

Agenda

Wednesday, October 13, 2010

9:00 a.m. – 4:00 p.m. Pre-Forum Workshop

Thursday, October 14, 2010

8:00 a.m. – 8:45 a.m. Registration, Continental Breakfast, Exhibits

8:45 a.m. – 8:55 a.m. Welcome

8:55 a.m. – 10:15 a.m. Session One

10:15 a.m. – 10:45 a.m. Exhibits/Networking Break

10:45 a.m. – 12:00 p.m. Session Two

12:00 p.m. – 1:30 p.m. Awards Luncheon & Exhibits

1:30 p.m. – 2:45 p.m. Session Three

2:45 p.m. – 3:15 p.m. Exhibits/Networking Break

3:15 p.m. – 4:30 p.m. Session Four

Opportunity to Learn from the Best . . . Featured Presenter



Barbara A. Harrington has been successfully selling and signing sponsorships from \$500 special event programs to multi-million dollar venue naming rights for over nineteen years. As one of the Nonprofit Leadership Initiative's most popular speakers, Barbara will present a pre-Forum workshop and two sessions for the Forum.

Barbara established Sponsorship Network with Randy Murray in 1992. As a founding partner, she has created and implemented ethical sponsorship programs for clients nationwide including the Hope Center in Lexington, Courage Center in Minneapolis and The Love Ride with Jay Leno in Los Angeles. She works closely with clients to create sponsorship programs that deliver results to the organization and well as drive sales for corporate decision-makers. Her innovative benefits and accurate assessment of sponsorship values have led to dramatic success for nonprofits of all sizes.

Barbara has published two sponsorship books, *The Essence of Sponsorship* and *Advanced Sponsorship Sales* and regularly contributes sponsorship articles for

presented by:

DEAN
DORTON
FORD
PSC

cpas
consultants
business advisors

trade publications such as *Fun World, Fairs & Expos* and *Facility Manager*.

Prior to starting Sponsorship Network, Barbara worked for Six Flags Darien Lake as public relations manager, as well as an advertising manager, public speaking instructor and news anchor.

Pre-Forum Workshop : New Rules for Engaging Marketing Sponsors

Wednesday, October 13, 2010, 9:00 a.m. – 4:00 p.m.

Sponsorship often means different things to different organizations. It's different than philanthropy. And it's not just for large nonprofits. Nonprofits provide powerful sponsorship niches like no one else. However, to be successful in sponsorship sales, nonprofits need a thorough understanding of the benefits corporations really crave and how to deliver that information to marketing decision-makers.

Join Barbara to understand how well-crafted marketing sponsorship programs deliver powerful results to all size nonprofits and their corporate partners. Learn how three different-sized nonprofits landed dream sponsors by following the *Essence of Sponsorship* model, developed by Sponsorship Network. Understand the real reasons most corporations reject nonprofit sponsorship proposals, how to build value into your packages and zero-in on companies most likely to commit. Plus, learn how to face your selling realities, including engaging your board to support sponsorship efforts.

This Pre-Forum Workshop is appropriate for any-size organization and is not limited to special event sponsorships, as local and national sponsorships will also be discussed.

2010 Nonprofit Awards Luncheon



Innovative Nonprofit Award

Recognizing nonprofit organizations whose innovative approaches most effectively improve their communities and our Commonwealth.

The Innovative Nonprofit Award recognizes a nonprofit organization in Kentucky implementing innovative, nontraditional programs or methods that effectively and efficiently meet community needs. The selected organization will have demonstrated creativity and vision in finding solutions to address community issues.



Distinguished Nonprofit Leadership Award

Recognizing outstanding leadership among Kentucky nonprofit Chief Executives.

The award recognizes achievement in the areas of strategic leadership, community building, ethical integrity, innovation and commitment to strengthening the nonprofit sector.

* *The Awards Luncheon is included in Forum registration. Tickets are available for the Luncheon only. Please see the registration form for details.*

Kentucky Nonprofit Leadership Forum
October 13-14, 2010
Lexington Convention Center
Lexington, Kentucky

Registration Form

Online registration available at www.kynonprofits.org!

