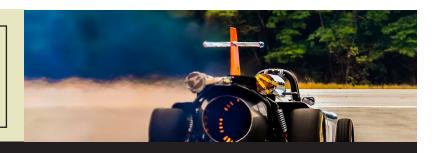# NONPROFIT LEARNING LAB

OAKLAND NONPROFIT LAB OCTOBER 17, 2019

⚡ CHECK IN & COFFEE | 9:00 AM - 9:30 AM | LAUREL

⚡ MORNING WORKSHOPS | 9:35 AM - 10:45 AM | Choose one workshop during each time block

How to Find A Data System that Meets Your Needs and Your Budget: The Making Wise Decisions Toolkit for Successful Data Systems Implementation | Eastmont

Trainers: Corey Newhouse | Public Profit & Besty Block | B3 Consults

When mission-driven organizations have poor-quality data, they don't know what's working well, limiting their ability to engage in continuous quality improvement. Finding the right data system isn't as much of a technical challenge as it might appear; successful nonprofits acknowledge the difficulty of navigating change, embrace thoughtful data assessment and planning, and maintain flexibility throughout the process. During this workshop, participants will get hands-on time to preview the steps in the data system selection process, so that they'll be ready to take action immediately.

Better, Not New: Dispelling The Myth of Tech Innovation | Laurel

Trainers: Amy Sample Ward & Vanice Dunn | NTEN

Our cultural definition of innovation often focuses on newness and uniqueness – e.g., the first organization to use the latest social media platform or the only one in the community with a mobile app. However, innovation for social impact that successfully ties to mission and community need is often small, invisible to the public, and requires investment in existing systems and staff. This session will focus on both research highlights and recommendations for dismantling white dominant culture in your organization and advancing the culture of innovation in an equitable way within your team and organization.

What are Funders Really Asking For? Diagramming Grant Application Questions for Maximum Results | Uptown

Trainer: Julie Barton | Barton Business Consulting

Take a step back, and learn how to diagram questions dispassionately, and find what funders are really asking, and really looking for. Understand specific keywords and how best to respond to them. Learn how to review your draft to make sure you've actually answered what has been asked! The workshop includes interactive practice so you can leave knowing you are ready to implement this new skill right away.

⚡ MORNING WORKSHOPS | 10:55 AM - 12:05 AM | Choose one workshop during each time block

The Leadership Athlete: Shifting Culture Towards Sustainability and Balance | Laurel

Trainers: Jessica Vibberts | Full Potential Ventures & Amanda Guilino | A Better Monday

In this workshop, leadership experts Jessica Vibberts & Amanda Guilino will lead participants through research-backed processes of managing energy for high performance. She will highlight strategies for leaders to integrate new behaviors into organizational culture that lead to more sustainable and effective ways of working. Participants will learn how leaders (and in turn, their teams) can become laser-focused on how and where they spend their time and energy. Participants will gain tools for learning to manage their energy toward what is most critical, toward the pursuit of high-performance for the long-haul.

"Evaluation" is Not a Four Letter Word! Tips and Tools from the Pros | Uptown

Trainer: Jessica Manta-Meyer | Public Profit

Evaluations can support ongoing quality improvement, engage and motivate staff, and attract funding… or waste everyone's time and effort. Make your evaluation work for you by addressing three common challenges. Link the method to the program design. Collect the right kind of information. Staff appropriately. We'll share easy-to-use tools you can use to improve the usefulness of your evaluations - today!

11 Essential Technology Areas All NPO's Should Understand and Assess | Eastmont

Trainer: Johnathan Stein | JStein Consulting

Please join us for a workshop focused on the ways in which technology systems can provide the backbone to support your organization's mission and work. Technology can be overwhelming, especially with so many platforms, services and vendors. This workshop will help explain the basics and demystify the jargon. We will break down the different types of technology organizations should be examining to ensure that they best support staff and their work. As new technologies continue to emerge, organizations must be ready to analyze their own systems, identify new services and implement changes that best fit their needs. You will leave this workshop with tangible, real-world steps to take to immediately help your organization.

⚡ NETWORKING LUNCH & PANNEL DISCUSSION | 12:10 PM - 1:10 PM | ROOM: LAUREL

VIET VOPHAM	**CAROL TANG**	**VANICE DUNN**
Content Marketing & Social Sector Outreach	*Executive Director*	*Director of Equity*
Candid (formerly Foundation Center and GuideStar)	**Children's Creativity Museum**	**Provoc**

AFTERNOON WORKSHOPS
1:15 PM - 2:25 PM

21st Century Major Giving: Creating an Effective Online Major Gift Program | Eastmont

Trainer: Adam London | Project Donor Love

Major giving often seems stuck in the last century, but online major gift forms are now both feasible and effective for mid-sized nonprofits. Online major gift forms offer benefits to you, your organization and your donors. Bringing major gifts online makes giving more convenient for your donors, and can convert one-time donations into recurring gifts. You can even use online major gift forms at events and in-person asks to get immediate donations rather than pledges. This workshop will provide ready-to-use advice on how you too can create effective web forms for major givers, promote recurring major gifts, and effectively use online forms in-person. You'll leave with tips you can implement immediately to start (or improve) an online major gift program in your organization.

Social Media Success: 5 Strategies to Grow Your Audience and Engagement | Laurel

Trainers: Viet VoPham | Candid (formerly Foundation Center and GuideStar)

Like any other aspect of your nonprofit's operations, social media can only provide you with meaningful benefits, if you put in the work. Join this workshop with Candid's Viet VoPham for a comprehensive look into a winning social media strategy, from content preparation and creation to delivery and analysis. You'll have a chance to take a hard look at your own social media plan and see what's missing or could be improved upon. Following the workshop, you'll leave with tips and strategies you can implement right away to amplify your social media efforts to not only keep your followers engaged but encourage them to take action for your cause.

Improve your Productivity and Impact with Better Tools | Uptown

Trainer: Carol Tang | Children's Creativity Museum

As a non-profit professional, we need to be as organized and productive as possible to have an impact and achieve work-life balance. In this hands-on workshop, you will assess and prioritize your to-do list with several digital and paper tools. Learn about different productivity systems and discover one that works for your needs and personal preferences. Bring your planner if you have one!can deliver.

⚡ AFTERNOON WORKSHOPS | 2:35 PM - 3:45 PM | Choose one workshop during each time block

Google Ad Grants: Connecting People To Causes Through Free Google Ads | Mojave

Trainer: Michele Hurtado | Google Ad Grants

Google Ad Grants empowers eligible nonprofits with $10,000 per month in free advertising on Google Search results pages. Google's ads reach large audiences in a relevant, actionable and measurable way and can help nonprofits educate, attract donors, and help people around the world. Learn how to succeed online using the power of Ad Grants for effective and scalable marketing and fundraising.

5 Steps for Successful Social Innovation: How to Achieve Dramatically Better Social Impact | Catalina

Trainers: Steve Nagai-Ma | Flying Bird

Participants will learn a step-by-step process for social innovation. They will think of their own challenges and then learn how to apply this innovation process to transform the work they do. More specifically, participants will learn: - how to come up with a transformational, yet achievable goal - the importance of focusing on value, growth, and impact at the same time - ways to identify and rank the assumptions baked into their models - a rapid testing process centered around a build-measure-learn feedback loop - a systematic way to determine whether they should iterate, pivot, or scale up.

⚡ SLIDES ⚡

Slides are available at www.nonprofitlearninglab.org/oakland

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