



2nd Annual U.P. Nonprofit Conference
Friday October 13, 2006
Northern Michigan University
Workshop Descriptions

Breakout I Workshops - 9:30 – 10:45 a.m.

Using Technology to Find Funding

Technology adds a lot of power and can save many hours in the work of researching foundations that are promising prospects for the funds you need to keep your programs alive and well. Join Andy Wolber, NPower Michigan, and Claire Rose, Peter White Public Library, to learn more about how your organization can benefit by using the technological tools available to uncover funding sources. You'll also learn about Peter White Public Library's new designation as a

Foundation Center and how it will serve regional nonprofits.

Presented by: Andy Wolber, NPower Michigan
Claire Rose, Peter White Public Library

Fund Search: Uncovering State, Federal & Corporate Resources

Knowing where to look for support of your program or cause has become a science. Many government funding sources are still there, but may be housed in a different department or budget. Corporations still maintain social giving programs, but may contribute only to specific causes, or look for partnerships that make good business sense. Discover ways to search out and win resources for your organization through a group of panelists representing state, federal and corporate perspectives.

Facilitated by: Mike Corbin, Michigan Nonprofit Association
Panelists: Matt Johnson, Gov. Granholm Northern Michigan Office
Danny Peterson, Child & Family Services
Amy Bergland, Sen. Levin U.P. Office

Unleashing Youth Enthusiasm in Your Organization

Who better to keep you abreast of changing needs of youth than young people themselves? But it's one thing to say you want to include young people in the workings of your organization. It's a whole other thing to actually get them interested, fire them up, and sustain their enthusiasm. Attend this workshop to learn how others have done this successfully and how you can use young people to energize and push your organization forward.

Facilitated by: Linda Remsburg, 8-18 Media
Panelists: Nheena Weyer Ittner, U.P. Children's Museum
Jody A. Maloney, Ontonagon County MSU Extension
Casey Hoffman, Menominee

Planned Giving: Philanthropic Foresight

Planned giving is a uniquely American method of fundraising based on U.S. tax law. It requires more planning and donor relationship building, but can yield excellent revenue streams. A representative of Wells Fargo will share expertise on how planned giving can help any organization keep programs running well into the future. Discover why planned giving is not just for colleges, hospitals, museums and community foundations anymore!

Presented by: Cindy Heise, Wells Fargo



2nd Annual U.P. Nonprofit Conference Friday October 13, 2006 Northern Michigan University Workshop Descriptions

Introduction to Implementing Nonprofit Principles & Practices

This workshop provides an opportunity to become more aware of policies and procedures nonprofits can put into place to be more effective and accountable. Participants will be introduced to the “10 Guiding Principles” and more than 100 recommended practices. A “must” for staff and board members alike!

Presented by: Robin Lynn Grinnell, Michigan Nonprofit Association

Is Your Website Working For You or Against You?

How should nonprofits evaluate the strength of their websites? A new tool is being developed to help us does just that. It looks at issues like whether your 990 is available online, if your site is handicap accessible, and whether the structure of your website is bringing people (and dollars) in or chasing them away. Join this workshop for insight on how to best evaluate your website.

Presented by: Mark Hoffman, Grand Valley State University

Executive-Board Member Relationships: Matching Vision & Execution

“No single relationship in the organization is as important as that between the board and its chief executive officer. Probably no single relationship is as easily misconstrued or has such dire potential consequences.” – John Carver, Boards That Make A Difference. Attend this workshop to learn more about that important balance of duty between CEOs and board members – a balance that is pivotal in the ability to fulfill your mission and vision.

Presented by: Susan Katz-Froning, Nonprofit Enterprise at Work

Breakout II Workshops - 1 – 2:15 p.m.

The Fundraising Fear: Making the Ask

You can do all the research, find the funding prospects that best align with your mission or cause, and deliver a perspective-changing presentation – but if you don’t ask for what you need from that prospect, you’re not likely to get it. In light of the changes in funding sources and competition for funding dollars, you cannot afford to make this mistake. Learn how to “make the ask” and boost your fundraising success.

Presented by: Carole Pence, Pence Consulting

For Profit Collaborations That Work

There’s more to partnering with a corporate entity than just a sponsorship or in-kind donation. But corporations want these partnerships to make sense for them too. Is it a cause they can get behind? How will it provide them with public recognition? Does it fit their corporate giving policy? Learn from this panel of nonprofits and corporate representatives how corporate partnerships can and do work today.

Facilitated by: Jayne Letts, Big Brothers Big Sisters of Marquette County
Panelists: David Staddon, YMCA of Marquette County
Pam Forsberg & Pat Torreano, UP Sled Dog Association



2nd Annual U.P. Nonprofit Conference **Friday October 13, 2006** **Northern Michigan University** **Workshop Descriptions**

UP Nonprofits Responding to Change

Ralph Waldo Emerson said “We change, whether we like it or not.” So get prepared to handle change in a positive and fruitful way. For nonprofits, change can come in many flavors: funding, volunteers, staffing, regulations, and much more. Join this panel of nonprofit movers and shakers who will share what they’ve learned through change – everything from the “must do’s” to the “never agains!”