**Please use a separate form for each registrant.*

Name: _____
 Title: _____ Organization: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 Email: _____ Website: _____
 Preferred Name for Nametag: _____

Please mark your choice for each session. Sessions are filled on a first-come, first-served basis. Space is limited in each session and **PRE-REGISTRATION** for sessions is **REQUIRED by Friday, October 8, 2010**. To assure your choice of sessions, please register early!

Session One: 8:55 a.m. - 10:15 a.m.

- 1A: Sponsorship for Small Nonprofits
- 1B: Nonprofit Branding Challenges and Strategies for Success
- 1C: Top Financial Issues for CEO's and Board Members
- 1D: Leveraging Corporate Employees as Volunteers

Session Two: 10:45 a.m. - 12:00 p.m.

- 2A: Increasing Sponsorship Success
- 2B: Social Marketing ROI: Focusing on What Works
- 2C: Successful Strategies for Working with Legislators and their Staff
- 2D: Be Ready When You Borrow in the New Economy

Session Three: 1:30 p.m. - 2:45 p.m.

- 3A: Foundation Funding in the New Economy
- 3B: Relationship Building With Your Website
- 3C: Investments in Today's Market
- 3D: Employee Handbook Best Practices

Session Four: 3:15 p.m. - 4:30 p.m.

- 4A: Fundraising Action Plans for Your Board - Easy Fundraising Jobs for Every Single Board Member
- 4B: Crisis Communications: How to Communicate Tough Messages
- 4C: Making the Most of Principles & Practices for Nonprofit Excellence in Kentucky
- 4D: Healthcare Reform: What Nonprofits Need to Know Now

Registration Fees

SAVE!

Before 9/20/10

After 9/20/10

	Member	Non-Member	Member	Non-Member
Pre-Forum Workshop Only	\$80	\$100	\$110	\$130
Forum - First Registrant	\$120	\$165	\$160	\$205
Forum - Additional Registrant	\$90	\$130	\$125	\$170
Forum & Pre-Forum Workshop*	\$180	\$255	\$250	\$325
Fifth Third Bank Award Luncheon Only	\$35	\$45	\$55	\$65

Join the Nonprofit Network to take advantage of registration discounts and receive membership benefits! Membership covers a 12 month period from receipt of payment. See materials inside for fee information.

Pre-Registration is required. The deadline for registration is October 8, 2010. The early registration deadline is September 20, 2010. Early registration fees will only apply if registration and payment are received on or before September 20, 2010. Registration fee does not contain hotel charges. Call the Hyatt directly at 1-800-233-1234 for reservations or visit www.kynonprofits.org. Registration fee for the Forum includes all sessions on Thursday, October 14, 2010, continental breakfast, Awards Luncheon and all materials.

Special Assistance: Please note any special requirements (wheelchair access, vegetarian meal, etc.): _____

Payment Information

Check Enclosed Visa MasterCard

Card Number: _____

Expiration Date: _____

Name (as it appears on card): _____

Signature: _____

*Please make checks payable to the University of Kentucky

Pre-Forum Workshop Registration Only	\$ _____
Forum Registration (Includes Luncheon)	\$ _____
Forum Registration & Pre-Forum Workshop	\$ _____
Forum Luncheon Only	\$ _____
Nonprofit Network Membership	\$ _____
TOTAL	\$ _____

Please mail or fax registration forms to:

Kentucky Nonprofit Leadership Forum
 Nonprofit Leadership Initiative
 University of Kentucky
 300 Garrigus Building
 Lexington, KY 40546-0215
 (859) 257-2542
 FAX (859) 323-2715

Join the *Nonprofit Network!*

- **Add** your voice to nonprofit and philanthropic leaders working to improve our communities.
- **Save** on workshops, the annual Forum, technical assistance and more.
- **Invest** in career development for you and staff.
- **Connect** with your peers and share solutions.
- **Send** your board for free training.
- **Make a bigger impact** and improve your organization's effectiveness.

Benefits Include:

Education & Technical Assistance

- A minimum 15% discount on workshops and seminars provided by the NLI.
- Free registration for select workshops.
- Reduced consulting fees provided by Nonprofit Leadership Initiative associates.
- Access to extensive web resources, including usable templates and samples.

Networking & Information

- Opportunities to learn and network with other nonprofit organizations statewide.
- Information on Kentucky's nonprofit sector in the Initiative's newsletter and bi-weekly e-newsletter.

