

# Agenda

**Thursday, April 6, 2017**

**8:30 a.m. Registration**

**Continental Breakfast Provided**

**9:00 a.m. Welcome and Overview**

Steve Coen, Kansas Health Foundation

**9:15 a.m. Joining Forces: The Art of Highly Successful Collaboration**

Diana Aviv, Feeding America

The challenges facing this great nation are daunting – but not insurmountable. We can chip away at them by collaborating more effectively within the charitable sector as well as working in partnership with government and business. In this plenary session, Diana Aviv, CEO of Feeding America, will outline tenets of successful collaboration and share examples of them in action. Participants will get involved too! You'll have a chance through table discussions to share what has worked – and what has not – in our collective effort to uplift people and create healthier communities.

**10:30 a.m. Break**

**11:00 a.m. Advancing Health Equity through Community Engagement, Partnership and Policy**

Stephanie Boarden, PolicyLink

Stephanie Boarden presents a framework for understanding health equity and how addressing systemic inequity is critical to reducing health disparities. The session will offer a definition of health equity, rationale for the framework, implications how it shapes the way we work to improve health and well-being, and local examples. Attendees will be challenged to think about how they can engage in efforts to change policy and build trust and partner with community stakeholders and leaders.

**12:00 p.m. Plated Lunch**

**1:00 p.m. Break**

**1:30 p.m. Breakout Sessions**

**A. Anatomy of a Difficult Conversation**

Cheryl Jamison, Association for Conflict Resolution

Difficult Conversations. We have all had them, it's the conversation that you rehearse in your mind over and over and would give almost anything not to have it. They are unavoidable. Using videos, case study and group discussion, we will examine the

*Anatomy of a Difficult Conversation* with the goal of identifying ways to make them more productive.

**B. Cultural Competency for Greater Impact (Four-hour Session)**

Bridgette Rouson, Rouson Associates

Serving the public interest well means aligning mission with programs, workplace practices, resource development strategies, governance and external relations. Cultural competency is a valuable framework for being highly effective in all these areas of organizational life. It bridges the personal and professional, the organizational and systemic. This session will cover core concepts in cultural competency and explore useful tools and processes to apply the learning.

**C. Networks for Impact**

Jane Wei-Skillern, UC Berkeley Haas School of Business

Based on fifteen years of research on a range of successful networks, Jane Wei-Skillern has identified a common pattern of factors that are essential to effective collaboration. This presentation will use a few detailed case studies to illustrate the four counterintuitive principles that are critical to collaboration success and offers insights for how nonprofit leaders can ensure that their collaborations can have an impact that is dramatically greater than the sum of the individual parts. The principles are: Trust not control, humility not brand, node not hub, and mission not organization. The session will close with a question and answer session.

**D. Grant Writing and Proposal Development Finally Made Easy**

Barbara Wright, Certified Dream Builder, Inc.

This grant and proposal development workshop delivers a proven and easy to learn system that is being praised by beginners and advanced writers alike. You'll be introduced to the tools, tips, and techniques needed to write winning government, foundation, or corporate grants and proposals. The session will conclude with an introduction to an exclusive step-by-step template that helps you to write grants and proposals in half-the-time. The topics covered will include: Getting Your Team Ready for Current Grant Writing Opportunities, Locating the Right Grants and Proposal Opportunities, Understanding the Commonalities and Differences in Most Grants and Proposal Requests, Scalable Budget Planning and Development Tools, Tips, & Techniques and Using the Exclusive Grant Template Builder for Writing Grants and Proposals in Half the Time.

**E. Financial Leadership**

Justin Pollock, Orgforward

Financial leadership unlocks the power of financial management as a strategy, evaluation, and leadership development process that increases an organization's potential to successfully create community change. Tying the financial, programmatic, operational, and leadership efforts of an organization together ensures that we are acting as responsible fiduciaries by accounting for and allocating organizational

resources so that they contribute to effectively fulfilling the mission today while also reinforcing our sustainability moving forward. This session pulls those concepts together and focuses on key tools and actions you can take to up the financial leadership of the organizations you serve.

