

RMPI 2017 Breakout Session Descriptions

<u>Session Info</u>	<u>Room</u>	<u>Speaker Name</u>	<u>Title</u>	<u>Description</u>	<u>Level</u>
Friday 10:00 a.m. Session #1	Peaks 6-8	Emily Davis	Theory of Change: Strategic Planning for Nonprofit Organizations	Strategic planning is more than a work plan for the organization and the process is often dreaded and misunderstood. Your strategic plan is the road map for programmatic and financial sustainability. Learn the most effective processes and practices for strategic planning success.	Beginner
Session #1	Peaks 9-10	Jay Love	Major Gift Fundraising for Small Shops	What are the indicators small shops should focus on for the long-term health of their major gifts program? You will dive into the groundbreaking research on major gift fundraising conducted by Adrian Sargeant PhD and Amy Eisenstein, ACFRE.	Advanced
Session #1	Peaks 11-12	Nikki McCord	Get on Board: How to Better Diversify Your Board of Directors	This session will give tools to achieve diversity among your Board of Directors. Attendees will learn what the research says about diversity and its effectiveness among Boards, different strategies to diversify your board, and how to access their networks to look for diverse candidates.	Advanced
Friday 1:15 p.m. Session #2	Peaks 6-8	Mary Hiland, Ph.D.	Leadership Triumvirate	Nonprofit fundraising results depend on an effective Development Officer-CEO-Board relationship. Creating a strong leadership Triumvirate among these key people can be a delicate dance at best and a power-struggle at worst.	Advanced
Session #2	Peaks 9-10	Bill Tedesco	Hiding in Plain Sight: Your Mission is to Use Your Data to Find the Major	How is it possible to pinpoint the best prospective major donors who are hiding on your prospect/donor list? Based on a study of \$5 billion in giving from two million donors to 400 organizations, we know. Use the six factors our study found that predict future philanthropy to capture new major donors.	All levels
Session #2	Peaks 11-12	Zach Hochstadt	Mission Is Possible (If You Have the Right Message)	Tell us what your nonprofit does in under a minute. Many nonprofits “do” so many great things that their messaging suffers as a result—there’s just so much to say, it seems impossible to keep it short and sweet. During this fun and lively session, you will learn the Minute Message Model™ framework so you can make a more powerful connection with donors.	Intermediate
Friday 2:45 p.m. Session #3	Peaks 6-8	Hannah Yaritz & Natalie Mesko	Creative Ways to Engage Board and Volunteer Leaders in Philanthropy	Nearly 90% of high net worth volunteers give to organizations in which they volunteer. What happens when we engage board and volunteer leaders in the fundraising process? This session dives into effective and creative ways to engage your volunteers in philanthropy to achieve fundraising success.	Intermediate
Session #3	Peaks 9-10	Tim Sarrantonio	The Nimble Nonprofit : A Full Circle Strategy For Mission Growth	This session will drill down further into an inclusive and interactive marketing and retention strategy, outlining best practices for website design, social media, and stewardship for a cohesive full circle strategy of donor engagement around your annual fund.	Intermediate
Session #3	Peaks 11-12	Mary Snyders	How Hearing "No" Helps You Meet Your Goals	Participants will learn why they should be asking often and hearing the word “no” regularly. Review different kinds of “no,” how to turn a “no” into a “maybe” or even a “yes,” and what to do when the word “no” is a consistent response. How hearing “no” can be a good thing and how you can move forward and accomplish your mission.	Beginner /Intermediate