

15th Annual Nonprofit Institute Conference

Nonprofits Built for Success *through* Access, Momentum, and Mobility



Conference Agenda

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|------------------------------|--|
| 8–8:30 a.m. | Check-in, Continental Breakfast, and Networking (BI 113/113E) |
| 8:30–8:45 a.m. | Conference Opens (BI 113/113E)
Welcome Remarks from CSM President Dr. Yolanda Wilson |
| 8:45 a.m. | Keynote Presentation (BI 113/113E)
Nonprofit Institute Director Stephanie Rolle and Strategic Partner Council |
| 9:30–10:45 a.m. | Breakout Session 1 |
| 11:15 a.m.–12:30 p.m. | Breakout Session 2 |
| 12:30–2 p.m. | Lunch with a Purpose (BI 113/113E) |
| 2–3:15 p.m. | Breakout Session 3 |
| 3:30–4 p.m. | Wind Down and Lift Up (BI 113/113E) |

Connect To CSM WiFi

Connect: CSM-WiFi
Password: wireless@CSM
Or **Scan the QR** code to connect



Building Key:

- BI** Center for Business and Industry (BI Building)
- CE** Community Education Building (CE Building)
- LR** Learning Resource Center (LR Building)

Exhibitors are located in BI hallways. The Quiet Room is in BI 103 and the Wellness Encounter is in BI 104.



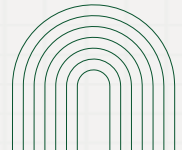
NONPROFIT INSTITUTE

at the COLLEGE of SOUTHERN MARYLAND

csmd.edu/nonprofit

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I bring you greetings from the Nonprofit Institute at the College of Southern Maryland. We are thrilled to host this year's conference and are excited you are here. As always, we have endeavored to select meaningful topics and skilled presenters to share information that will help to sustain the important work that you do. The tradition of delivering on the commitment to enhance the professional development of nonprofit teams continues. And this year we have thoughtfully included offerings we hope will help you focus on sustainability in uncertain times. Now, more than ever, we continue to find it beneficial to re-commit to collaboration and communication as we navigate change.

As a part of the new CSM strategic plan, there also remains something good to look forward to at the Nonprofit Institute (NPI). NPI hosted seven listening sessions to hear what matters most to you. We also asked you to expand your thinking to share what would be the next best steps to enhance the offerings to meet future needs. As a result, today, we will share the new NPI strategic plan that many of you helped to build. With deep gratitude, know that we appreciate all who were able to sit with us, share your thoughts, and contribute to where we go from here.

We hope you will be with us for the full day. An enormous amount of thought and planning went into delivering the 15th year of breakout sessions, speakers, presentations, and exhibitors. Be sure to visit the new wellness options and take a walk through the exhibitor area. Gather as much information as you can. Thank you for joining us!

Make today amazing and be encouraged in the work of caring with these words of inspiration:

* **Believe in Yourself and Your Mission**
If you believe you can, you will

* **Take Care; Be Strong**
Place the mask on yourself first, then save the world

* **Never Give Up**
A little progress each day adds up to big results

* **Stay Humble**
Work hard in the quiet and let success make the noise

* **Know that We Can**
It always seems impossible until it is done

* **Resilience is the Game Changer**
Holding onto purpose will give you wings to overcome

* **Stay Close to People Who Feel Like Sunshine**
It will work like vitamin D

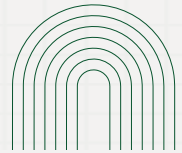
* **Keep Smiling**
Your smile can make someone's day, especially the one you see in the mirror

With gratitude,

Stephanie D. Rolle, Director
Nonprofit Institute at the
College of Southern Maryland

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Conference Tracks



Access BI 113



Momentum LR 102



Mobility BI 009



Sustainability CE 101



Resilience/Wellness BI 113E

Conference speaker biographies and exhibitor information are available on the conference webpage:

csmd.edu/npiconference



Speaker Bios



Exhibitors



Keynote Presentation

Built for Success 'A Brand New Day'

Unveiling the new strategic plan for the Nonprofit Institute brings with it the excitement of scaling offerings to enhance the support of Southern Maryland's nonprofits.

We've heard you and have crafted a plan that embraces your ideas to maintain the **Momentum** from past successes, provide **Access** to new pathways of possibilities, and increase **Mobility** with new services, new ways to collaborate, elevated awareness, and educational opportunities.