**F. Developing a Dynamic Board**

Mary Ann de Barbieri, de Barbieri & Associates

Do your organization's board members understand their nonprofit governance responsibilities as well as your specific expectations for board members? Do you have specific strategies to recruit, engage and empower board members? Do your board meetings include time for strategic discussion and informed decision-making? This session will review basic steps to building and maintaining a dynamic and effective board and offer tips and tools that can be adapted to fit your board development needs.

**G. Stories that Sell Your Program**

Elisa Kosarin, Twenty Hats

Did you know that your program's website has only 5 to 7 seconds to capture the attention of the viewer? With such a short window, you need a compelling way to grab visitors and connect them to your mission. Nonprofit professionals have a powerful marketing tool right at hand, the stories of their stakeholders. A carefully crafted human interest story engages visitors in your cause, resulting in more potential volunteers, donors, and members. This hands-on, interactive workshop is designed for nonprofit professionals looking for an inexpensive way to market their program effectively. Learn how to craft a story that keeps readers on your website and wanting to learn more.

**H. Building Broad, Powerful Coalitions**

Judy Hertz, Midwest Academy

To win bigger victories, we need to develop broad coalitions. But coalitions can be so annoying, and such drains on our time! Coordinating everyone and getting them all to agree can take endless meetings! People don't show up and don't follow through – or they show up and expect their organization to get the glory for the win. We'll review some principles for building powerful, successful coalitions, do a small group exercise to test out the principles, and discuss the results.

**I. Health Equity in Action**

Stephanie Boarden, PolicyLink

In order to effectively promote health equity, leaders across sectors and fields must work in new ways with one another to identify strategies that address the root causes of poor health and engage those most impacted by inequity. This session will include a discussion of how to apply an equity lens to data collection, issue identification, strategy development, and community engagement. At the end participants will have an opportunity to apply the concepts covered to their own efforts.

J. **Guiding Your Organization with a Theory of Change: Strategies, Outcomes and Impact (Four Hour Session)**

Marshall Brumer, ORS Impact

Gain a deep understanding of Theory of Change and how it can be the foundation for your organization's success. Learn the essential steps to developing a Theory of Change outcome map that will outline the linkages between your strategies, outcomes, and ultimate impact. We will explore the steps needed to more fully develop your strategies and review potential frameworks that can be used to provide structure to your organizations' thinking and planning.

K. **Introduction to Fundraising**

Thomas Vansaghi, William Jewell College, North American Primary Care Research Group

This session will provide an introduction of the philosophy, history practices and principles of philanthropy and fundraising. The session will explore the nature and essential elements of the fundraising process including the sources of philanthropic gifts, causes that receive support and motivations that influence giving. Time will be devoted to creating a WHY and case statement for a nonprofit, introduce specific development tools such as the annual development plan, major gifts programs, special events and grant writing.

**3:00 p.m. Break**

**3:30 p.m. Breakout Sessions**

L. **Anatomy of a Difficult Conversation**

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M. **Cultural Competency for Greater Impact (Four-hour Session continued)**

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**P. Budget This! Budgeting for Strategy and Financial Engagement**

Justin Pollock, OrgForward

The annual budgeting process can be inspiring, inclusive, and even replace your strategic planning process (maybe...). This session provides a framework for using the annual budgeting process to engage board and staff and connect the organization's strategic goals with its annual financial budget plan. It allows staff and board to fully understand the budget and all its assumptions building focus, agreement, and accountability along the way. This session is appropriate for both senior management and board members.

**Q. Developing a Dynamic Board**

Mary Ann de Barbieri, de Barbieri & Associates

Do your organization's board members understand their nonprofit governance responsibilities as well as your specific expectations for board members? Do you have specific strategies to recruit, engage and empower board members? Do your board meetings include time for strategic discussion and informed decision-making? This session will review basic steps to building and maintaining a dynamic and effective board and offer tips and tools that can be adapted to fit your board development needs.