Access

- Receive discounts on valuable services and publications available only to members.
- Participate in research focusing on Kentucky's nonprofit sector, including salary surveys, economic impact research and more!

Nonprofit Members

Less than \$100,000	\$40
\$100,000 - \$249,999	\$65
\$250,000 - \$499,999	\$90
\$500,000 - \$749,999	\$120
\$750,000 - \$999,999	\$150
\$1,000,000 - \$1,999,999	\$200
\$2,000,000 - \$2,999,999	\$250
\$3,000,000 - \$3,999,999	\$350
\$4,000,000 - \$4,999,999	\$400
\$5,000,000 - \$9,999,999	\$500
\$10 million or more	\$600

Foundation Members

(based on grants awarded annually)

Less than \$100,000	\$125
\$100,000 - \$499,999	\$200
\$500,000 - \$999,999	\$275
\$1,000,000 - \$1,999,999	\$400
\$2,000,000 or more	\$600

Other Members

Businesses	\$600
Individual Members	\$75
Students	\$35

- Membership covers a 12 month period and is on a sliding fee scale based on your operating budget.
- Individuals and corporate friends are also invited to join the Network for a flat fee.
- Foundation dues are based on annual grants awarded.

Visit us at:

www.kynonprofits.org

General Information

What is the Nonprofit Leadership Initiative?

The Nonprofit Leadership Initiative is a statewide resource that serves, strengthens and supports Kentucky's nonprofit community. Through educational and networking opportunities, consulting services and information sharing, the Initiative assists organizations in securing the resources and support necessary to effectively meet community needs. Our quality programs and services, including the *Nonprofit Network* membership program, encourage nonprofit collaboration, effectiveness, accountability and innovation.

The Initiative was founded in 2002 and is an outreach program of the University of Kentucky College of Agriculture. The Initiative is affiliated with the College's Department of Community and Leadership Development and the Center for Leadership Development.

Join the *Nonprofit Network*!

Take advantage of the reduced member registration fees by joining the Initiative's *Nonprofit Network* when you submit your registration. See materials inside for fee information.

Who Should Attend the Forum?

Executive directors, board members, fund development staff, finance staff, program staff and other volunteers of nonprofit organizations should attend the Forum. A variety of sessions are offered to accommodate diverse levels of experience.

Scholarships Available

A select number of full and partial scholarships to the Forum are available for first-time Forum registrants and *Nonprofit Network* members. Please visit www.kynonprofits.org and click on the Forum link for application information. Scholarships will be awarded on a first-come, first-served basis, so you are encouraged to apply early should your organization choose to request assistance.

Registration Information

Registration for the Kentucky Nonprofit Leadership Forum and assignment of workshops are on a first-come, first-served basis. We encourage you to return the registration form as soon as possible. Advanced registrations and payment must be received by September 20, 2010 for a discounted rate or by the final deadline of October 8, 2010. The registration form details savings opportunities including: advanced registration, multiple registrations and membership in the Initiative's *Nonprofit Network*.

Cancellation Policy

Register carefully, as there are no refunds for registration fees. Registrations may be transferred to another participant free of charge until October 8, 2010.

Reserve Your Room Now

A block of rooms has been reserved at the Hyatt Regency Lexington, adjacent to Lexington Convention Center. The UK Nonprofit Leadership Forum rate of \$114 per night will be available through September 15 on a first-come, first-served basis. The hotel can be reached at 1-800-233-1234 or via a link on the NLI website, www.kynonprofits.org. If you have any special assistance requests, please advise the Hyatt of the accommodations when making your reservation.

CFRE Credit Available

Continuing education credits are available for many sessions at the 2010 Forum for those holding or seeking Certified Fund Raising Executive (CFRE) credentials.

Forum Book Store

The 2010 Forum will partner with Joseph-Beth Booksellers to provide a book store featuring the leading titles in nonprofit management. Cash, check and credit card will be accepted. Be sure to bring a copy of your tax-exempt certificate with you to take advantage of your tax-exempt status!

Directions

Lexington Convention Center is located at 430 West Vine Street in the heart of downtown Lexington. Lexington Convention Center is adjacent to the Hyatt and the home of Rupp Arena. For more specific directions, please visit www.lexingtoncenter.com.

