CONFERENCE AGENDA

8 – 8:30 a.m.  Registration/Check-in
8:30 a.m.   Dr. Gottfried’s Opening Remarks
8:45 a.m.   Administrative Information
9:15 – 10 a.m.   1st Breakout Session
10:15 – 11 a.m.  2nd Breakout Session
11:15 a.m. – 12 p.m.  3rd Breakout Session
12:15 – 1:15 p.m.   Lunch and Keynote Speaker Remarks
1:30 – 2:30 p.m.  Connecting Innovation to the Community: TED Talks Panel Discussion
2:30 – 3 p.m.  Volunteer Recognition Ceremony
3:15 p.m.  Door Prizes and Closing Remarks

KEYNOTE SPEAKER
12:15 – 1:15 p.m.
Christopher Helmrath, MBA
President, SC&H Capital
Director, SC&H Group
As head of SC&H Capital, Chris advises boards of directors and management teams of non-profits (both public and private) and companies on the best methods to achieve their goals, and provides the real-world tools for them to measure and evaluate their progress. He also aligns the companies with the services they need to accomplish their business objectives in a measurable way.

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Conference Tracks

- Marketing
- Fundraising
- Management
- Strategic Planning
- Leadership

From 9 to 11:30 a.m., the Francis Leo Middleton Computer Lab (room BI 102) will be available for updates, additions, and/or NPI team member assistance on your organization’s site for Southern Maryland Gives.

1st Breakout Session
9:15 – 10 a.m.

Social Media 101
Presented by Ms. Marika Taylor  Room BI 101

The latest research reveals that the number of worldwide social media users is projected to grow from 2.1 billion last year to 2.5 billion by 2018 and 89 percent of charitable organizations are using some form of social media in their marketing. Learn the fundamentals for social media success to start or enhance your outreach and marketing efforts for your nonprofit. Find out what social platforms are best for your organization, how to develop a strategy, and tools for ultimate success.

The Magic of Thank You
Presented by Ms. Linda Gottfried  
(Prof. John M. Sine / Brad and Linda Gottfried Conference Rooms)  Room BI 103/104

To close the philanthropy circle, donors must be appropriately thanked seven times before another solicitation is made. Come learn some creative ways to say “thank you” and complete the circle of giving.

Capitalizing On My Nonprofit Career
Presented by Ms. Susan Vogel  
(Chaney Enterprises Conference Room) Room BI 113

This session provides a non-gardener’s perspective to choosing the path of nonprofit leadership, discovering skill sets, crossover, and more, as well as, reflection on the journey and lessons learned. Each segment will have an interactive element to it to engage audience and invite participation.

Building Relationships with Board Members
Presented by Dr. Jim Wilson  Room CE 101

This session will address the concepts involved with building strong, productive, and lasting relationships within an organization’s Board membership. While the steps to finding, recruiting, and engaging a dynamic board will be reviewed, discussions will focus on the key challenges of a Board’s leadership team of nurturing relationships that will assist in engaging, inspiring, and energizing a governing body that will serve the organization’s mission with true commitment and focus.
Every organization should have a current strategic plan that is tailored to their particular needs. This road map helps organizations better achieve their goals by refocusing their direction to issues that matter most. In this session, you will learn the why’s, how’s, and when’s of strategic planning. You will also learn how your organization may qualify for strategic planning facilitation by the NPI.

### 2nd Breakout Session

10:15 – 11 a.m.

#### Advanced SEO and Website Optimization

**Presented by Mr. Tyler Willis**

Room BI 113E

How much time, energy, and money did you spend building your website? Is it performing for you or not? In this session, we are going to break down search engine optimization and user experience. Users that find your website through organic (non-paid) means produce the highest conversion rates in the industry; however, what if your website does not create this interest? When users finally get to your website, are they hooked and begging for more or frustrated that they can’t find what they are looking for? This workshop will show you how to put the investment you made in your website to work for you.

#### Raising $$$ with No Staff

**Presented by Ms. Denise Foster**

Room BI 101

This breakout session titled “Raising $$$ with No Staff” will address fundraising from a grassroots level, as well as some of the basic principles. The session will emphasize volunteer engagement, storytelling, stewardship, grants, and events. This will be an informal, roundtable format where sharing information, and questions are encouraged.