**R. Strengthening Your Volunteer Program**

Elisa Kosarin, Twenty Hats

Volunteerism has changed dramatically in recent years – and for the better. Volunteers

are seeking out more meaningful, cause-driven roles. Smart nonprofits are engaging those volunteers strategically, with the intention of building capacity in a cost-effective manner. In this workshop, we will explore the potential for your nonprofit to more fully meet its mission by strengthening its volunteer program. We will explore best practices at each stage of the volunteer management cycle, consider innovative volunteer roles, and review how to measure volunteer impact. Participants will also assess their organization's readiness for greater volunteer engagement.

S. **Building Broad, Powerful Coalitions**

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V. **Creating a Comprehensive Annual Fundraising**

Thomas Vansaghi, William Jewell College, North American Primary Care Research Group

This session will focus on the importance and components of developing a comprehensive fundraising plan. This session will outline components of an annual fundraising plan including: refining the mission statement; creating a case statement; identifying fundraising goals; conducting prospect research; evaluating fund raising techniques; developing major gift programs; creating special events; involving the board and volunteers; marketing and communications; and stewardship. The session will help

participants understand how to blend these components into an annual fundraising plan linked to the overall strategic plan for the agency.

**5:00 p.m. Adjourn**

## **Friday, April 7, 2017**

**7:00 a.m. Continental Breakfast Provided**

**8:00 a.m. Informal Networking Opportunity**

**9:00 a.m. Breakout Sessions**

**W. Planning for Successful Succession**

Mary Ann de Barbieri, de Barbieri & Associates

Are you prepared to ensure continuity of effective leadership for your organization? Do you have a board-approved plan to navigate the departure of your chief executive whether it is a planned or an emergency departure? Has your board instituted leadership development actions for a smooth transition of board leadership? This session will review components of effective succession planning and offer suggestions to help you plan for these important organizational transitions.

**X. Advocacy for Nonprofits: Telling Your Story**

Sharon Anderson, Anderson & Associates, LLC

A nonprofit organization must get its unique message out to underscore its role in the community. This session will focus on nonprofits effectively and confidently telling their stories by providing the fundamentals for crafting their advocacy message. Participants are encouraged to bring their mission statements. The session will focus on developing an “elevator speech” to efficiently present a nonprofit’s message, and on preparing the framework for an advocacy strategy and action plan.

**Y. Means *and* Ends: Community Engagement for a Change**

Curtis Ogden, Interaction Institute for Social Change

Increasingly government agencies, nonprofit organizations, and funders are taking community engagement more seriously. They know that they cannot speak for an increasingly diverse public, and that responding to complex issues must also be a community affair. That said, they may lack the skills and supports to ensure that community engagement is authentic and delivers on its potential to build trust, capacity, leadership, democracy and greater impact. This interactive workshop will explore some frameworks, tools, strategic questions, and case examples to guide participants’ thinking and next steps to integrate community engagement in their work.

**Z. 7 fundraising challenges that crowdfunding will solve**

Lauren Patti, ioby

Crowdfunding is popular because it works. Now, we've all heard mythical stories of strangers on the internet giving away millions of dollars for potato salad or plastic toys. But what you're doing is different and more important: you are working to create lasting positive change in your community. In this session, you will see examples of how crowdfunding sustains projects like yours and why it's a popular tool for engaging new networks. You'll even learn how to leverage a crowdfunding campaign to impress funders on your next grant application or to get the attention of local decision-makers. We'll share straightforward tips on setting the right fundraising goal, laying out a smart campaign timeline, and planning communications strategies. You'll leave this session with the know-how to run a successful crowdfunding campaign.

**AA. Non-profits, Economic Development and Community Growth**

Steve Radley, NetWork Kansas & Dell Gines, Federal Reserve Bank of Kansas City

In this session panelists will discuss the critical role non-profit organizations can play in fostering quality, equitable economic growth at the local level. Learn how NetWork Kansas is growing an entrepreneurial environment in Kansas by cultivating resources to start and grow small businesses. Building a strong statewide network of non-profit business-building resources that help entrepreneurs and small business owners start up and grow successful businesses is integral part to Kansas economic development efforts.

