

# 2021 *Virtual* NONPROFIT LEADERSHIP CONFERENCE SCHEDULE

## WEDNESDAY, MAY 26

### 10:00 A.M. OPENING KEYNOTE

#### **Money Mindset in Nonprofit Culture, *Rhea Wong***

In the nonprofit sector, we are so consumed with scarcity and lack – not enough time, not enough money, not enough staff members. Have you considered that your fundraising might be limited by your own money mindset and baggage about money? Before we can start to change the world outside of us, we must change the world inside of us. Join Wong as she identifies the money baggage that may be holding you back, understand where it came from and what to do about it. Your fundraising success story starts from the inside out.

### 11:15 A.M. ANNUAL MEETING AND AWARDS

## THURSDAY, MAY 27

### 12:00 P.M. KEYNOTE

#### **Introduction to Empathic Strain and Building Resilience, *Kari Kerr, M.A./ LPC Laura Nash Frisch***

This session will clarify the difference between burnout, empathic strain and secondary traumatic stress in helping professions. Presenters will discuss the impact of working in high stress and trauma exposed nonprofits, personal risk factors that make individuals more vulnerable to the effects of secondary traumatic stress, and help participants craft their own action plan to build resilience and ensure longevity in their work.

### 1:00 P.M. ROUNDTABLE DISCUSSIONS

## WEDNESDAY, JUNE 2

### 10:00 A.M. BREAKOUT SESSIONS

#### **Taking the Pain Out of Strategic Planning, *Deb Nelson***

Strategic planning is essential to nonprofit organizations but engaging in it often brings images of long meetings and energy-zapping dialogue. It does not have to be! The key is to focus on those boring details through mental, and maybe even physical stimulation. Learn how to implement the components of strategic planning - SWOTs, missions, visions, values, goals, and strategies – through a process that you and your staff will not dread.

#### **Incorporating Art-Fullness into Your Operations and Programs, *Kim Konikow***

Learn how to incorporate artists and creativity in your nonprofit process, whether you are working on building a structure, managing human resources or are involved in community programs. This presentation will include many visual and narrative examples from nonprofits who have successfully blended the creative arts into their planning by bringing artists to the table early in the process, resulting in lower expenses and more constituent engagement.

### 11:05 A.M. BREAKOUT SESSIONS

#### **Dealing with Difficult Volunteer Situations, *Cairn Reisch***

As much as nonprofits appreciate every volunteer, sometimes difficult situations arise. Learn how to have difficult conversations with volunteers, how to develop standard documentation and other processes to better prepare your teams and organizations in case a volunteer issue escalates.

#### **Donor Retention: It Starts with Gratitude – Visually, *Travis Christopher***

Learn easy ways to increase donor retention through short, personalized video gratitude letters sent to donors and constituents. Examples will be shared using North Dakota donor data and measurements.

## THURSDAY, JUNE 3

### 12:00 P.M. BREAKOUT SESSION

#### **Not Your Mother's Social Media Class, *Becca Cruger***

It's 2021 and most nonprofits know the importance of using social media in your organization. But do you know how to create an ad? The rules for boosting a post and how to target an audience? How to use analytics? In this 2.0 course, let us help you fill in the gaps.

#### **12 Golden Rules of Nonprofit Finance, *Koa Mirai***

Nonprofit financial health can seem like an elusive, nuanced, and subjective judgment call. But when you break it down, it boils down to 12 Golden Rules of Nonprofit Finance that help keep your organization healthy. From budgeting to operating reserves, if you follow these rules, you will be on your way to a better understanding of nonprofit financial health.

### 1:05 P.M. CLOSING KEYNOTE

#### **The Radical Art of Prioritizing When Everything is Important, *Brandi Olson***

The art of prioritization is the superpower of an effective leader. However, when you've already stripped away the low-hanging fruit and are left with ten competing priorities, it can seem impossible to prioritize further. But having priorities and doing the work to prioritize is not the same thing. Prioritization is critical when everything is important and change is happening fast. Bring your prioritization challenges and walk away with practical tools to unlock the swirl and overwhelm of competing priorities.