

NONPROFIT
CONFERENCE

Insight

2012 & Inspiration



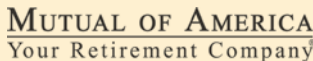
Friday, March 30, 2012

Doubletree Hotel ■ Rohnert Park

Presenting Sponsors:



Conference Sponsors:



Register Online at www.volunteernow.org

Insight



& Inspiration

The Volunteer Center's Resource Center for Nonprofits is proud to present *The 2012 Nonprofit Conference: Insight and Inspiration*. Expect to be energized, challenged and affirmed during this day with your peers and a range of expert presenters in nonprofit management. Our goal is that you'll leave the conference with insights and action steps to take back to your workplace.

Marketplace

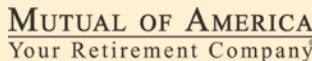
The Nonprofit Marketplace provides you with the opportunity to meet with businesses that offer a variety of goods and services to nonprofits all under one roof. Browse through a wealth of information and resources targeted to meet your needs. Win prizes by entering raffles at the Marketplace tables.

Thank you to our Conference Sponsors!

Presenting Sponsors:



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■ Morning Presentation ■ 8:45–10:00 am

Tools for Innovation—A special appearance by Google™ for nonprofits

It's not easy to sift through all the online tools out there today, but depending on your needs, focusing on one or two tools can help a lot. In this presentation, learn how Google technology and the Internet can help your nonprofit work smarter, including how to:

- collaborate and communicate with your colleagues and board members,
- get insight into new and innovative ways of improving fundraising efforts, and
- inspire people so that they volunteer, donate, or get involved.

By the end of this talk, we hope you can pick *one tool* that you'd like to integrate into your work immediately!

Presented by: **Karin Tuxen-Bettman, Tanya Birch, and Raleigh Seamster**
from Google for Nonprofits

■ Lunch Presentation ■ 11:50 am–1:30 pm

Ignite Your Lunch!

Just how powerful is your story? Can it set your table on fire?

Share in the astonishing fun of *Nonprofit Ignite!**

We throw down the gauntlet to three of Sonoma County's best and brightest to tell their stories of nonprofit heroics. You'll laugh, you'll cry, you'll hold your breath to see how these impassioned speakers master the challenge: *Enlighten us, but make it quick!*

Then Beware: Fun Ahead! The challenge will turn back to you to craft your own story in fresh words and contagious passion.

Our Adventurous Storytellers are: **Davin Cardenas**, Graton Day Labor Center; **Katrina Thurman**, West County Community Services; **Ann Hancock**, Climate Protection Campaign; **Susan Starbird**, Starbird Creative

Our Mistress of Ceremonies: **Diane Brown**, The Non-Profit Assistance Group

The idea behind the global **Ignite! phenomenon—that was started here in Sonoma County by O'Reilly Media—is the power of the human voice, crafting a story in 5 minutes with 20 PowerPoint slides. Take a sneak peek at www.igniteshow.com.*

A Special Thanks to the Progressive Consultants Group for planning and organizing *Nonprofit Ignite!*



Session 1 10:30 to 11:40 am

Choose from the following breakout sessions!

Going Viral on YouTube

In this session, you will learn about the value of using YouTube videos for your nonprofit. We'll give you tips about how to make a great video that will inspire people, as well as tips on how to make it go viral on YouTube, the #2 search engine on the web!

Presenters: **Karin Tuxen-Bettman**, Google Earth Outreach
Tanya Birch, Google Earth Outreach
Raleigh Seamster, Google Earth Outreach

"I'm too busy to be inspiring"—Vision, Inspiration and Major Gifts

Donors want to make an impact. Can they do that with your organization? Is your case statement boring? Have you become so busy that now you're just asking for money rather than sharing the compelling story of your work? Understanding how to talk and listen to donors is key to securing a major gift. We'll review how a donor thinks, what inspires a major donor to give, and ways to make your case more compelling and inspiring. Bring a copy of your brochure or materials to this workshop.

Presenter: **Pat Callahan**, Executive Director,
Healthcare Foundation of Northern Sonoma County

Recruit your Dream Board

Where do you find savvy, dedicated people to govern your organization? How do you develop them into effective board members? Come learn some smart strategies to help you recruit and retain truly outstanding board members.

