

FOR Nonprofit Center Excellence and Philanthropy

AT PENSACOLA STATE COLLEGE

WORKSHOPS

March 26

March 31

April 7

April 27

May 5

June 3

June 16

August 4

September 9

October 6

October 21

ANNUAL SUMMIT

November 2-November 3



PENSACOLA
STATE COLLEGE

PENSACOLA STATE COLLEGE is proud to help strengthen nonprofit and philanthropic organizations through education and management designed to support board governance, enhance the business practices of nonprofit organizations, and expand the influence of the nonprofit sector. Each year the institute will offer certified fundraising executives (CFRE) credit for their mastery of skills and information shared through Pensacola State College's Nonprofit Center for Excellence workshops. This year, there are eleven half-day workshops and a two-day summit. Many provide CEUs to nonprofit professionals seeking to secure or maintain their CFRE status.

WORKSHOP SCHEDULE

\$35 per registration (before discount)

7:30 a.m. Registration
Session is 8 a.m. – noon

March 26 — MARKETING CAMPAIGNS THAT WORK - PRINT, SOCIAL MEDIA, WEB DESIGN AND RELATIONSHIPS

Eddie Hill, Award Masters; Sheila Nichols, PSC Marketing Director; Brent Lane, Cat Country 98.7; Lisa Nellessen Savage, Executive Editor for PNJ

- Print media ("news" vs. advertising & marketing plans)
- Marketing your mission & the PNJ
- Press advisories and press release submissions
- Deadlines and cost considerations
- Raising the "newsworthy" value of your event
- Editorial constraints
- Best practices-dealing with negative news
- Nonprofit considerations-Gannet's digital market
- Social media tools and best practices

March 31 — RELATIONSHIP BUILDING - NO SHORT CUTS TO A MILLION DOLLAR GIFT

Nigel Allen, President & Chief Advancement Officer at Tallahassee Memorial HealthCare Foundation

- Key differences between donors (corporate partners, foundations, individuals and government funders)
- Reducing churn (excelling in relationships to create champions)
- From acquisition to cultivation - differences in each relationship
- Showing value- speaking the right language in each relationship

April 7 — MISSION BASED MANAGEMENT - INSPIRING THE ENTIRE TEAM TO EXCEL

Community Health Northwest Florida (Chandra Smiley and Team)

- Is Senior Leadership's Open Communication, Effective Delegation and a Positive Attitude Enough?
- How to overcome your team's lack of purpose - through Mission-Based Management
- More than "work" - Sense of Purpose
- "Leading through directive guidance in the service of transcendent aims"
- Managing happiness by focusing on a sense of the importance of the "work"
- Every member as a leader that contributes to the organization's mission
- Shared set of values, ideals and a mutual sense of purpose
- Playing as champions - making sure each practice, each game is a rehearsal for "winning the championship"

April 27— GRANT WRITING - RESOURCES, RESEARCH TOOLS AND WRITING PLANS FOR WINNING THE GRANT

Cathy Brown, Lilly Family School of Philanthropy

- Resources for grant seeking
- Grant review (peer networks)
- Writing with the end in mind - solving problems
- Narratives that give credence to sustainability remember to share what's next
- Concise needs - identified in opening statement - corroborated by supporting data
- Engaging storytelling - as important as outcome based evaluation
- Mastering a proposal budget

May 5— SPECIAL EVENTS - MAKING EVENTS MEMORABLE AND BENEFICIAL

Dana Hall, BBBS of Northwest Florida; Laura Hill, PSC Foundation at Donor Relations Manager/Events

- Considerations to ensure success (theme, budget, registration, promotion, community fundraising)
- Recruiting, training and managing volunteers
- Converting guests to loyal donors
- Using events to create engagement (ROI) or (ROE)
- Meaningful follow-up - Consistent brand experience
- Boosting donor retention through events

May 18 — DEVELOPING YOUR VALUE PROPOSITION - FORMULATING AND COMMUNICATING ROI

- Outcome-based evaluation - the value of incorporating an evaluation into your organization's operation
- The theory, terms, process and tools that help staff demonstrate your organization's impact
- Measurement - how to decide what is important to measure?
- How to capture the data needed to demonstrate your ROI
- Using data for learning, strategic planning and fundraising

June 3 — VOLUNTEER MANAGEMENT 101

Kendrick Doidge, Vice President Business and Public Relations West Florida Healthcare & Kristin Fairchild, Founder and Executive Director at Chain Reaction

- Why nonprofit organizations are also known as voluntary organizations (How dependent are you?)
- Recruiting, training and placing volunteers
- Retaining and rewarding volunteers
- Special considerations for working with youth
- What nonprofits do well and what improvement is needed

June 16 — ESSENTIALS OF NONPROFIT FINANCE

- The importance of clarity (roles, authority, and responsibilities essential to financial management)
- Basic financial policies (COI, gift acceptance, expense reimbursement, executive compensation review, whistle-blower protection, fiscal policies & more)
- Understanding cash flow, donor intent, cost allocation, reserves, the balance sheet & financial statements
- Financial literacy resources and practice pointers for budgeting, managing restricted funds and financial software

August 4 — COLLABORATIONS THAT WORK - BUILDING YOUR COLLABORATIVE TEAM FOR BIG WINS!

