



NONPROFIT LEADERSHIP CONFERENCE 2016

WEDNESDAY, JUNE 1

8:00 a.m. Preconference Workshop Registration Opens

8:30 a.m. Preconference Workshop

Online & On Fire: How to Supercharge & Streamline Your Online Presence

Jay Wilkinson, Firespring

In this season of technological change, having an effective website is the single most crucial component of a communications plan. In reality, understanding how to fully leverage your website and actually mobilize supporters with web 2.0 technology can be daunting. With so many technological solutions and platforms, nonprofits are challenged not only in determining which solutions are right for them, but how to manage everything effectively with limited budgets and resources. In this three-hour workshop, Jay will share nearly 15 years of focus group research to cut through the confusion, and clarify what your nonprofit can focus on, that will truly achieve results. Jay is ready to teach you:

- The 5 required elements of an engaging website,
- The 3 biggest mistakes nonprofits make with their websites,
- How to create calls-to-action that get results and
- Why donors will pay more attention to nonprofits with great landing pages.

While not required, attendees of this workshop are encouraged to bring a laptop in order to participate fully in the interactive exercises. Attendees will leave this workshop armed with an online strategy and custom-built plan of action that can be implemented immediately.

9:00 a.m. Conference Registration Opens

10:00 a.m. Exhibit Hall Opens

12:00 p.m. Welcome Luncheon

2016 Awards Celebration: Recognizing Nonprofit Excellence in North Dakota

All Weather Fundraising: How to be Financially Stable in a Boom and Bust Economy

Kim Klein, Klein & Roth Consulting

Too often, the fortunes of nonprofits are tied to what is happening in the economy. We have money in boom times and don't have as much when things are bad. But our clients increase in bad times – so just when they need us most, we have the hardest time being there for them. It doesn't have to be this way. Kim has worked for years to help organizations be self-sufficient and financially secure so that they most effectively meet their mission. In this keynote, she will share what she has learned. She will not say it is easy, but she will say it is possible.

1:30 p.m. Exhibit Exploration & Break

Visit exhibitors, learn about products and services to advance your nonprofit's mission and register for great door prizes.

2:00 p.m. Concurrent Sessions

Donor Cultivation: What It Is & What It Is Not

Kim Klein, Klein & Roth Consulting

We all know we need to find out more about our donors and use that information to encourage them to make bigger gifts and to become more involved. But, in this day and age, when we can find out so much about people, what should we want to know? What is cultivation? How do the donors feel about being “cultivated?” In this session, you will explore how to really build authentic relationships with donors, how to have honest conversations with them and how to find out what we really need to know.

Online Tools That Help Nonprofits Learn, Listen & Engage

Jay Wilkinson, Firespring

Nonprofits are notorious for having tight budgets and limited resources. If this sounds like your organization or if you’re looking for ways to help your nonprofit run more effectively, you’ll want to join Jay in this session to discover dozens of no-cost or low-cost online tools to manage projects, organize events, accept donations and monitor social media; the importance of thought leadership; how to engage with your audiences in less than 15 minutes a day; and the top 10 tools Jay couldn’t live without. Attend this session and leave with a plan of action for your content and social media strategy.

Leveraging Talent in a Nonprofit Environment

Dawn Greuel, SPHR, SHRM-SCP, Lutheran Social Services of North Dakota

In a nonprofit environment, it’s more important than ever to leverage the talent and passion of your employees. In this interactive session for anyone with human resource or supervisory responsibility, you will learn how Lutheran Social Services of North Dakota (LSSND) built a comprehensive Talent Management Program using guiding principles as the foundation. With tight labor markets and external competition, learn how LSSND engages employees by creating a culture where strengths are optimized and internal talent is energized and mobilized to further the organization’s unifying goal of helping people thrive.

3:00 p.m. Exhibit Exploration & Break

Enjoy snacks while continuing conversations with exhibitors and making sure you’re registered for door prizes.

3:30 p.m. Concurrent Sessions

How Small Groups Can Raise Big Money

Kim Klein, Klein & Roth Consulting

Many otherwise solid fundraising programs fail to have systems in place to ask the donors they have to consider giving bigger gifts. The biggest donors may get attention from the executive director and the smallest donors may be regularly asked by mail or online. But what about all those people who give between \$100-\$1,000? We are grateful for these donations, but few organizations regularly ask \$100 donors to consider \$200 or \$500 donors to double. We don’t want to impose and we don’t want to be rude. But in this session, you will learn that it may be more rude not to ask and that thousands of dollars are left “on the table” because the organization does not ask their mid-range donors for more money. How do you decide who to ask? And for what? And in rural communities spread over large areas, visiting them is not realistic. So what is an understaffed small organization to do? There are solutions, and in this session, Kim will explore some options for you. The session is highly interactive, and you will leave with a plan.