Presenter: **Diane Brown**, Consultant, The Non-Profit Assistance Group

"Where's My Trophy?" A Look at How Boomers and Millennials Communicate (or don't) in the Workplace

As Baby Boomers leave the workforce, our leadership pool must be filled with Millennials—people born between 1980 and 1995. Communication and feedback between these two groups is critical for successful work together. Learn from a Boomer and a Millennial how to go beyond the basics of inter-generational workplaces and satisfy the needs of both unique groups. Maximize talents by helping Boomers share their wisdom and allowing Millennials to build their own path.

Presenters: **Rita Sever, MA**, Consultant, Coach, Trainer; Supervision Matters
Casi Jewett, MA, PHR, Human Resources Generalist, Summit Engineering





Session 2 1:40 to 2:50 pm

Choose from the following breakout sessions!

Use the Magic of Storytelling to Advance Your Cause

After you've been inspired by *Nonprofit Ignite!* at lunch, then join us to learn how to use storytelling to vibrantly advance your cause. You'll have the opportunity to work with a Storytelling Squire Coach to polish your tale and learn how to teach your board and staff these Magical Storytelling Secrets so they may venture forth on trusty steeds to delight friends and foes alike.

Presenters: Susan Starbird, Consultant, Starbird Creative
Diane Brown, Consultant, The Non-Profit Assistance Group
Christopher Szecsey, Consultant, Christopher Szecsey Consulting
Rita Sever, MA, Consultant, Supervision Matters
Robyn Bramhall, SPHR (Human Resources Management)
Sylvia WynnLindeman, Practical Management Network

Google Fusion Tables: A Unique Way to Gain Insight into Your Fundraising Activities

In this session, you will learn how to create, manage, and visualize your datasets with Google Fusion Tables, an online lightweight database in the cloud. We will practice using the tool to gain insight into your fundraising activities, by uploading a dataset of donations to your nonprofit. You will map your data, and visualize it through charts, timelines, etc.

Presenters: Karin Tuxen-Bettman, Google Earth Outreach
Tanya Birch, Google Earth Outreach
Raleigh Seamster, Google Earth Outreach

Best Practices for Reducing Fraud Risk

Fraud risk is at the forefront of many organization's fears. A system of internal controls promotes efficiency, reduces risks of fraud and helps ensure the reliability of financial reporting and compliance with laws and regulations. Internal controls can also help to keep an organization on course towards sustainability goals, achievement of its mission, and can minimize surprises along the way. This session will cover some basic internal control techniques to minimize fraud risk involving the board of directors as well as staff.

Presenter: Sue Goranson, Owner, Susan E. Goranson, CPA

Go from Surviving to Thriving with Effective Volunteer Management

Volunteers are the foundation on which missions are achieved and funds are raised. Learn how to fully utilize the talents and leadership of your volunteers, and take your organization from surviving to thriving! This high energy, interactive workshop will mine the wisdom of the group to tackle the most challenging issues around volunteer management. We'll share insights on how to achieve success through volunteers, and you'll leave with a plan to put into action. Come with a challenge, and leave with a solution.

Presenter: Becky Lunders, Consultant and Trainer, teamWorks





Session 3 3:20 to 4:30 pm

Choose from the following breakout sessions!

Create a Strong and Engaging Social Media Presence

How do you build a strong presence in social media for your organization? In this session, we'll demonstrate how to create a social media strategy that builds your organization's brand and your relationships with clientele and donors. We'll talk about developing your online "voice," relationship building, connecting with your target audience, the Do's & Don'ts of engagement, and fundraising via social media. Also included is a brief exploration of the major platforms, How To's of Facebook and Twitter, and creating sharable events

Presenters: Donna Hays and Celeste Winders, Word Mice

Got Fundraising Challenges?? Ask the Experts!!

Hosted by the Association of Fundraising Professionals—Wine Country Chapter

Visit directly with an expert on any topic—direct mail, endowments, foundations, annual funds, major donors, capital campaigns, special events, planned giving, volunteer relations, finding board members, donor databases, press relations, or creating or enhancing your organization's fundraising function. Take advantage of this FREE counsel and leave the session with your questions answered and with plans of action!

Presenters: Members of the Association of Fundraising Professionals—
Wine Country Chapter

Leading a Life of Balance and Meaning

Though many of us enter the nonprofit sector to pursue meaningful work, it's easy to lose sight of our original vision when the working hours are long and the challenges great. In this session we will look at how you can be effective in your work and take care of yourself.