**BB. Recent Trends in Philanthropy**

Thomas Vansaghi, William Jewell College, North American Primary Care Research Group

The third sector, like other sectors, is in a constant state of evolution. This session will focus on a series of contemporary trends in the nonprofit sector but will have an emphasis on funding and fundraising trends. The course will be highly interactive to provide the participants with opportunities to raise issues and share their experiences.

**CC. Social Media for Impact**

Hannah Roditi, Social Movement Technologies

Posting and tweeting and not sure if it's adding up to real impact? We'll cover the top online tools & tactics you need to know about for 2017 to broaden your base and win campaigns. Whether you're a complete digital novice or advanced, whether you're the Executive Director or a part-time volunteer, make sure you aren't missing out on key digital tools and tactics and learn how to maximize impact with limited time and money.

- Are your supporters getting your emails? How you should be curating your list and designing your emails to ensure maximum deliverability.
- Wise ways to save time on routine social media tasks so you have more time for what matters (and we have opinions about what that is).
- Orchestrating your coordinated multi-channel campaign.
- The minimum effective online organizing budget.
- Powerful ways to use Facebook ads that every campaign should explore—and most haven't.

- Rules of Facebook post design that most groups miss — and we'll show you the 10-fold difference it can make.
- Why it may be time to change your CRM/email service.
- Not using mobile texting in your campaigns yet? It's time. Here are some tools we recommend and why.
- How do you know your stuff is working? What are the key measures of success with online organizing and social media? (Hint: it's not Likes, Re-tweets, or opens!).

**DD. Emotional Intelligence: Becoming a Genius at Work**

Dotty Harpool, Barton School of Business, Wichita State University

Building strong, cohesive working relationships is an important part to maintaining an efficient and productive workplace. Building, strengthening and managing your emotions is an important component in developing better interaction and success on the job. This program will give you tools to enhance the way you work, communicate and build cooperative networks in the workplace.

**EE. Enhancing Your Evaluation with Online Resources**

Vincent Francisco, Work Group for Community Health & Development, University of Kansas & Brandon Russell, Kansas Big Brothers Big Sisters, Inc.

Although there is often a need to have an outside and independent program evaluator, there is also a lot you can do to incorporate evaluation activities into the daily functioning of your efforts. This session will focus on clarifying your evaluation questions and using two freely available resources to facilitate success. Presenters will review materials and concepts from the Community Tool Box (<http://ctb.ku.edu/>) and the Kansas Big Brothers Big Sisters (<http://www.kansasbig.org/>).

**FF. How to Acquire, Renew & Upgrade Donors with Limited Time & Budget**

Nate Nasralla, Network for Good

In this session, participants will create a donor cultivation plan that successfully acquires, retains, and upgrades giving while working inside of their existing limitations on time, staff, and budget. Outcomes will include an impact-focused case for support, a segmented, data-driven 12-month plan, and a donor communications calendar.

**GG. The Anatomy of Cybersecurity**

John Guzman, Cisco

Cybercrime is moving at light speed. Cybercrime used to specialize in identity theft, but now they take over your organization's network, hack into your bank accounts, and steal tens or hundreds of thousands of dollars. Every small and medium organization is at risk. What are you doing to ensure you're not the next cyber-heist victim? This session will look at the components of cybersecurity and how tools, processes and people help make us all more secure.

**10:30 a.m. Break**

**11:00 a.m.      Turning Outward: Restoring Our Can-Do Spirit**

Richard Harwood, The Harwood Institute for Public Innovation

We live in an era of mistrust and fragmentation where people have lost faith in their leaders and institutions. At issue is how can we move away from a path of the status quo and toward a path of possibility? In order to achieve their full potential, organizations must move beyond their walls and be more involved in their local communities. This will require an alignment of their vision, goals, and key services with the aspirations of the community.

**12:00 p.m.      Closing Remarks**

Chan Brown, Kansas Health Foundation