Parking

Parking is available in the lot across from Lexington Center and the Hyatt. Complimentary validation will be provided to Forum attendees at the registration desk. Those staying at the Hyatt can get their validation upon checkout from the Hyatt.

Please Remember

Return your registration form as soon as possible! Workshops are assigned on a first-come, first-served basis. The sooner we receive your registration, the better your chance to get your first choices.

Don't miss the early registration deadline! To qualify for discounted registration fees, you must submit payment and the registration form by September 20, 2010.

Bring additional staff or a board member! Take advantage of the reduced registration for additional attendees by having staff and/or board members join you at the Forum. With sixteen concurrent sessions that will not be repeated, you will be glad you brought additional folks along!

Join the *Nonprofit Network*! Take advantage of the reduced member registration fees by joining the Initiative's *Nonprofit Network* when you submit your registration.

Online Registration Available

The NLI is excited to bring you online registration for the 2010 Forum. Simply visit www.kynonprofits.org and click on the Forum link.

Visit us at:

www.kynonprofits.org

Session Descriptions

Session One

8:55 a.m. – 10:15 a.m.

Featured Presenter: Barbara Harrington

1A – Sponsorship for Small Nonprofits

Barbara Harrington, Founding Partner, Sponsorship Network

Smaller nonprofits have their own unique sponsorship challenges. Limited time and resources can make the task more difficult. This session will share five proven techniques to identify your most profitable opportunities and how to streamline the approach. Learn how to develop a tailored proposal in half the time; identify the best prospects most likely to say yes; and engage your board in sponsorship with three simple steps.

1B – Nonprofit Branding Challenges and Strategies for Success

Ame Sweetall, Principal, APS Communications

This session identifies the challenges for nonprofits organizations in promoting their authentic brand. Learn practical, common sense solutions to resolving these issues through case studies, exercises and interactive dialogue. Understand how to identify your target markets; how to assess what's working and not working with your brand; and simple solutions for successful branding strategies.

1C – Top Financial Issues for CEO's and Board Members

Melissa Coombs, CPA, Supervisor of Accounting and Compliance Services; Lance Mann, CPA, Manager of Assurance Services; and Leigh McKee, CPA, Director of Tax Services, Dean Dorton Ford

Today's economy and increased calls for transparency are challenging nonprofits in new ways. The importance of accurate financial statements and other key financial documents and policies is more critical now than ever before. This session will provide an overview for CEO's and board members of what's new regarding the amended SAS 115, changes to the IRS Form 990, Kentucky's passage of the Uniform Prudent Management of Institutional Funds Act and more.

1D – Leveraging Corporate Employees as Volunteers

Panel Discussion

Moderator: Kim Sweazy, Community Relations Specialist, Toyota Motor Manufacturing Kentucky

In this great time of need, learn how to leverage the untapped resources of human capital. The panel will discuss strategies for successfully recruiting, retaining and recognizing employees of corporations and businesses as volunteers in any-sized community.

Session Two

10:45 a.m. – 12:00 p.m.

Featured Presenter: Barbara Harrington

2A – Increasing Sponsorship Success

Barbara Harrington, Founding Partner, Sponsorship Network

Signing corporate sponsors is a time consuming endeavor. Learn proven strategies for better prospecting and qualifying leads. Understand when it's time to submit a full proposal and when it's time for a simple letter of interest or proposal summary. The session will cover the critical sponsorship research needed; conducting a sponsorship self-assessment; and moving beyond an events-only strategy.

2B – Social Marketing ROI: Focusing on What Works

Nicole Guffey Wiseman, Assistant Director, Friend for Life Cancer Support Network

Many nonprofits are actively engaged in or exploring social media. Some have taken a bite of the cookie and others have eaten the entire box. Nearly all organizations are dealing with the issue of return on investment. Join Nicole to learn how Friend for Life utilizes social media to further their mission, as well as examples of organizations that have successfully used these tools to nonprofits that have decided not all social media is a good fit for them. You'll also learn about strategies for measuring your own social media return on investment.