Presenter: Jude Kaye, Consultant, Intention to Action Coaching and Consulting Services

Succession Planning: A Wise Tool for Nonprofit Leadership

Succession planning in a nonprofit typically occurs when a vacancy of a top staff leadership position arises. When long-time Becoming Independent CEO John McCue decided it was time to retire from BI, he worked closely with the board and core leadership to develop a succession strategy. As a result, Cami Weaver, current CEO at BI and a mentee of John, was selected to succeed him. During this session, we'll discuss the BI strategy four years after implementation, explore the experiences and share the "wish we knew" and other learning. Attend this session to learn the key concepts of succession planning through the eyes of practical experience. Topics will include: talent assessment and mapping; skills development; planning roles for board and staff; coaching and mentoring the team; barriers to succession and planning; and implementing the planning process.

Presenter: Scott Ormerod, Partner, Leap Solutions Group
Cami Weaver, CEO, Becoming Independent



Become a Member of the Volunteer Center and SAVE on Conference and Workshop Fees!

The Volunteer Center's nonprofit membership program provides more resources, more savings, and more opportunities for the nonprofits we serve. Membership benefits include: workshop discounts, room rental discounts, event discounts, member listing in all Volunteer Center publications, wine for events when available, and a link to your website via the Volunteer Center website.

For more information or to become a member, please visit our website at www.volunteernow.org. You can also call Chris Cram at 573-3399, x115 or email Chris at ccram@volunteernow.org

Thank You to our 141 Nonprofit Members—

Action Network—Prevention Coalition & Family Resource Centers • Actors' Theater for Children • Adult Literacy League of Sonoma County, Inc. • American Cancer Society • American Red Cross • ASD Climber Foundation • Association of Fundraising Professionals—Wine Country Chapter • Becoming Independent • Better Beginnings for Babies • Big Brothers Big Sisters of the North Bay • Blood Centers of the Pacific • BloodSource • Bonner Family Huntington's Disease Foundation • Boys & Girls Club Sonoma Valley • Buckelew Programs • Burbank Housing • California Human Development • California Parenting Institute • California Youth Outreach Santa Rosa • CalSERVES-NCOE West • Canine Companions for Independence • CASA (Court Appointed Special Advocates) • Catholic Charities of the Diocese of Santa Rosa • Charles M. Schulz Museum and Research Center • Chop's Teen Club • Circle of Sisters • Cloverdale Historical Society & History Center • Committee on the Shelterless (COTS) • Community Action Partnership • Community Child Care Council • Community Housing Sonoma County • Community Matters • Community Media Center of the North Bay • Community Support Network • Conservation Corps North Bay • Council on Aging Services for Seniors • County of Sonoma—Department of Health Services • Creekside Mental Health • Disability Services & Legal Center • Dovetail Learning • Drug Abuse Alternatives Center • Early Learning Institute • Equi-Ed • Extended Child Care • Face To Face • Family Justice Center Sonoma County • Food For Thought • Friends House • Friends of Monte Rio • Giant Steps Therapeutic Equestrian Center • Girl Scouts of Northern California—North Coast • Goodwill Industries • Grandparents Parenting...Again • Gray Foundation • Greenacre Homes, Inc. • Gualala Arts Council • Habitat for Humanity • Healdsburg Animal Shelter • Hidden Treasures Thrift • Hospice of Petaluma • Interfaith Shelter Network • Jewish Community Center • Junior League of Napa Sonoma • Kid Street Learning Center • KRCB • Laguna de Santa Rosa Foundation • La Luz Center • Leadership Institute for Ecology & the Economy • Life In The Word Christian Center • LifeWorks of Sonoma County • Listening for a Change • Luther Burbank Home and Gardens • Memorial Hospice • Mentor Me Petaluma • Migrant Education Program • Millennium Housing Sonoma County • M.O.M.S. Mothers of Military Servicemembers • Montgomery High Education Foundation • National Alliance on Mental Illness Sonoma County (NAMI) • North Coast Resource Conservation & Development Council • Northern California Center for Well-Being • Old Adobe Developmental Services • Palm Drive Health Care Foundation • Palm Drive Health Care Foundation • Parkinson's Support Group of Sonoma County • Peace and Justice Center of Sonoma County • Pediatric Dental Initiative • PEP Housing • Petaluma Arts Center • Petaluma Educational Foundation • Petaluma People Services Center • Petaluma Valley Hospital • Pets Are Loving Support (PALS) • Pets Lifeline • Polly Klaas Foundation • Rebuilding Together Rohnert Park-Cotati • Rebuilding Together Santa Rosa • Redwood Gospel Mission • Restorative Resources • River to Coast Children's Services • Russian Riverkeeper • Sadie's Haven Horse Rescue & Sanctuary • Santa Rosa Charter School Parents' Club • Santa Rosa Community Health Centers • Santa Rosa Memorial Hospital • Santa Rosa United Soccer Club • Self Esteem Living Foundation Inc. • Senior Advocacy Services • Shone Farm – Santa Rosa Junior College • Social Advocates for Youth • Society of St. Vincent de Paul • Solar Sonoma County • Sonoma Bach • Sonoma Community Corporation • Sonoma County Adult and Youth Development (SCAYD) • Sonoma County Bicycle Coalition • Sonoma County Family YMCA • Sonoma County Farm Trails • Sonoma County MS Group • Sonoma County Museum • Sonoma Land Trust • Soroptimist International of Santa Rosa • Spinal Cord Injury Network International • St. Joseph Health System-Sonoma County • Stewards of the Coast and Redwoods • Sunny Hills Services • The Bishop's Ranch • The Center for Social and Environmental Stewardship • The Center for the Creative Arts Therapies • The Ceres Project • The Children's Village of Sonoma County • The Living Room • The Leukemia & Lymphoma Society • The Salvation Army • Threshold Choir • TLC Child and Family Services • Vintage House Senior Center • Wells Fargo Center for the Arts • West County Community Services • West County Health Centers, Inc. • Windsor Service Alliance • Women's Recovery Services • YWCA Sonoma County