#### Finding Your Passion

**Presented by Mr. Bill Buffington**

(Chaney Enterprises Conference Room) Room BI 113

This breakout session will address the passion of people who choose to serve communities as nonprofit organizations. In this break-out session we will discuss passion as defined by dictionaries, but hear about passion as it is defined by those who love to support and serve. This session will assist you in understanding why we take on the day-to-day challenges as nonprofit organizations. It will motivate and inspire you to stay on course, no matter the effort involved. Because once you find your passion, giving it up should never be an option!

#### Organizational Sustainability

**Presented by Mr. Don Tebbe**

(Dr. John M Sine / Brad and Linda Gottfried Conference Rooms) Room BI 103/104

How can we make our organization more sustainable? Many think the answer is “more fundraising.” However, that’s almost always a short-term solution. Things go back to “normal” after the campaign is over or the crisis averted. True sustainability runs much deeper. This session will provide you with: an overview of the six building blocks of sustainability, a framework for creating a sustainability plan (or incorporating into your strategic planning), and an assessment tool to help you and your team get started.

#### Developing Young Leaders

**Presented by Mr. Matt Scassero**

Room CE 101

How do you create a cadre of high-performing leaders who not only help you achieve your organization’s goals, but take it to the next level? The required skill sets and motivations are shared across many fields, with special considerations and opportunities in the nonprofit world. This session will focus on those attributes, how to develop them in young leaders in your organization, and creating the conditions for them to succeed.
3rd Breakout Session
11:15 a.m. – 12 p.m.

**Social Media ROI**
**Presented by Mr. Tyler Willis**  **Room BI 113E**
Everyone is familiar with social media and many people understand the influence that can be achieved through an effective campaign. But did you know that the majority of social media marketers don’t even bother trying to measure the effectiveness? Why? It’s because social media is unlike any other marketing channel that we have ever seen. In this session, you will learn how to tap into the power of social media and determine if your efforts are working.

**Building My Career**
**Presented by Mr. Mike Bellis**  **(Chaney Enterprises Conference Room) Room BI 113**
Is your job in the nonprofit world just a stepping-stone to your dream job? Think you can’t find fulfillment and material satisfaction from your work at a charity? You might be surprised to learn you can have your career cake and eat it too—all while positively contributing to society through your work! This session will explore practical steps to building a rewarding career in the nonprofit world and career destinations. This will be an interactive session so be ready to share with your neighbor and the group!

**Insuring It Right**
**Presented by Mr. Nick Lewis**  **Room BI 101**
This session will help better explain or diagram a complete insurance program for a nonprofit organization. We covered topics such as: what coverages they should have in place; what they actually cover; claims; experience modifications; and how to control costs. We know that funds are stretched thin at most nonprofits, and insurance costs are normally near the top of annual budgets. So our goal is to enlighten participants about insurance and explain ways to control costs.

**Succession Planning**
**Presented by Mr. Don Tebbe**  **(Dr. John M Sine / Brad and Linda Gottfried Conference Rooms) Room BI 103/104**
This session is for the 83% of nonprofits that don’t have a leadership succession plan. Leadership transitions leave these organizations vulnerable, prone to confronting the change with a “crisis” mentality. A well-planned succession builds organizational capacity and sustainability. This session will cut through the myths (and nonsense) about succession planning, provide you with a practical planning guide and templates—tools you can put to use immediately, and help prepare your organization for inevitable leadership changes, now or in the future.

**Conducting Effective Meetings**
**Presented by Ms. Loreathea Fields**  **Room CE 101**
This interactive workshop illustrates how basic parliamentary meeting rules, when properly applied, facilitate achieving the most efficient and effective meeting in a small or large board.

**Connecting Innovation to the Community: TED Talks Panel Discussion**
1:30 – 2:30 p.m.

- **Veterans Recreation Center**
  - Patti Brad  **Room BI 113/113E**

- **Americorps**
  - Jacqui Rodgers  **Room BI 113/113E**

- **Leadership Southern Maryland – Teen Leadership Academy**
  - Helen Wernecke  **Room BI 113/113E**

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