Breakout Session 1



AI for Nonprofits

Dominic Fragman
Program Manager
Leadership Southern Maryland

Dr. Sybol Anderson
Executive Director
Leadership Southern Maryland

In this hands-on session, participants will directly engage with AI tools like ChatGPT and Gemini to see how they can be applied to real-world nonprofit tasks. Through live demonstrations, the audience will guide the conversation by sharing their challenges and projects, prompting AI to generate solutions in real-time for tasks like content creation, event design, report analysis, creative brainstorming, and more. This interactive approach allows attendees to experience firsthand how AI can support and enhance their daily work!

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Maximizing Momentum: Fundraising Strategies to Leverage in Community

Kelly McLaughlin

CEO

From Scratch Fundraising

Nonprofits today are facing unprecedented challenges, but the primary solutions being touted by experts today are big tech, AI, and marketing “efficiencies.” What if the solution was in fact what nonprofits were built for originally? Community. While nonprofits enjoy partnering on mission delivery, they rarely look at how they can partner to pool resources when it comes to fundraising. Rather than collaborate, we see funding streams as a competitive field. This session will help organizations see how they can raise funds more effectively and efficiently by focusing on community and collaboration, leveraging lesser known and innovative forms of fundraising to do it together – making fundraising success more accessible, equitable, and efficient. We will talk about revenue sharing fundraising models, peer-to-peer and alternative giving day efforts, and other innovative ways of raising resources in collaborative and community-minded ways.



Automated Advocacy 101

Ashley Teagle

CEO

Southern Maryland Regional Library Association

Maryland’s fast-paced legislative session requires constant monitoring to track legislation that may impact your nonprofit. Learn how to set up free alerts and access state resources to secure funding and support for your projects.



Diversifying Revenue to Achieve Nonprofit Sustainability

Michelle Sullivan

Director of Philanthropy

Chesapeake Charities

Successful nonprofits have diverse revenue streams. Come and explore possibilities for expanding, diversifying, and sustaining your organization’s funding base. Topics include building strategic partnerships; leveraging technology for fundraising; engaging donors; planned giving; and monitoring and adjusting to trends. These strategies help diversify revenue and strengthen community ties, helping to enhance the overall mission of the nonprofit.

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Find Your North Star: Manage Your Health and Wellness to be Your Best You

Dr. Kandace Foreman
Assistant Professor
College of Southern Maryland

Work does not stop when the clock strikes five, but it is crucial to set boundaries and create a routine that keeps you healthy and ready for new challenges. In this session, we will explore practical tips and map out a plan to help you maintain a balanced life, even when work is always present. Learn about tools to maintain your well-being, which in turn fuels your momentum and mobility toward long-term success.



Stronger Boards, Stronger Nonprofits: Building Momentum in Governance

Wendy Jeffries
Founder and Lead Consultant
Spark Solutions Consulting

Strong nonprofit boards don't happen by accident — they are built through intentional structure, clarity of roles, and a commitment to continuous improvement. This interactive session will equip board members and nonprofit leaders with the essential knowledge and tools to improve their boards. Whether an emerging nonprofit looking to build strong foundations or an established organization seeking fresh approaches to governance, this session will provide immediate, practical takeaways to strengthen your board's effectiveness and long-term success.

Breakout Session 2



Connecting with the For-Profit Business Sector

Darin Nielsen
CEO
ACE Consulting Group, LLC

Learn how to more effectively engage with and leverage the for-profit business sector to propel your nonprofit organization forward, from the eyes of a for-profit executive. Discover how to effectively approach for-profit businesses for funding, for volunteer and/or expert resources, and to establish relationships so that the support has persistence and predictability.

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The Future of AI in Nonprofit Marketing: Trends and Tools for 2025

Chris Ripley
Assistant Professor
College of Southern Maryland

This session will show how AI provides access to advanced marketing tools once reserved for large organizations, enabling Southern Maryland nonprofits to compete effectively. It fuels momentum by automating outreach, optimizing donor engagement, and streamlining operations, ensuring sustained growth. AI enhances mobility by empowering nonprofits to reach wider audiences, adapt to digital trends, and engage donors across multiple platforms. Tailored for Southern Maryland's nonprofit community, the session highlights practical, cost-effective AI tools that help local organizations expand their impact while staying resource-efficient and mission-driven.



Resilience: Program Evaluation as a Strategy for Health Reckoning

Dr. Ashima Singh
Owner and Principal Consultant
AshimaSingh.org

Dr. Tristi Nichols
Principal, Program Evaluation and International Development
MANiTOU, Inc.

