




Tuesday, October 29 | 2019

8:00 a.m.	Registration, Networking & Continental Breakfast		
9:00 a.m. <i>Session 1</i>	1A: 5 Steps to Developing a Bulletproof Marketing Strategy <i>Richmond Simpson and Todd Krise, Vimarc</i>	1B: The Final Countdown to the 2020 Census <i>Leslie Rodgers, U.S. Census Bureau</i>	1C: Leveraging the Logic Model <i>Lisa Williams, Lisa Williams Coaching + Consulting</i>
10:15 a.m.	Networking Break		
10:30 a.m.	2019 Gubernatorial Race Preview & Our Sector's 2020 Public Policy Strategy Join us to hear from the two candidates running for Governor of the Commonwealth: incumbent Governor Matthew Bevin (invited) and Attorney General Andy Beshear (invited). You'll also learn more about the public policy priorities of the sector, including what's ahead in the 2020 Kentucky General Assembly that could impact your organization's ability to accomplish your mission.		
11:45 a.m.	Luncheon & Partner Spotlight <i>sponsored by Vimarc</i> Get an update on your state association's work over the past year; learn about partners at the Forum's Nonprofit Marketplace helping you do business easier; and network with your colleagues over lunch.		
1:30 p.m. <i>Session 2</i>	2A: The 4 Phases of a Wildly Successful Giving Day <i>Julia Campbell, JC Social Marketing</i>	2B: Managing Stress <i>Marian Guinn, MG Coaching & Consulting</i>	2C: QuickBooks for Nonprofits: Improving your Usage and Reporting <i>Judy Simpson and Nancy Orben, Blue & Co.</i>
2:45 p.m.	Nonprofit Marketplace & Networking Break		
3:15 p.m. <i>Session 3</i>	3A: 10 Myths about Social Media for Nonprofits <i>Julia Campbell, JC Social Marketing</i>	3B: When to Walk Away from Difficult Sponsors <i>Parker Harrington, Sponsorship Plus</i>	3C: Toward Viability: Understanding the State of the Nonprofit Workplace <i>Richard Young, Megan Gulla, and Loren Wood, CivicLex</i>
4:30 p.m.	End of Day 1		
	<i>Track A sponsored by</i>  UK Philanthropy	<i>Track B sponsored by</i>  Traditional Bank	<i>Track C sponsored by</i>  WEALTHSOUTH <small>CONCIERGE FINANCIAL SERVICES</small>

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8:00 a.m.	Registration, Networking & Continental Breakfast			
9:00 a.m. <i>Session 4</i>	4A: Storytelling in the Digital Age - Strategies to Stand Out, Get Noticed, and Build Your Movement <i>Julia Campbell, JC Social Marketing</i>	4B: The Intended and Unintended Consequences of your Investment Policies <i>Clint Long, WealthSouth</i>	4C: It Takes a Village: Working Together to Remove Social Barriers for Better Health Outcomes <i>Morgan Kirk, WellCare</i>	4D: Wild Times on the Nonprofit Frontier <i>Tad Myre and Michael Fine, Wyatt, Tarrant & Combs</i>
10:15 a.m.	Nonprofit Marketplace & Networking Break			
10:45 a.m. <i>Session 5</i>	5A: 4A Continued <i>Julia Campbell, JC Social Marketing</i>	5B: The Yin and Yang of Engaging Donors, Volunteers and Influencers <i>Parker Harrington, Sponsorships Plus</i>	5C: Boards that Make a Difference <i>Florence Tandy, Leadership Bridges</i>	5D: Getting Started with D&I <i>Demetria Miles-McDonald, Decide Diversity</i>
12:00 p.m.	Kentucky Nonprofit Awards Luncheon <i>sponsored by WellCare</i> The Annual Awards Luncheon proudly recognizes board members, executives and innovative organizations in our Commonwealth's nonprofit community. Registration for the Awards Luncheon is included in the Forum registration fee. Individual tickets and reserved tables to the Luncheon only are also available.			
1:45 p.m. <i>Session 6</i>	6A: Social Enterprise 101: New Ideas, New Revenue, More Mission Impact <i>Tom Bishop, CauseImpact</i>	6B: Charitable Giving is Changing Part 1: New Strategies for Donor Retention & Annual Giving <i>Jeff Ashley, Mark Rountree, David Cobb and Lisa Resnik, Ashley Rountree & Associates</i>	6C: Inspirational Leadership <i>Marian Guinn, MG Coaching & Consulting</i>	6D: Tax and Accounting Update <i>Kim Scifres and Alice Cowley, Crowe</i>
3:00 p.m.	Networking Break			
3:15 p.m. <i>Session 7</i>	7A: Leverage the Power of Volunteers to Enhance Your Organization's Mission <i>Amy Potts and John Gillig, Serve Kentucky</i>	7B: Charitable Giving is Changing Part 2: Strategies for Major and Planned Giving <i>Jeff Ashley, Mark Rountree, David Cobb and Lisa Resnik, Ashley Rountree & Associates</i>	7C: Advancing Our Understanding of Bias and Privilege within Our Organizations <i>Demetria Miles-McDonald, Decide Diversity</i>	7D: Outsourcing: An Efficient Option for Your Back Office? <i>Justin Hubbard, Dean Dorton</i>
4:30 p.m.	End of Day 2			

For a complete session schedule with detailed descriptions and presenter bios, please visit www.kynonprofits.org/forum.