

About The Nonprofit Partnership

The mission of The Nonprofit Partnership is to enhance the management and governance of regional nonprofit organizations through capacity-building programs and services. The Partnership is a membership-based organization that provides an extensive array of program and support services to a community of more than 350 member nonprofits.

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609 Walnut Street, Erie, PA 16502

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Nonprofit Day 2017

Tuesday, October 24, 2017

Bayfront Convention Center
One Sassafras Pier
Erie, Pennsylvania 16507

Sign up by Sept. 30th
and enjoy the member
Early Bird Rate
of \$90.



**Want to bring
your colleagues?**

**Sign up four people from the
same member organization at
only \$75 each.**

Register at:
www.NonprofitDay2017.org

www.YourNPP.org



**THE POWER OF
PEOPLE**

Nonprofit Day 2017

The sector needs to focus on our greatest asset, human capital, in order to sustainably impact our world for generations to come. Nonprofit Day will help provide that focus. Our theme for 2017, The Power of People, will explore numerous opportunities to increase the capacity of the people who dedicate their lives and careers to helping others. On October 24th, we will discuss what it means to maximize The Power of People while providing real, practical information and tools related to fundraising, communications, leadership, and governance. Attendees will not only be inspired to advance the sector, and the people within, but will also take with them actionable ideas to advance their work. Join us for the region's most significant nonprofit educational and networking event.

Nonprofit Day has been and will continue to be dedicated to developing the talent of the nonprofit workforce. People are the nonprofit sector's greatest asset. Join us in investing in that asset by attending Nonprofit Day 2017.



THE POWER OF PEOPLE



Nonprofit Day Schedule

Monday, October 23 5:30 p.m. to 7:30 p.m.

Networking Reception with Speakers and Attendees at The Nonprofit Partnership, 609 Walnut St., Erie, PA 16502

Tuesday, October 24

7:30 a.m. to 9:00 a.m. — Registration and Breakfast

- During this time we will also host a nonprofit trivia time. Join some friends and test your knowledge (and maybe win a prize or two)!

9:00 a.m. to 9:45 a.m. — Opening Keynote

- Beth Kanter:** The Happy, Healthy Nonprofit: Strategies for Impact without Burnout

9:45 a.m. to 10:00 a.m. — Vendor Fair and Networking

10:00 a.m. to 11:00 a.m. — Early Morning Workshops

- Bob Burdenski:** The Annual Giving Year: Building Your Plan with a Multi-Channel Toolbox
- Mike Smiley and Amanda Kochirka:** Empowering Your Brand Ambassadors on Social Media for Mission and Margin
- Andy Kerr:** Difficult Conversations with Good Employees
- Todd Owens and Michelle Pagano Heck:** DIY - Managing an Executive Transition
- Emma Kieran:** Major Gift Magic: Data + Donors = Dollars

11:00 a.m. to 11:15 a.m. — Vendor Fair and Networking

11:15 a.m. to 12:30 p.m. — Late Morning Workshops

- Beth Kanter:** Technology Wellness in the Nonprofit Workplace: Avoiding Collaborative Overload
- Panel:** Building an Awesome Board
- Amy Wong:** Posting on Social Media is Not a Strategy: Developing an Integrated Communications Plan

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- Bob Burdenski:** The Language of Annual Giving – Finding the Poetry That Leads to Philanthropy
- Meghan Waskiewicz:** Staying Organized (Once and For All!)

12:30 p.m. to 1:45 p.m. — Luncheon and Speaker: Michael Hill, President, Chautauqua Institution

1:45 p.m. to 2:00 p.m. — Vendor Fair and Networking

2:00 p.m. to 3:00 p.m. — Early Afternoon Workshops

- Bob Burdenski:** Efficient Online Fundraising: Achieving High-Speed Success
- Jane Ann Regan:** Powerful Storytelling for Nonprofits
- Emma Kieran:** Creating a Culture of Engagement with Your Staff
- Adam Bratton and Tom Tupitza:** Creating an Effective Board Chair/CEO Relationship
- Chuck Walczak:** How to Create a “Best Place to Work” Culture
- Meghan Waskiewicz:** Stretching Your Non-Profit Dollars With PR

3:00 p.m. to 3:30 p.m. — Power Break

3:30 p.m. to 4:30 p.m. — Late Afternoon Workshops

- Nicole Reitzell and Jonathan Rilling:** Till Death Do Us Part: Building Relationships with Donors that Last a Lifetime
- Joelyn Bush:** In-House or Outside? Where to Go with Your Marketing Strategy
- Debate:** The Most Important Committee of the Board
- Michele Schroeck:** Keys to Unlocking Your People Power – Moving from Transactional to Transformational
- Ted Wood:** Bored Fundraising or Board Fundraising: “What Do You Want?”

4:30 p.m. to 5:15 p.m. — Reception

Speaker Highlights

Beth Kanter

Beth Kanter is a well-established international leader in nonprofits' use of networks, data, and learning. She has over 35 years of experience working in the nonprofit sector in technology, training, and capacity-building and has facilitated trainings for nonprofits on every continent in the world (except Antarctica). Named one of the most influential women in technology by *Fast Company* and one of *BusinessWeek's* “Voices of Innovation for Social Media,” Beth was Visiting Scholar at the David and Lucile Packard Foundation 2009-2013.

Beth recently published her third book, *The Happy, Healthy Nonprofit: Strategies for Impact without Burnout*, in 2016. She is the author of *Beth's Blog*, one of the longest running and most popular nonprofit blogs, where she writes about networks, data, learning, training and facilitation techniques, and self-care.



Bob Burdenski

Bob Burdenski is an internationally-recognized annual and regular giving programs consultant and speaker. He has worked as a consultant since 1996 and has served more than 200 clients world-wide over that time. Prior to consulting, he worked in the field of fundraising and served a variety of educational institutions, religious and human services organizations. He has worked as Director of Annual Giving and Director of University Development at Cleveland State University, Vice President for Development at Catholic Charities Corporation in Cleveland, and Chief Development Officer at Notre Dame College of Ohio. Mr. Burdenski is a graduate of Miami University in Oxford, Ohio. He resides in Chicago, IL.



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“Train people well enough so they can leave, treat them well enough so they don't want to.”

Richard Branson, billionaire executive and philanthropist

Go to www.NonprofitDay2017.org to learn more about the speakers and workshops.