



BREAKOUT SESSIONS

Morning Sessions

Ericka DeBruce - Sedgwick, *Mitigating Unconscious Bias in Fundraising*

Believe it or not, we all have unconscious biases that impact our assumptions about people, who we engage, our decision-making and therefore how we do our work every day. This interactive session will define unconscious bias, demonstrate how it impacts everything we do and how to mitigate these biases in philanthropy and fundraising.

John Jensen – Sharpe Group, *How to Work with Seniors: Tips for Identifying, Marketing and Stewardship*

10,000 people a day are turning 65 over the next 15 years. Our best donors are and increasingly will be seniors. Working with seniors is different, especially when seeking planned gifts. Learn about key senior needs, situations and stage-of-life concerns. Understand these issues, follow some basic rules and watch your results improve.

Kellie Mitchell – A Step Ahead Foundation, *Social Marketing: Behavior Change Theory and its Application to Nonprofit Communications*

The presentation will identify the three key types of nonprofit marketing and tips for leveraging each for maximum connection with your clients, donors, and community. Social marketing and behavior change theory will be discussed in detail, and each participant will leave confident in their ability to apply unique approaches to community engagement with proven, theory-based strategy in order to create a stronger communications strategy for your organization.

Kiesha Davis – Memphis Music Initiative, *Leveraging Relationships to Maximize Programmatic Impact*

Explore practices to support your organization in considering and establishing a vision for ideal strategic partnerships as a model for tapping in to collaborative funding and shared resources. The session will use the Memphis Music Initiative (MMI) Program Development Institute as a case study example. Participants will leave the session with ideas for action steps to activate at least one strategic partnership following the conference.

Vicki Clark, *Building a Dream Team*

Afternoon Sessions 1

Katie Spencer – PeopleCap, *Developing Talent: Unleash the Full Potential of Your People!*

People drive impact. As the competition for talent increases and the cost of losing a key player continues to prove significant, developing talent is no longer a “nice to do”: Developing talent is imperative for the success of your organization.

Drs. Dennis Clark & Bevalee Vitali – Christian Brothers University, *Cementing Volunteer Engagement: The Role of Vision and Mission in Volunteer Motivation*

This workshop explores the relationship between volunteer engagement and company purpose as expressed in the vision and mission statements. Leaders collaborate in table groups to construct compelling vision and mission statements for a fictitious local non-profit company using take-home mission blocking game pieces. Table groups then compete for volunteers by appealing to five volunteer motives and developing and expressing the most compelling company purpose.

Jennifer Hagerman & Lisa Krupicka – Burch, Porter & Johnson, *When to Call for Help: A Nonprofit Leader’s Guide to Surviving the Bad Stuff*

In today’s #metoo climate, organizations, including nonprofits, must be prepared to protect themselves if confronted with allegations of inappropriate or unlawful conduct. This seminar will use interactive hypotheticals to consider how nonprofit leaders should respond when faced with complaints from employees, ethical violations or evidence of harassment or other wrongdoing. Attendees will gain a more in-depth understanding of how to address these difficult situations and when to engage an outside investigator.

Whitney Albert – Obsidian Public Relations, Hal Fogelman – Research Dynamics, Inc., Christy Gilmour – C. Gilmour Consulting, *The Perfect Marriage: Data, Communications and Fund Development*

Participants will learn how to segment and effectively engage with their audiences. The session will specifically speak to collecting and analyzing your data, current trends and mediums used to communicate, and how to communicate specifically to donors using findings from data and communications.

Afternoon Sessions 2

Beth Sanders – bethgsanders, *What Nonprofits Must Know About Social Media*

This presentation is for attendees of any level of experience with social media. In this session, participants will discuss the philosophy and purpose and lay the groundwork and foundation for effective use of social networks. We will explore several major social platforms, such as Facebook, Instagram, Twitter, Snapchat, and LinkedIn, and how organizations can use them to build relationships online.

Jenessa Mae Gebers & Meredith Hennessy – Consilience Group, LLC, *Keeping People at the Center: Designing Stakeholder Engagement for Impact*

Funders request it and organizational planning requires it, but what does effective stakeholder engagement really involve? What does it take to implement stakeholder engagement as a fixture of your organization? In this session, participants will learn practical strategies to engage a variety of stakeholders to address a range of organization needs.

Sharolyn Payton – Payton Place Coaching & Consulting, *Inclusive Leadership: Passionate, Purposeful, & Powerful*

This workshop highlights inclusive leadership as the preferred model of leadership for effective, relevant, diverse, and thriving organizations across the globe. This workshop is intended to support the practice of inclusive leadership and raise awareness that regardless of gender, age, sexual orientation, class, religion, ability, race and ethnicity, all persons play an important role in building strong sustainable organizations and communities. This workshop will encourage participants to act as both intentional allies and advocates committed to bridging the gaps to equity, cohesiveness, productivity, and sustainability within his/her organization, community,

and beyond. This workshop will provide a space for cross-sector dialog and focus on practical, actionable strategies for demonstrating inclusive leadership.

Tarrin McGhee – Pique Public Relations, *Breaking Through: How Smart Planning & Small Investments can Make a Big Impact*

Participants will learn the fundamentals of establishing a public profile and building awareness and support for their organization. Presentation will have special emphasis on how to maximize limited resources and work around the absence of devoted marketing and communications staff.

Kim Gaskill & Linda McNeil – Gaskill Strategies, LLC., Estella Mayhue-Greer – Mid-South Food Bank, *Grow Your Mission and Money: 10 Steps for Getting your Volunteer Leaders on Board to Yield Higher Fundraising Results*

How can you guide your organization towards the tipping point for more success in fundraising? Applying principles from Malcolm Gladwell's, *The Tipping Point* learners will explore how little things can make a big difference in their fundraising results. Tips for finding the right people to meet your goals, how to align them with organizational needs and how to find that sweet spot where everyone feels appreciated and part of the team.