

NONPROFIT TRAININGS & WEBINARS 2020

The Community Foundation of Herkimer & Oneida Counties invites nonprofit organization staff and board members to benefit from training workshops and webinar presentations sponsored by First Source Federal Credit Union. Events will be held virtually.

Registration is required as seating is limited. Please register online at www.foundationhoc.org/events.

If you have questions, please call 315.735.8212 or email info@foundationhoc.org.

TRAINING WORKSHOPS

Workshops are coordinated and presented in partnership with the New York Council of Nonprofits, Inc. (NYCON). Trainings will begin at 10:00 a.m. via GoToMeeting. All training workshops are FREE.

WEDNESDAY, MARCH 25 Strategic Planning Implementation: Making the Most of Your Plan

*Andrew Marietta, Vice President,
Regional Development, NYCON*

A growing organization needs a strategic plan to guide its program development, build a solid financial foundation, and prepare for challenges. Implementing such a roadmap can be challenging. This session will explore how to best use a strategic plan and keep board and staff engaged in the process.

WEDNESDAY, JUNE 24 Audit Considerations for Your Nonprofit: Compliance and Best Practices

*Kelly Mathews, Chief Operating Officer, Senior Vice
President, Financial Management Group*

Nonprofit board responsibilities include overseeing the organization's accounting functions and performance of the independent auditor if one is hired. This presentation will discuss important audit considerations and requirements for board members, including the impact of the Nonprofit Revitalization Act on their role in the audit process.

WEDNESDAY, SEPTEMBER 23 Understanding the Basics of Diversity, Equity and Inclusion for Your Nonprofit

*Susan Weinrich, Senior Vice President, Organizational &
Community Development, NYCON*

It's important for nonprofits to talk about integrating Diversity, Equity, and Inclusion (DEI) concepts into the organizational culture. This workshop will provide an understanding of DEI components, including common terminology. It will also explore options for starting a DEI discussion with board and staff and steps toward developing organizational policies.

TUESDAY, NOVEMBER 17 Nonprofit Leadership Evaluation: Making the Most of Your Board and ED

*Susan Weinrich, Senior Vice President, Organizational &
Community Development, NYCON*

Organizational development is an ongoing process of reflection, learning, and intentional planning. Evaluation of the board and executive director are important components of building a strong leadership team and improving organizational impact. This presentation will discuss approaches and tools for evaluating the board and Executive Director.

BONUS WORKSHOPS

Presentations will take place from 9 to 10:30 a.m. via Zoom.

THURSDAY, JULY 23 The 7 Truths of Successful Grant-Funded Proposals

*Bruce A. Brodsky, Grant Writer Coach and Trainer,
Gain the Advantage LLC*

This session will discuss tips, tools, and tactics for winning grants, addressing the seven most important things to consider when preparing a proposal asking for funding.

TUESDAY, AUGUST 11 Charting a Course to Campaign Readiness

*Mike Stein, Principal, Michael Stein LLC; Partner,
Constellation Advancement*

A successful capital campaign is all about preparation on the front end. This session will review fundamentals that need to be in place to maximize campaign results, including selection of counsel, developing a campaign vision, identifying top prospects, building a volunteer base and more.

THURSDAY, OCTOBER 22 Nonprofit Marketing 101 Workshop and Panel Discussion

Presenters to be announced...

Join The Community Foundation and a panel of local nonprofit marketing practitioners as we discuss best practices for nonprofit marketing. The session will explore successful audience engagement, making the most of marketing dollars, and the complementary relationship between marketing and development. It will also discuss social media, email and multimedia strategies.

AFP WEBINAR PRESENTATIONS

Webinars are designed and organized through the Association of Fundraising Professionals (AFP). Events will be held virtually via Zoom at noon and last about an hour. Webinars are FREE for AFP members, \$10 for non-members.

THURSDAY, JULY 9 Six Figure Success: How to Grow Your Small Nonprofit's Annual Fundraising to \$100,000 and Beyond

For nonprofits, the more money you raise, the more good you can do. This webinar will focus on how the right messaging can pave the way to more donations, and what "magnetic messaging" looks like. Participants will learn how to choose productive fundraising strategies to reach the \$100,000 mark for the first time.

THURSDAY, AUGUST 6 Everything We Know About Fundraising is (Mostly) Wrong

Concepts like the fundraising pyramid, donor prospecting, and the funnel approach are often associated with donor cultivation. But do these philosophical beliefs match reality? In this session, Steve MacLaughlin, vice president of product management at Blackbaud, and the author of the bestselling guidebook *Data Driven Nonprofits*, explores common fundraising myths and how nonprofits can adjust to the new normal in giving.

THURSDAY, SEPTEMBER 3 Donor Stewardship: Easy and Effective Ways to Stay in Touch with Donors All Year Long

This interactive webinar will focus on easy, effective ways to stay in touch with donors through impact reports, cards, emails, and videos. It will also cover staff and board engagement in the stewardship process and donor relations strategies that will make your next ask event easier.

THURSDAY, OCTOBER 1 The Art of the Legacy Ask

You've grown your legacy program, you have an impressive pipeline of donors interested in leaving a legacy gift and now comes the big moment: THE ASK! This webinar will explain how legacy and major gift asks differ. It will also explore how the research on donor decision-making can help create a deeply personal and successful legacy ask.

THURSDAY, OCTOBER 15 The State of Online Fundraising 2020

This webinar will analyze the state of nonprofit online fundraising and marketing, including the latest industry benchmarks, trends and successes. In addition to exploring the top challenges nonprofits face online and how to overcome them, the session will examine where nonprofits are thriving online and what's next for digital engagement and fundraising.

THURSDAY, NOVEMBER 5 Celebrating Your Mission in December and Stewarding the Donor in 2021

The end-of-year "season of giving" is the perfect time to attract new donors and engage annual supporters by sharing your mission. This webinar discusses using a successful year-end campaign to set the pace for a 2021 stewardship plan, looking at how to create an effective donor-centric plan that keeps repeat donors involved and turns first-time givers into sustained donors.

THURSDAY, DECEMBER 3 Is Prospect Research Invasive? The Ethics and Process of Prospect Research and Data Management

With data breaches in the news prompting security concerns, and the growing number of new data privacy laws, is traditional fundraising prospect research still relevant and appropriate? What's the impact on fundraising tactics and donor data management? This session will explore these new realities, discussing the ethics surrounding them and how best to use and manage data effectively.