

2008

# Nonprofits:

# Today & Beyond

*Helping move your organization to the next level*

August 6, 2008 ~ 8:00 a.m. to 3:00 p.m.

Alexandria Technical College ~ Customized Training Center ~ Rooms 209/211

The 2008 Nonprofit Conference is a full day of training and presentations offered by the “Essentials Training Team.” The conference will cover topic areas that have been identified by local nonprofit leaders as areas of need when it comes to nonprofit training and address the critical issues that nonprofit organizations face. Participants in these sessions will experience an interactive, experiential learning of the program focus areas. In addition, there will be opportunities for networking with the other nonprofit professionals in attendance.

## Who Should Attend?

Executive directors, managers and leaders of nonprofit organizations as well as board members are encouraged to attend. We are offering a special rate of \$30 per individual or \$100 per organization which will allow you to bring your full board to this conference. We encourage you to do so!

## Event Sponsors

Essentials  
Training

The Essentials Training Team is a partnership between United Way of Douglas & Pope Counties, Tastefully Simple, West Central Initiative, Bremer Financial, Lakes County Service Cooperative and Alexandria Technical College. These organizations have provided a member of their team to meet monthly with the goal of organizing training that meets the “Essential Needs” of new as well as established nonprofits. To learn more about the Essentials Training Team, contact Linda Roles at [unitedw@rea-alp.com](mailto:unitedw@rea-alp.com) or call 320-763-4840.



The morning schedule includes three breakout training tracks as listed below, followed by a Nonprofit Marketing Makeover-Unveiling during the lunch hour. The conference will end with Funders presentations from Tastefully Simple, West Central Initiative, Otto Bremer Foundation, and United Way of Douglas & Pope Counties.

## Conference Schedule (lunch provided from 12:00 - 1:30)

8:00 – 8:15am – Registration – Coffee

8:15 – 8:45am – Introductions and Kick Off Presentation

8:45 – 10:15am – Breakout Session I

10:15 – 10:30am - Break

10:30 – 12:00 – Breakout Session II

12:00 – 1:30 – “Nonprofit Marketing Makeover – Unveilings”

1:30 – 1:45 – Break

1:45 – 2:45 – Local Funders Presentations

2:45 – 3:00 – Questions – Wrap-up – Prize Drawings

## Track 1

### • **BOARD EXPECTATIONS AND GOVERNANCE - 8:45 A.M. TO 10:15 A.M.**

This session will cover the responsibilities of nonprofit board members as well as ways to organize the board's work and conduct meetings in order to capitalize on the expertise and interests of individual members for the benefit of the organization. Examples of high performing boards and their characteristics will frame the conversation, and there will be plenty of opportunity for participants to ask questions about issues of particular interest.

Robert J. Bunger received a B.A. degree from Macalester College and a M.B.A. degree from the University of St. Thomas. He is a graduate of the Blandin Community Leadership Program and Voyageur Outward Bound School, and attended the Stonier Graduate School of Banking at the University of Delaware. He has extensive training in board development, team building, staff and volunteer management and communications.

### • **BUILDING BUSINESS RELATIONSHIPS - 10:30 A.M. TO 12:00 P.M.**

David Kjos and Jeff Bartholomew have secured major corporate gifts for the Alexandria Area YMCA by building successful business relationships. Come learn their secrets to success. During this session, learn more about the role of the board and the role of the staff when it comes to building successful business relationships that will lead to an increase in corporate donations for your organization.

## Track 2

### • **WEB-BASED TECHNOLOGY FOR NONPROFITS - 8:45 A.M. TO 10:15 A.M.**

In this session, Brad Barth of Alexandria Technical College will cover some of the web-based tools and sites available to help a nonprofit leverage the power of the internet. We will explore the technology being used by businesses today and how nonprofits can benefit from them. Some of the websites we will be visiting and learning about are:

- [www.constantcontact.com](http://www.constantcontact.com)
- [www.zoomerang.com](http://www.zoomerang.com)
- [www.postcardbuilder.com](http://www.postcardbuilder.com)
- [www.zohocrm.com](http://www.zohocrm.com)

### • **GRANT WRITING ESSENTIALS - 10:30 A.M. TO 12:00 P.M.**

This session will concentrate on developing a comprehensive fund-raising plan, using technology in researching grants, and creating applications and presentations for positive outcomes in grant writing. This session will be led by Wes Binner. Wes has over 42 years of full-time employment in nonprofit work, including employment with the YMCA, Big Brothers & Big Sisters, St. Cloud State University, and West Central Initiative. He served in various capacities, including youth work and camping, program director, executive director, adjunct professor, and fund-development director.