Facilitated by: Ouida Cash, Starfish Family Services
Panelists: Tracy Holt, Chippewa County Hospice
Maggie Morgan, Hiawatha Music Nonprofit Corporation
Sue Minckler, United Way of Marquette County

Advocacy is Your JOB: Delving Deeper into Principles and Practices

Many nonprofits shy away from advocacy and lobbying because they are afraid of jeopardizing their nonprofit status. What they fail to realize is that advocacy and lobbying (when performed legally) is a critical component to advancing their mission and creating community change. In this session we will expose myths, clarify purpose, define boundaries and offer proactive strategies for engaging your nonprofit more fully in public policy.

Presented by: Robin Lynn Grinnell, Michigan Nonprofit Association
Mary Soper, Consultant

Collaboration = Creative Communities

Collaboration is the act of working jointly for a shared goal. Most often organizations collaborate to create change or to present a stronger outcome for their communities. In today’s global market, collaboration is essential to creating inclusive, attractive and creative communities. Attend this idea-generating workshop for a discussion of key elements of collaboration. Learn about the collaboration model the Michigan Association of Community Arts Agencies (MACAA) uses in communities across the state and see examples of these efforts and the creative communities they have inspired.

Presented by: Alison Loveday, MACAA
Anne Mehring, MACAA
Debbie Mikula, MACAA

Lean Office

Participants at this workshop will be introduced the continuous improvement concepts of Lean Office. Lean Office helps to streamline processes, creating better use of resources, increased capacity to serve, increased quality levels and a more enjoyable workplace. Fulfill your mission more effectively by uncovering new resources from within.

Presented by: Ruth Solinski, Northern Initiatives

Are you Making a Difference? Prove It!

We all start out with a goal of making a difference within the communities we serve, but what exactly does that difference look like? If a potential funder or new board member asked to see some evidence of that difference, how would you answer that request? Evaluation is imperative. Learn how to use it to support your ongoing efforts.

Presented by: Ruth Mohr, Eagle Harbor



2nd Annual U.P. Nonprofit Conference
Friday October 13, 2006
Northern Michigan University
Workshop Descriptions

Breakout II Workshops - 2:30 – 3:45 p.m

Power Walking Your Organization Through Change

Human beings often struggle with change—it's just the way we are. "What's wrong with the way we were doing this before?" "I'm not sure I can learn all these new procedures." "This new process doesn't seem like a good use of our time." But as most nonprofit leaders know, change is not only a good idea, it may be a requirement of survival. Join Ouida Cash as she shares how she has shepherded her organization through change—and sometimes discomfort—to a stronger future.

Presented by: Ouida Cash, Starfish Family Services

Passionate Volunteers – Find Them and Keep Them

A good volunteer who really believes in your mission and advocates for you in the community is a treasure. But how do you find these people? And, perhaps more importantly, how do you help them put their talents and expertise to use them in the best way possible? Attend this workshop to learn more about the art of finding good volunteers and keeping them interested, passionate, and engaged.

Facilitated by: Todd Essendrup, Dickinson Iron Community Services Agency
Panelists: Kristina Beamish, United Way Volunteer Center of Chippewa County
Lisa Dulcet, United Way Volunteer Center of Chippewa County
Grace McCarthy, Palmer

Being Tech Savvy on a Nonprofit Budget

It's no surprise that wise use of technology is essential in keeping up with a changing world, but just how does a nonprofit do that? Learn to discern what technological tools are "must haves," which software programs are great to have but not vital, and what is just showy and superfluous. Then find out how nonprofits can get these tools without breaking the bank.

Presented by: Andy Wolber, Executive Director, NPower Michigan

Increase Your Community Reach with 2-1-1

2-1-1 is the health and human services equivalent of 9-1-1 to give or get help. This service is now available throughout the Upper Peninsula. Attend this workshop to:

- Learn about 2-1-1, an easy-to-use telephone number connecting people to services available.
- Find out how 2-1-1 is being implemented in the U.P.
- Make the connection on how the 2-1-1 system can work with your nonprofit to increase access to your services

Presented by: Nancy Lindman, Michigan Association of United Ways



2nd Annual U.P. Nonprofit Conference
Friday October 13, 2006
Northern Michigan University
Workshop Descriptions

Who Are You? Nonprofit Branding

Just about everyone knows branding your organization, program or cause is serious business, but what exactly does “branding” mean? It’s more than just a color choice or logo. It’s frequently intangible and often based on the perception of your clients, advocates and partners. So how do you build something like that? Learn the basics of branding and what you need to do to make sure your brand endures through internal & external shifts.

Presented by: Clovis Bordeaux, Toi Creative

Strategic Planning: Creating a Roadmap to the Future

Strategic planning for nonprofits is critical – especially in times where change is happening all around your organization and not always within your control. Join this workshop and learn how strategic planning serves as a decision making tool, raises board awareness, awakens and motivates key people, and can increase morale.

Presented by: Jan Hillman, Marquette General Foundation

Tools & Techniques for Effective Board Building

NEW’s BoardConnect program covers important elements of recruiting the board members your organization needs. Topics range from recruitment planning, identifying and cultivating prospective board members, and bringing on new board members. Workshop attendees will also learn about the benefits of the BoardConnect online database that matches board candidates and nonprofits.

Presented by: Marianne Clauw, Nonprofit Enterprise at Work