2C – Successful Strategies for Working with Legislators and their Staff

Panel Discussion

Moderator: Brigette Blom Ramsey, Director, Kentucky Tax & Budget Initiative, Kentucky Youth Advocates

Statistics tell us that only 5-7 percent of the population communicates with their elected officials. Many nonprofits think it's illegal for them to engage in advocacy activities – not so! Nonprofits can, should and must engage in the public policy process at local, state and federal levels to ensure the voices of those we serve are heard. But knowing where to get started and what's an effective use of time can be a challenge. Learn successful strategies from this panel discussion with experienced nonprofit leaders and legislative staffers.

2D – Be Ready When You Borrow in the New Economy

Ian Koffler, Attorney, Peck, Shaffer & Williams LLP and Public Funds Group, Fifth Third Bank

Learn how banks analyze nonprofit credit in today's market and how financing your capital projects through a tax-exempt bond can substantially lower your interest cost. The session will describe how bankers underwrite nonprofits in today's economy and how to present yourself most advantageously. Understand how up-front due diligence can make or break your financing options, as well as how to ensure you are ready to borrow from a legal perspective at the lowest interest rates.

Session Descriptions

Session Three

1:30 p.m. – 2:45 p.m.

3A – Foundation Funding in the New Economy

Panel Discussion

Moderator: Lee Ellen Martin, CFRE, Fundraising Consultant

Join us for an overview of how funders are currently thinking about their grant making, and what they see as possible trends in the months and years ahead. Questions this panel will address include how funders calculate their annual “payout” levels and how priorities get shaped when funds are more scarce. This session will provide an opportunity to hear about the specific funding approaches of the panelists, as well as provide time for questions.

3B – Relationship Building With Your Website

D.J. Johnson, Account Executive, eTapestry

Website and email relationship-building tools are being used in a number of ways by nonprofits around the globe. Join eTapestry for discussion of some live case studies and learn about new e-philanthropy and web-based tools that can be used to build relationships and increase fundraising success.

3C – Investments in Today’s Market

Clint Long, Vice President, Charitable Management Services, Fifth Third Bank

The 2008 financial crisis and today’s economic conditions have spooked many boards and investment committees into paralysis, sometimes making significant investment mistakes. Join Clint for some historical lessons learned and future opportunities that should be examined by nonprofits to make the most of their investments.

3D – Employee Handbook Best Practices

Mitzi Root, Senior Consultant, Integrity HR

An employee handbook should reflect an organization’s business approach, standards, rules, compliance areas and culture. What should and should not be included in your handbook and how it is written is critical. This session will provide the do’s and don’ts for those just getting started and organizations wondering if their handbook could use some improvement.

Session Four

3:15 p.m. – 4:30 p.m.

4A – Fundraising Action Plans for Your Board - Easy Fundraising Jobs for Every Single Board Member

Lee Ellen Martin, CFRE, Fundraising Consultant

Learn strategies for putting board members to work where they are needed most. Lee Ellen will discuss how to motivate the board, address their resistance and myths regarding fundraising, focus them on action items and help them successfully impact the bottom line.

4B – Crisis Communications: How to Communicate Tough Messages

Mary Hemlepp, Principal, Wiser-Hemlepp & Associates

Hopefully, we can all avoid the situations that elicit the need for crisis public relations and communications. But being prepared and having a sound plan in place is something that cannot wait until you need it. Learn what’s needed in a sound plan, including discussion on recent organizations in the news and what we can learn from these case studies.

4C – Making the Most of *Principles & Practices for Nonprofit Excellence in Kentucky*

Danielle Clore, Director, Kentucky Nonprofit Leadership Initiative

The *Principles & Practices for Nonprofit Excellence in Kentucky* is a capacity building tool designed to strengthen nonprofit organizations. How can your organization best put these to work? Join Danielle to learn more about *Principles & Practices*, as well as other capacity building tools, and discuss strategies for using this free resource with your staff and board.

4D – Healthcare Reform: What Nonprofits Need to Know Now

Panel Discussion

Moderator: Susan Zepeda, PhD, Executive Director, Foundation for a Healthy Kentucky

The recent passage of the Patient Protection and Affordable Care Act (PPACA) has many nonprofits wondering how, and if, health care reform will affect them and those they serve. Whether you are “pro” or “con” on health care reform in general, there are things your nonprofit needs to know. Join the discussion on what this new legislation means for coverage availability and affordability of health insurance.