

Class Descriptions and Basic Schedule
Resource Raleigh
April 28, 2011
8:30AM-4:30PM
McKimmon Center

Introductions and Breakfast 8:30-9:45

All members are in one room, cluster tables, breakfast bar is out

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| 45min . | 8:30 | Breakfast, Check-in |
| 10 min. | 9:10 | Welcome speech by Mayor Pro Tem Mary-Ann Baldwin |
| 20 min. | 9:20 | Networking activity led by Ms. Rita Anita Linger |
| 5 min | 9:40 | Split up into classes |

9:45-11:20: Class session 1

- **Cutting Through the Clutter of Communications**
Janet Bauer, Owner and Founder of the Bauer Group and I'm a Great Child Worldwide
It's become more and more difficult to cut through the clutter of information today and get a message noticed and remembered. What if the media called today? What would you say? What would you say to the public so they remember your message? This workshop will teach you how to communicate clear, concise and consistent messages that have a powerful impact. You'll learn how to effectively integrate the values and mission of your organization in all your communications. Plus you'll learn how to always be ready, even for unexpected events, so your nonprofit will shine.
- **Volunteer: recruitment, management and retention.**
Jeanne Allen, Clean Energy Durham
Committed and engaged volunteers are an invaluable asset to any nonprofit organization. What you do to recruit, manage and retain those volunteers will make a huge difference in their dedication to your organization. This session will give an overview of the strategies you can use and resources available to nonprofit organizations in Raleigh to find, manage and retain volunteers. In this session you will also learn about how to create a meaningful recruitment plan, volunteer descriptions and volunteer manual.
- **Sustainable Strategic Planning**
Naomi Takeuchi, President of 1000 Cranes, LLC
How do you ensure that your vision and mission continue to thrive? How do you maintain your original goals and also provide flexibility for future expansion and changes? Clear evaluation of your organization's vision, mission and goals, its products and services, customer perceptions and market evaluation help to set a strategic direction and revitalize your organization. In this session, you will learn to use well-developed strategic planning tools to create a framework for your organization that incorporates your original vision, considers future directions, and revitalizes your organization.
- **Developing and Maintaining Successful Partnerships and Collaborations**
Kelly Laraway, Director of NCSU STEP Program

Partnerships and collaborations are crucial to the success of nonprofit organizations. Partnerships and collaborations yield countless benefits but they can also be challenging, especially when clear expectations are not established. This session will challenge participants to think about their current partnerships and to develop ideas for assessing and managing future collaborations.

11:20-12:55: Class session 2

- **Creating a fired-up board**

Marilyn Pearson, Vice President, Institutional Philanthropic Services, First Citizens Bank

Boards provide the funds that keep your organizations strong and growing. Their support in promoting and fundraising is essential to the success of your organization. In this session you will learn what strategies you can use to maintain a board that is motivated, involved and innovative, and how to make meetings more productive, engaging and efficient.

- **The Art of Asking: How to Ask for Gifts and Where to Find Them**

Ruth Peebles, President and Founder of INS Group

In order to carry out their mission, nonprofit organizations rely on the support of the people and businesses within their community. This informational session will teach participants about different funding sources available to the Raleigh nonprofit community; how and who to approach for monetary donations; how to get major gifts for your nonprofit; and how to get your community involved and invested in your organization.

- **Grant Writing Basics**

Bill Carruthers, CEO of GrantProse Inc.

Finding, writing and submitting grants can be an overwhelming process. This fast-paced, informative session will cover basic information about grant research, writing and submission. In this session you will learn where you can find grants, what documents you need to complete a grant, grant jargon and layout, how to write a needs statement and how to use statistics in your grant.

- **How to Plan and Execute an Effective Fundraising Campaign**

Allan Burrows and Clare Altmann, Capital Development Services

In order to be successful, fundraising projects take time, energy and lots of planning. This session will guide you through the finer details that can make your fundraising campaign a success. In this session you will learn how to write a fundraising plan, and monitor your fundraiser's effectiveness. This class will also cover:

- Developing the Case for Support
- Enlisting Leadership
- Identifying and Cultivating Donors
- Campaign Infrastructure

12:55-1:45: Lunch and Keynote Address

by Jeanne C. Tedrow, Executive Director of Passage Home

1:50-3:20: Class session 3

- **The Power of Online Networking**

Cord Silverstein, Executive Vice President of Capstrat

The internet is allowing anyone who wants their voice to be heard an opportunity to do so. The Web has no borders or boundaries and people are connecting and communicating like they never before. It is imperative for organizations to have a clear understanding and strategy on how to market and communicate with their target markets online. Learn how to effectively engage in online conversations and see real world examples of when engagements went well and not so well.

- **Updates for Tax-Exempt Organizations**

Ashley Perkinson, Attorney at Perkinson Law Firm, PA

Nonprofits are required to comply with a wide array of federal and state laws and regulations. This workshop will address many of the most important issues you need to know, including: What does your nonprofit need to do to obtain or maintain its federal and state tax-exempt status? How do recent changes to IRS filing requirements affect your organization? Can your nonprofit be exempt from state taxes? Does your organization need to apply for a charitable solicitation license? What recent legal changes may affect your nonprofit's operations?

- **Advanced Grant Writing**

Bill Carruthers, CEO GrantProse Inc.

There are always ways that you can improve on your grant writing ability. This intermediate-advanced level session will provide a hands-on experience to help more practiced grant writers sharpen their skills and expand their knowledge about the grant writing process. Topics will include request for proposal analysis, developing quantitative and qualitative data sets, and identification of supporting documentation.

- **How to Recruit the Ideal Board**

Amy Baldwin, Independent Contractor, Founder of Healthy Communities

A board can make or break an organization. This session will focus on the fundamentals of selecting and training a successful and diversified board; the experience, traits and connections you should look for in potential board members. In this session you will learn how to recruit, interview and choose the best board for your organization.

Closing

5 min. **3:30** Closing speech by Angel Wright Feldman,
Intergovernmental Relations Manager, City of Raleigh

55 min. **3:35** Nonprofit Networking Fair