## Track 3

### • **MANAGING AND DISCIPLINING EMPLOYEES - 8:45 A.M. TO 10:15 A.M.**

In this session, you will learn how to manage employee issues. We will discuss the proper handling of complaints against employees, proper discipline of employees and how to avoid the many legal pitfalls along the way. This session will be led by Kristi A. Hastings, Partner with the law firm of Pemberton, Sorlie, Rufer & Kershner, P.L.L.P., Fergus Falls, MN. Kristi represents public and private sector employees in all matters related to labor and employment law. Current clients include Todd County, Breckenridge School District, Battle Lake School District, City of Fergus Falls, Clitherall Township and many other governmental entities, nonprofits and private employers.

### • **BOARD AND EXECUTIVE DIRECTOR RELATIONS - 10:30 A.M. TO 12:00 P.M.**

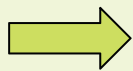
A healthy relationship between the board and the executive director is one of the primary ingredients of a successful nonprofit organization. This session will explore the distinct yet overlapping responsibilities of governance and operations and ways to ensure the board and executive director orchestrate a constructive and supportive balance for the benefit of the organization. Methods to maintain and enhance a strong ongoing relationship will be presented and questions from participants will be encouraged. Presenter: Robert Bunger

## How Do I Register? What If I Have Questions?

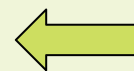
You can go to [www.uwdp.org](http://www.uwdp.org) to register online or you can call the United Way office at 320-763-4840. For more information or questions on the program, please call the United Way of Douglas & Pope Counties office at 320-763-4840 or Holly Witt, Nonprofit Resource Specialist, Bremer Bank at 320-589-1424.

## What is the Cost?

\$30 per person or \$100 per organization. Bring your Board! The fee includes coffee, refreshments, lunch & participant materials. The conference is limited to 125 attendees, so please get your registrations in as soon as possible.



You may also enter your organization to be eligible to participate in our  
“Nonprofit Marketing Makeover - Unveiling”



Organizations that are registered by 7/1/08 will be eligible to be selected to participate in a “Nonprofit Marketing Makeover.” Three organizations will be chosen from the early registrations to have their selected marketing materials redesigned by a professional marketing design firm. The organizations that are selected will work with their assigned design firm during the month of July to achieve their new look. All three organizations will have their “Before & After Unveiling” during the conference lunch hour. Those organizations who are interested in being considered for selection need to register prior to 7/1/08 and must send an email no longer than 150 words on: “Why my organization should be considered for the Nonprofit Marketing Makeover” to [unitedw@rea-ulp.com](mailto:unitedw@rea-ulp.com). We encourage all nonprofits who want to move their marketing image to the next level to submit a registration.

## Participating Design Firms

The “Nonprofit Marketing Makeover” is made possible by the donation of services by the following area Professional Design Firms. They have offered their expertise to the selected nonprofits at no charge and will work with the organizations to professionally “makeover” their agreed upon marketing materials within a designated timeframe and schedule during July. The selected organizations will be introduced to one of the design firms below and guidelines will be set to meet the expectations of both the design firm and the selected organization. The Essentials Training Team would like to express a sincere thank you to the Design Firms and their donation of time and services in helping the selected organizations improve their marketing look.

### KO Creative

KO Creative delivers graphic design services for business owners who are ready to create a world-class brand presence - whether their customers are around the corner, or around the globe. We offer exceptional-caliber graphic design, print advertising, website design, logo development, newsletter and brochure design, and specialty services like unique mural designs, all with the individual attention and customer service that our customers have come to expect. Discover what great graphic design, and an award-winning graphic designer can do for you. [www.kocreative.net](http://www.kocreative.net)

### Studio – 78

Studio 78 Platinum Design provides businesses with innovative marketing solutions to increase the success of their marketing strategies. They counsel clients on effective ways of communicating their ideas to the public and prospective customers through various media formats, including: premium websites, print advertisements, radio, signage, direct mail pieces, and everything in-between. Studio 78 works with businesses to study their needs and create solutions. Whether the need is for one advertisement, creating a website, or a full strategic marketing plan, Studio 78 can provide the tools needed. For more information please visit [www.studio-78.com](http://www.studio-78.com).

### Eggen Group Marketing & Katzenjammer Designs

Eggen Group Marketing is a full service strategic marketing and consulting firm. Since 1994 Eggen Group Marketing, Inc. has been providing comprehensive marketing solutions, such as strategic planning, public relations, media planning and media buying, graphic design and website design and development. Eggen Group Marketing combines the strengths of effective marketing strategy with powerful design to make your message stand out, create desire and increase response. [www.eggengroup.com](http://www.eggengroup.com)

Katzenjammer Designs is the business backdrop for Monica Katzenberger, an independent Graphic Designer based in Central Minnesota. Katzenjammer Designs offers personalized, creative graphic designs, website designs, and photography services to individuals, small businesses, and design firms. [www.katzenjammerdesigns.com](http://www.katzenjammerdesigns.com)