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Friday, March 30
Doubletree Hotel
Rohnert Park
1 Doubletree Drive
Rohnert Park, CA
707-584-5466

Schedule of Events—

8:15 am–8:45 am	Registration, Continental Breakfast, and Marketplace
8:45 am–10:00 am	Morning Presentation
10:00 am–10:30 am	Breaktime in Marketplace
10:30 am–11:40 am	Breakout Session 1
11:50 am–1:30 pm	Lunch & Lunch Presentation
1:40 pm–2:50 pm	Breakout Session 2
2:50 pm–3:20 pm	Dessert in the Marketplace
3:20 pm–4:30 pm	Breakout Session 3

Registration Information—

Register Online at www.volunteernow.org or complete the attached registration form and send with a check made payable to the *Volunteer Center of Sonoma County*.

Mail to: **Resource Center Conference/Volunteer Center**
153 Stony Circle, Suite 100 ■ Santa Rosa, CA 95401

Registration Fees—

Early Registration rate—postmarked by 3/19/12:

\$95/members, \$120/non-members

Regular Registration rate—postmarked after 3/19/12:

\$115/members, \$145/non-members

Special Offer for Executive Directors! Bring one board member and save 25% on both registration fees. *To receive discount, both registrations must be sent in the same envelope or registered together online.*

Lunch is included in the registration fee.

For more information, call the Volunteer Center at 573-3399.

Cancellation Policy—*Refunds only for cancellations by 3/23/12. No refunds can be granted after that date. A \$15 processing fee will be subtracted from all refunds.*

Registration Form—

Please complete one form per person. If you need additional forms, please photocopy.

Name _____

Job Title _____

Organization _____

Address _____

City/State/ZIP _____

Email _____ Phone _____

- I would like a vegetarian lunch.
- If you have a disability that requires auxiliary aids during the conference, please attach a description of your needs. (Please send by 3/19/12.)

Registration Fees—

- \$95/members, \$120/non-members \$115/members, \$145/non-members
Early Rate postmarked by 3/19/12 Regular Rate postmarked after 3/19/12

Special Offer for Executive Directors! Bring one board member and save 25% on both registration fees. To receive discount, both registrations must be sent in the same envelope or registered together online.

- Yes, I am bringing 1 board member, and taking 25% off both registrations!
- Special Offer Early Registration rate— postmarked by 3/19/12
\$71.25/members, \$90/non-members
- Special Offer Regular Registration rate— postmarked after 3/19/12
\$86.25/members, \$108.75/non-members

AMOUNT ENCLOSED \$ _____

VISA MC Credit Card # _____

Exp. Date _____ Signature _____

Workshop Choices—

Please print the workshop titles for your 1st and 2nd choice for each session of the Conference. Sessions will be closed once filled.

Session 1

1st choice _____

2nd choice _____

Session 2

1st choice _____

2nd choice _____

Session 3

1st choice _____

2nd choice _____



2012 Corporate Partners