It's That Easy: Streamlining Compliance to Ensure More Time for Your Mission

Kristie Rants and Thomas Woodby, Eide Bailly

Help your nonprofit produce consistent financial statements and accurately complete 1099 and Affordable Care Act reports in this session with financial experts from Eide Bailly. Delve into QuickBooks and the tax challenges facing nonprofits and leave more confident in your ability to lead your nonprofit in financial matters.

Generational Differences in the Workplace: The ABCs of XY & Zs

Dr. Karel Sovak, University of Mary

This session with Karel will highlight the multiple generations our workplaces employ and discuss the interactions and impacts a diverse workforce brings to our organizations. You will examine what motivates each generation and how to get the greatest productivity from each. Additionally, you will discuss how to avoid and/or resolve conflicts that may occur, especially as we become a more mobile dependent society.

4:30 p.m. Closing Reception with Exhibitors

Make connections with business leaders, nonprofit colleagues and foundation representatives over refreshments while listening for your name to be called in NDANO's door prize drawings.

THURSDAY, JUNE 2

8:00 a.m. Great Conversations: Guided Breakfast Chats

Enjoy breakfast and robust discussion facilitated by subject matter experts on one of the following topics (more to come):

Behavioral Assessments in Action: How Do They Work and How Do You Choose?

Jill Berg, Spherion Staffing and INsight Consulting Inc.

Discuss some of the more popular personality/behavioral assessments available and answer questions such as: Why use assessments? When? Which of the plethora of assessments best fit your nonprofit's objectives?

National and Community Service Funding Opportunities

Ryan Volk, North Dakota State Commission; Jill Deitz, Corporation for National and Community Service

Learn about AmeriCorps, AmeriCorps VISTA, AmeriCorps NCCC, Senior Companions, Foster Grandparents and RSVP. Find the right fit for your organization's needs.

9:00 a.m. Morning Plenary

NDANO Annual Meeting: Looking Forward

Stand for North Dakota Nonprofits

Tim Eissinger, Anne Carlsen Center; Dan Madler, Beyond Shelter Inc.; Murray Sagsveen, JD; and Jim Yockim, James Yockim Resources LLC

We know a strong charitable nonprofit sector is essential for a strong North Dakota. But we also know there are myths and misperceptions about charitable nonprofits in our state. Learn how you can use North Dakota-specific research to better engage policymakers and advocate not only for your organization but also the entire state nonprofit sector.

10:15 a.m. Networking Break

10:30 a.m. Concurrent Sessions

Tales from the State Capitol: Insights from Insiders

Josh Askvig, AARP; Rae Ann Kelsch, RA Kelsch Consulting; and Jack McDonald, JD, Wheeler Wolf Law Firm

Whether you are new to lobbying or are recognized in the halls of the State Capitol, the tips and tactics shared by these experienced lobbyists will help you better advocate for your mission.

Powering Up Nonprofit Impact through Technology

Jodi Buchholz, DFC Consultants; Kresha Wiest, Anne Carlsen Center; Sara Turner, Dickinson Parks and Recreation; and Clarence Sitter, Theodore Roosevelt Medora Foundation

Hear from local nonprofit leaders as they discuss how software was able to help them advance their mission and impact. You'll hear specific examples from nonprofits that have saved over \$20,000 a year on labor costs thanks to technology and how others have dramatically increased their customer satisfaction levels. You'll leave this session with real-world examples of how much return on investment the right software system can give you and you will be inspired to find new ways to incorporate technology into your nonprofit. You will also learn the best ways to get a budget for new technology approved by the board.

Trending Legal Issues for Nonprofits

Murray Sagsveen, JD, Western ND Synod of ELCA, and Troy Seibel, JD, N.D. Department of Labor and Human Rights

This session will address current legal issues for nonprofit organizations, including proposed and implemented federal rules, potential federal and state legislation, and actions by the North Dakota attorney general concerning foundations.

11:30 p.m. Closing Luncheon

Successfully Engaging Foundations: Perspectives from Program Officers

Avi Viswanathan, Bush Foundation; Justin Forde, Midco Foundation; and Diane Benjamin, Otto Bremer Foundation

Learn what it takes to get the attention of area foundations in this session, where panelists will share their perspectives on approaching foundations, writing a great grant proposal, and maintaining positive funder relationships.