Making sense of the right data is fundamental to nonprofit organizations' healthy resilience and longevity. Good data helps demonstrate successes to funders and make compelling arguments for sustainability and growth. Program evaluation helps identify gathering the right data, from the right people, at optimal time(s), and make meaning of those data through every stage of the program. It is a health monitoring plan for a program. Given the current threats to funding and sustainability for nonprofits, this session helps nonprofit professionals gain an understanding of what program evaluation is, the kinds of questions it can answer, and how it can help build resilience through troubled times.

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Creative Tools for an Engaging Leader

Ann Davis

Day and Community Program
Supervisor
Spring Dell Center

A fun and interactive session that will share tools to assist you in being an engaging leader. We will discuss how to make your meetings meaningful, how to build relationships with your staff, and creative ways to express gratitude to your team. This session is sure to spark ideas and creativity that you will want to implement at your organization.

Lunch with a Purpose

12:30 – 2 p.m.

BI 113/113E

Pick up lunch in BI 101.

Lunch with a Purpose is an interactive opportunity to network with fellow nonprofit colleagues about topics of interest and to share best practices and resources. Be prepared to share and hear from others about relevant issues our nonprofits face. Led by NPI Conference Advisory Group members Tiffany Barber, Christie Burnett, and Corae Young.

Breakout Session 3



Meet the Funders

Elisabeth Hyleck, Moderator

Vice President of Programs and
Engagement
Maryland Philanthropy Network

Christie Burnett, Panelist

Executive Director
Charles County Charitable Trust

Megan D'Arcy, Panelist

Program Administrator
Rural Maryland Council

Maisha Douyon Cover, Panelist

Program Officer
Community Health and
Social Impact
CareFirst BlueCross BlueShield

Want to get inside the heads of funders? This session will feature a panel of various funders who will share current priorities, practical advice for grantseekers, and insights about how they are thinking about their work. The discussion topics will include equity in grantmaking; hot topics in philanthropy; how funders are investing in leadership; the best ways to engage with funders; and tips for compelling applications for funding. This session aims to provide direct access to several funders so nonprofit leaders have a greater understanding of grantmakers' perspectives.

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Progress Through Uncertainty: How to Keep Your Strategic Plan Moving Forward

Matt Gayer
Executive Director
Spur Local

Chiara Frechette
Director of Nonprofit Programs
Spur Local

In today's ever-changing landscape, nonprofits face new challenges and uncertainties that can slow down or even derail the best-laid strategic plans. However, even amid unpredictability, progress and achievement is possible. In this session, we'll explore practical strategies for maintaining momentum and driving meaningful results with your strategic plan – from discussing key decision points to embedding accountability best-practices. Whether you're facing external disruption or internal change, this session will equip you with the tools to move your nonprofit's strategic vision forward – no matter what comes your way.



Communication Strategies for Nonprofits

Joseph Corbe
CEO
1631 Digital

Kevin Maljak
Chief Systems Officer
1631 Digital

Communication is one of the most important elements to achieving success for nonprofits but how can an organization communicate effectively in a world bombarded with constant messaging? This session will focus on developing and utilizing a paid media strategy to communicate the mission of your nonprofit to both a broad and a targeted audience. Discussion topics include paid vs. earned vs. social media; messaging focus; identifying your target audience; budgets; communication channels, and Google Grants for nonprofits.

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Partnerships in Motion: Sustaining Programs for Access, Momentum, and Mobility

Dynell Kellyman, Ed.D.
Founder and Principal Consultant
Purposed for Partnership

This session will explore strategies for sustaining nonprofit programming by focusing on intentional partnerships and capacity-building practices. Discover practical insights on how nonprofits can align their work with long-term sustainability goals while creating pathways for access, momentum, and mobility in the communities they serve. Participants will learn how to navigate challenges in program continuity, engage stakeholders effectively, and build adaptable systems that ensure lasting impact. This session will equip nonprofits with tools to remain resilient and innovative in serving diverse populations across Southern Maryland.



What is Your Resilience P.L.A.N.?

Sacha Thompson
CEO
The Equity Equation, LLC

In nonprofit work, resilience is not just about bouncing back from challenges; it's about sustaining personal and professional wellness in the face of ongoing demands. This session introduces participants to the Resilience P.L.A.N., a model that provides a structured approach to building resilience by focusing on Purpose, identifying Limitations, setting realistic Actions, strengthening one's Network, and incorporating self-care as a critical component of success. Participants will walk away with a personalized Resilience P.L.A.N. tailored to their unique challenges and roles, along with actionable steps for maintaining well-being and avoiding burnout.