DeDe Flounlacker, Executive Director of Manna; Kimberly Krupa, Director of Achieve Escambia and Chandra Smiley, CEO of Community Health of Northwest Florida

- Why collaborate?
- First considerations (similar organization philosophy, filling service gaps, capacity, goals)
- Expectations and challenges
- Examples of shared successes
- The difference between collaboration and collective impact (wins/losses with each)
- The greater good - in both cases
- Different revenue/expense/operational considerations for both models
- Collaboration & community health (leveraging partnerships to address health disparities)

September 9— A GUIDE TO TRANSPARENCY (MEETING DONOR AND LEGAL REQUIREMENTS)

Andrea Krieger, Executive Director at PSC Foundation

- What must nonprofits disclose to the public?
- Ten ways nonprofits can demonstrate financial transparency (ethical fundraising, COI policies, executive compensation, IRS form 990 board review, travel expense reimbursement policies and more)
- Complaints about nonprofits' financial conduct (where the public can view scanned IRS form 990)
- Practical starting point for nonprofits wishing to meet transparency expectations
- Using your website to meet transparency expectations
- Whistleblower policies and internal complaint procedures for staff (paid and volunteer)

September 16— STRATEGIES FOR IMPROVEMENT (CREATING FUNCTIONAL PLANS TO IMPROVE SUCCESS)

Dr. Black Horn, President and Chief Executive Officer at United Methodist Children's Home

- Understanding context: ethical, comprehensive and productive development tied to results
- Using your strategic objectives as a management tool for improved service delivery and client interaction
- Ensuring fundraising and partnership is effective and focused
- Maintaining a clear direction

October 6— NONPROFIT LEADERSHIP (CREATING AND SUSTAINING ORGANIZATIONAL CAPACITY TO EXCEL)

Thomas Greek, Vice President of Learning & Development at Navy Federal

- The value of empowerment vs. engagement (how to make it happen)
- Real leaders don't follow (the essentials of creating a team of leaders)
- Centering with core values (Getting everyone on-board with shared values that strengthen your culture)
- Inspiring fanatical devotion on your team
- Creating a quality culture through consideration
- Putting products and clients first
- How to hire the best and then keep them motivated

October 21 — MAJOR GIFT DEVELOPMENT - WEALTH SEARCH, STRATEGY MEETINGS, DISCOVERY CONVERSATIONS, AND ACTION REGISTERS

Kent Huyser, Senior Consultant at Gonser Gerber

- Identification - finding potential gift prospects
- Discovery - conducting research on major gift prospects (learning more about financial capacity and inclination to be generous)
- Cultivation - engaging & involving major gift prospects in the work of your organization
- Solicitation - making a compelling request for support
- Stewardship and recognition- extending gratitude and acknowledgment to the donor

2020 Annual Nonprofit Summit - Session Topics

November 2, 2020 - November 3, 2020

Major Gift Fundraising, Donor Centered Fundraising, Social Media Tools and Best Practices, Marketing Best Practices Effective Advocacy and Lobbying, Nonprofit Paperwork Essentials, Grant Software - Comparisons and Offers
CEO/ED, Event Manager, Volunteer Manager, Major Gift Officer - Round Tables

Registration = \$150 before discount

Member ONLY Computer Lab - 2nd and 4th Thursday 1p-4p, 1st and 3rd Tuesday 1p-4p

Member ONLY Lunch and Learn (Noon to 1:30pm) - \$15

March 12, April 8, May 13, June 10, July 8, August 12, September 9, October 14, November 17

Member Discount=25%

The Nonprofit Center (NPC) Membership Program qualifies nonprofit professionals for a 25% discount on registration for continuing education hosted by the Pensacola State College NPC. Members receive priority communication on scheduled events and updates on best practices or emerging trends in the nonprofit world. Additionally, members will benefit from access to low cost subscriptions to the Society for Nonprofit Professionals, BoardSource, Foundation Software and GrantStation Insider. Please provide your NPC Membership number when you register for events or educational offerings.

Individual Membership=\$100

- 25% discount on educational workshops and activities
- Monthly eNews with best practices and links to valuable grant opportunities
- Notice of relevant nonprofit happenings and guidance on regulatory issues impacting the nonprofit sector

Organizational Membership=\$250

- 25% discount on educational workshops and activities (applicable for up to 3 members at each event)
- Membership to the Society for Nonprofit Organizations and access to Nonprofit World and GrantStation Insider
- Monthly eNews with best practices and links to valuable grant opportunities
- Notice of relevant nonprofit happenings and guidance on regulatory issues impacting the nonprofit sector

Attendees must qualify for discounted registrations. Individuals are limited to one discount value per registration.

Gulf Power Foundation Grant Recipient Discount=15%



The Gulf Power Foundation was a founding partner in developing the concept of a Nonprofit Center for Excellence and Philanthropy at Pensacola State College. Their commitment enabled PSC to launch the educational offerings seen in this brochure. In honor of this partnership, organizations who have received a grant from the Gulf Power Foundation in the past two years or who have been recently awarded an Amplify! grant will receive a 15% discount on registration for workshops or the annual summit. To receive the discount, please include your grant award paperwork from the Gulf Power Foundation as part of your registration for offerings you wish to attend.

United Way of West Florida –

Certified Partner Discount=10%



The concept of the Nonprofit Center was validated by attendance to a nonprofit training series that was hosted at United Way from 2015-2017. As a partial impetus to the Center at Pensacola State College, certified partners at United Way will receive a 10% discount to any educational offerings provided at PSC. This is also intended to serve as a recognition of the value that certified nonprofits bring to Escambia County, Florida where the Center is located. To receive the discount, please include your current certified partner notice received from United Way with your registration.

AFP West Florida Chapter Member Discount=10%



The Association for Fundraising Professionals West Florida Chapter offers members the opportunity to connect with colleagues, engage in creative thinking, network with new friends, and achieve great results in their work. Members of AFP can receive a 10% discount to courses by scanning a copy of the current membership card and attaching that copy to their registration form for classes.

Proudly supported by the Gulf Power Foundation

