



# VIRTUAL 2020 NONPROFIT LEADERSHIP CONFERENCE

**MAY 27-28 & JUNE 3-4**

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# WEDNESDAY, MAY 27

## CONFERENCE KICKOFF: ALL ABOUT BOARDS

**10:00 a.m. - 11:00 a.m.**

**Level Up: How Good Nonprofit Boards Get Better (Especially Yours),** *Russ White*

What is the difference between a “good” board and a “bad” board? In this interactive keynote session, guest facilitator and board development expert Russ White will ask you to consider why boards get frustrated and practices boards use to get better.

**11:00 a.m. - 11:45 a.m.**

**Working with Difficult Boards and Board Communication Roundtable**

Participants will be broken into virtual roundtables to share examples of real-life board problems and to brainstorm solutions.

### Potential Discussion Questions

- What is an issue you see coming up in your own board?
- What are some resources that would help you navigate communicating with your board?
- How do we foster a sense of shared accountability – so the burden doesn't fall on the same few people?
- How do we motivate a board to action – and keep them motivated between meetings?
- How do we empower the board and committees to do the work?
- What do you hope for in a board member?
- Why would someone want to be on your board?
- What makes it easier for the board to focus on anticipating our organization's future needs?
- What struggles do you think board members in your organization might be having?
- Beyond job descriptions, how could we cultivate our performance expectations?
- Why would someone want to be on your board?
- What is the distinction between board and staff?
- How does your board advocate for your mission (or those you serve)?

# THURSDAY, MAY 28

## ORGANIZATIONAL SUSTAINABILITY

9:30 a.m. - 10:00 a.m.

**NDANO Annual Meeting and Awards Recognition**

### 2020 Award Winners



#### Emerging Leader Award

In her role at the Grand Forks Region EDC, **Becca Cruger** oversees the “Greater Grand Forks: Way Cooler Than You Think!” initiative driven by six organizations that promote the region and attract more skilled workers to the area.

#### Partnership Building Award

**Spectra Health** provides community-based primary and preventive healthcare, including medical, pediatric, dental, and behavioral health services. Spectra has shown its commitment to the community by partnering with nonprofits to help address issues it sees arise and encouraging employees to engage with their community.



#### Walt Odegaard Leadership Award

**Rose Stoller**, the former executive director of The Consensus Council, Inc., passed away in November 2019. Throughout her four-decade career, she directed two North Dakota nonprofits and was committed to strengthening the state’s nonprofit sector through both her own leadership and extensive mentorship of colleagues.

10:00 a.m. - 11:00 a.m.

**From Sustainability to Survivability: Pivoting Your Organization in a Pandemic and Learning from the Aftermath**, *Steve Zimmerman*

Over the last several months, nonprofit professionals have scrambled to devise new operating plans designed to serve as many constituents as possible while protecting and caring for employees. As organizations adapt to their new realities, stabilize, and think strategically about what happens next, there are steps leaders can take to increase the likelihood of success amid these challenging times.

11:00 a.m. - 11:15 a.m. **Break**

11:15 a.m. - 12:00 p.m.

**COVID-19 Sustainability Think Tank**

What issues are your organization facing related to financial sustainability associated with COVID-19? Now is your time to ask questions of other nonprofit leaders facing similar situations across the state.

### Potential Discussion Questions

- What have been the biggest challenges for your organization coming out of COVID-19? What efforts has your organization made to face those challenges?
- What is something you took out of this session that you found particularly helpful?
- What financial management activities post the biggest challenge to your organization (creating budgets, accounting, etc.)? What resources are you looking for to help you with this?
- Are there financial management tips or resources you have found to be useful or successful for your organization?



# WEDNESDAY, JUNE 3

## FUNDING AND FUNDRAISING

**10:00 a.m. - 11:00 a.m.**

**Meet the Funders** – *Lisa Keske, Otto Bremer Trust; Maggie Ardorf-Schubbe, Bush Foundation; and Kevin Dvorak, ND Community Foundation*

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

**11:00 a.m. - 11:15 a.m. Break**

**11:15 a.m. - 12:00 p.m.**

**Events and Fundraising Best Practices Roundtable**

Let's get innovative! What is working for your organization for events and fundraisers, and what questions do you have? Participants will be broken into virtual roundtables to discuss what methods are working for them and to brainstorm ideas to help each other.

### **Potential Discussion Questions**

- What event/fundraiser has gone best for your organization? What do you think makes it successful?
- Have you had to rethink any events/fundraisers due to COVID?
- What is a cool/innovative idea you have seen another organization do?
- Have you had any fundraising struggles you'd like to discuss with the group?



# THURSDAY, JUNE 4

## SOCIAL MEDIA AND GETTING THE WORD OUT

**10:00 a.m. - 11:00 a.m.**

**Not Just Cat Memes: Making the Most of Social Media with a Limited Budget,**  
*Amanda Godfreed, Make a Wish ND, and Kayla Schmidt, 31:8 Project*

Almost everyone knows the basics of social media. But are you using your limited time wisely? Learn how to expand each post's reach and learn what does and doesn't work. Gain a better understanding of how to use tags, hashtags and boosting to your advantage.

**11:00 - 11:15 a.m. Break**

**11:15 a.m. - 12 :00 p.m.**

**Stakeholder, Volunteer and Donor Communication Best Practice Think Tank**

Nonprofits are using various methods to communicate with stakeholders including social media, email, video calls, and newsletters. Participants will be broken into virtual roundtables to discuss what methods of communication work best for sharing their missions.

### **Potential Discussion Questions**

- You are using several methods of communication to communicate with your stakeholders. What methods have worked the best for spreading your organizations mission?
- What is the best social media post you have done and why do you think it went so well?
- What is something you struggle with/have questions about regarding social media or email marketing?
- What kind of email communications do you send to your donors and stakeholders?
- What do you find is the best way for you to communicate with volunteers?  
Do you have any struggles with volunteer communications?

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