Wind Down and Lift Up

Dr. Trenace Richardson
CEO
Real Women, Inc.
Trenace Richardson Enterprises

Wrap up your conference day with some time to wind down and lift up.

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Collaboration in Action

Thank you to our CSM colleagues and departments, and the many volunteers and cheerleaders. Hosting this annual conference takes a village!



Thank you to the CSM Foundation for sponsoring lunch.

Tablecloth rental is courtesy of Poiema Movement and Lifepoint Church. Thank you! Thanks also to Cuisines Culinary & Catering for providing sustenance.

Special thanks to the Nonprofit Institute Conference Advisory Group – Stephanie Rolle, director of the Nonprofit Institute at CSM; Christie Burnett, executive director of the Charles County Charitable Trust; Corae Young, consultant of Young Consulting Services and chief operating officer, LifeStyles of Maryland; Davita Gaines-Stewart, manager of the CSM Hawk Hub; Shaunda Holt, executive director of CSM Adult and Community Education; Cara Fogarty, consultant; and our Leadership Southern Maryland volunteers Tiffany Barber, executive director of Poiema Movement; Darin Nielsen, CEO of the Air Combat Effectiveness Consulting Group; and Adrienne M. Mathis, M.A. EdL, Owner/Principal Consultant, Blueprint Strategic Development, LLC. Their assistance and insight have been invaluable.



Thank you to the Air Combat Effectiveness Consulting Group, LLC, for sponsoring conference scholarships.

And finally, thank you to all of you who work for and support nonprofits in Southern Maryland. Nonprofits are the heart and soul of a community, providing critical services, fostering civic engagement, and contributing to the local economy in myriad ways. We truly are stronger together.

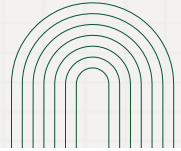
NPI Conference and Session Evaluation:

Your feedback is important to us. Please take a moment to share your thoughts on the conference and the sessions you attended. Scan the QR code to share your input.



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New This Year



The Quiet Room BI 103

This officially introduces a wellness component to the overall agenda of the Nonprofit Institute.

The first of its kind at the annual conference, the Quiet Room will feature soft lighting, comfortable seating, and a selection of tea and fruit-infused water. Along with features that include aroma therapy and soft music, the Quiet Room is designed for participants to pause during the day, learn deep breathing exercises to regulate stress levels, and relax for a few minutes of refreshment. We hope to inspire you to include simple, yet effective wellness experiences throughout your daily lives.



The Wellness Encounter BI 104

This offering expands the inclusion of highlighting wellness to include professionals who will be on board to take your blood pressure and provide blood glucose testing, and professional dieticians to help plan meals to enhance your energy levels. Located next to the Quiet Room, we encourage you to take advantage of this free experience and walk away with brochures and other information for the enhancement and/or maintenance of a healthy lifestyle.

Participating Exhibitors

- **Charles County Charitable Trust**
- **Charles County Community Mediation Center**
- **College of Southern Maryland**
- **Community Mediation Center of Calvert County**
- **Community Mediation of St. Mary's County**
- **CSM Velocity Center at Indian Head**
- **EquiHealth Solutions**
- **ICF/SMECO**
- **Maryland Dept. of Labor/Division of Workforce Development and Adult Learning**
- **Maryland Insurance Administration**
- **Maryland Nonprofits**
- **Seedco - Maryland Health Connection**
- **Small Business Development Center, Southern Region**
- **Southern Maryland JobSource**
- **Spring Dell Center, Inc.**
- **WorkForce Center at CSM**

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Post-Conference Social Gathering

Please join us for a social gathering after the conference. Everyone is welcome!

Copper Compass Craft Distilling Co.

4317 Charles Crossing Dr.
White Plains, MD 20695
4-7 p.m.

*Hosted by the Charles County Charitable Trust
and the Charles County Chamber of Commerce.*

Sign Up for Our Mailing List

Sign up for updates from the Nonprofit Institute with the QR code above or at our website, csmd.edu/nonprofit.



- Training, webinars, and workshops
- Updates on national, state, and local resources
- Affinity group meeting information
- Community events
- Nonprofit spotlights

RESOURCES *for* BUSINESSES

csmd.edu/businesses



COLLEGE *of*
**SOUTHERN
MARYLAND**

The College of Southern Maryland strives to help our region's businesses and organizations get the trained staff they need to succeed. We have collaborated with employers to compile specific training and courses for employees, as well as support programs to help small businesses from start-up to expansion.

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