoughtfully develop projects that complement the volunteers' skills and help nonprofits. We will also review scenarios of how to handle difficult volunteers and what to do when you need to fire a volunteer. You will leave this workshop with the tools to ensure that your volunteers feel rewarded and are interested in returning to your organization.

⚡ AFTERNOON WORKSHOPS | 2:35 PM - 3:45 PM | PICK 1 WORKSHOP DURING EACH TIME BLOCK

People, Proposals and Proximity: Building Partnerships | Cascade

Trainer: Pauline Stieff | Bethany of the Northwest

Experienced professionals in all career levels and industries often overlook resources, skills, tools and people close to them in telling their story and building their brand to increase program funding. This is especially true in the nonprofit world where we are often limited by budget constraints. This workshop will focus on recognizing and tapping into potential resources in your community. There will be a focus on organizational networking and brainstorming ideas to raise more funds to accomplish your mission and goals. We will focus on exploring ways to find and build partnerships and increase fundraising.

Future- Proof Your Fundraising Efforts | Goodman

Trainer: Melissa Rancour | Blackbaud

How can fundraising statistics help you raise more money? Knowing the total philanthropic giving in a certain year, or the growth year over year, is just the tip of the iceberg. What if you could use data to highlight areas where your organization is behind the curve—and by making simple improvements, you could jump way ahead of the pack? In this session, learn how to look deeper into the data and discover untapped resources, underutilized fundraising tools, and chart changes you can make to your strategies to future-proof your development efforts. Take a close look at giving trends you can tap to increase your success using new or improved methods. Walk away from this session knowing what the fourth industrial revolution means to your organization and how you can be prepared for what the future holds.



Slides are available at www.nonprofitlearninglab.org/seattle

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