



ALLIANCE OF CAREER DEVELOPMENT NONPROFITS
2017 NATIONAL CONFERENCE

Last updated: 10/15/17

OCTOBER 19 -21, 2017

Hosted by Desert Best Friend's Closet
Renaissance Palm Springs Hotel
888 Tahquitz Canyon Way
Palm Springs, CA 92262

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CONFERENCE PROGRAM

THURSDAY, OCTOBER 19, 2017

6:00 - 8:00pm Welcome Reception for Attendees – Rocks Lounge, Renaissance Palm Springs Hotel

FRIDAY, OCTOBER 20, 2017

Wi-Fi details: Guest Hotel Room Access Code **Twitter:** #ACDNconference / **Facebook:** @acdnonline
Speaker Biographies: <http://www.acdnonline.org/speakers-2017>

8:00 - 9:00am Registration Open & Breakfast Buffet

9:00 - 10:00am Conference Kickoff: Connecting with Colleagues
Facilitators: *Lynda-Ross Vega, ACDN Board President*
Connie Golds, ACDN Board Vice-President and Executive Director, Desert Best Friend's Closet

10:00 - 10:15am Coffee Break

10:15 - 11:45am Alliance of Career Development Nonprofits Annual Meeting
Lynda-Ross Vega, ACDN Board President

11:45 - 12:45 pm Lunch Buffet

12:45 - 1:30 pm How Blogging Could Take Your Organization to the Next Level
Speaker: *Alison Zaccone, Director of Communications, Bottomless Closet*
Facilitator: *Shari Hoenig, ACDN Board Member*

Description: Ever considered starting a blog for your organization? Blogging offers many benefits to a nonprofit including building trust and understanding of your mission, increasing website traffic, and attracting great employees and volunteers. A terrific blog is written on a topic that people care about and is consistent. This session will offer an A to Z overview and best practice of blogging.

1:30 – 2:00 pm Navigating the Treacherous Waters of Board Governance
(Focus: Board Governance and Legal Compliance)
Speaker: *Eve Fromberg-Edelstein, Esq. of Fromberg, Edelstein, Fromberg*
Facilitator: *Shevella Lindley, ACDN Board Member*

Description: What would a really effective board look like? Would we know one if we saw it in operation? The chief responsibility of any board is to be effective on behalf of the organization. The responsibilities of a solid board is to

develop a strategic plan, work effectively with NPO staff, be aware of facility needs, ensure financial soundness, governance, have a succession plan, and stewardship as its highest priorities. The key is the knowledge of strong board governance practices and legal compliance.

Eve Fromberg-Edelstein, Esq. will share her expertise with us on these topics and more...learn how you can help your organization have a model board.

2:00 – 2:30 pm Brag and Steal: Ethics Q&A Roundtable

Description: Following the Board Governance/Legal Compliance presentation, Eve Fromberg will preside over a free-wheeling, interactive discussion with attendees about real world nonprofit board issues and solutions made easy for trustees and management staff. Does your board function smoothly, efficiently and with maximum effectiveness? Or does your organization face some challenges that stem from less than ideal governance practices at the board level? This is the time to share and learn that other nonprofit groups in the Coachella Valley face similar problems and are willing to share the “best practices” they’ve adopted to enhance their board’s structure and policies, compliance with state and federal, in a facilitated format.

2:30 – 2:45 pm Break & Visit Video Testimonial Booth

2:45 - 3:15 pm Data Management & Outcomes, “Program Outcomes: Small Investment for Big Returns!”

Speaker: *Sheri Cole, Executive Director, Career Wardrobe*

Facilitator: *Susan Walton, ACDN Board Member*

Description: You might have the best program in your city, state or country but without the numbers to show the outcomes of your work, you will have difficulty attracting supporters and making the case for continued growth. See how Career Wardrobe is using outcomes measures to make the case for increased funding and have saved their program from funding cuts – without adding a lot of time or money to their budget!

3:15 – 3:45 pm Brag and Steal: Data & Outcomes Management

Facilitator: *Susan Walton, ACDN Board Member*

3:45 – 4:00pm Daily Wrap Up and Instructions for Evening

Connie Golds, ACDN Conference Host and Executive Director, Desert Best Friend’s Closet

4:25pm Meet in Lobby for shuttle to Evening Event

5:00 - 8:30pm Evening Event: Tour & Reception, Desert Best Friend's Closet and Group Dinner at Kaiser Grille Palm Desert, 74-040 Hwy 111 (at Portola), Palm Desert, CA 92260, Tel: 760-779-9888, <http://www.kaisergrillepalmdesert.com>

SATURDAY, OCTOBER 21, 2017

7:15 – 8:15am Breakfast Buffet & Visit Video Testimonial Booth

8:30 – 9:30am Keynote: Your Ripple Effect Beyond Your Base

Speaker: *Allison Engel and Reise Moore, Co-Authors, ThriftStyle: The Ultimate Bargain Shopper’s Guide to Smart Fashion*

Facilitator: *Lynda-Ross Vega, ACDN Board Chair*

Description: Allison and Reise will talk about thrifting trends among consumers, and how philanthropic thrift shops have an increasingly potent message that is drawing in customers from millennials through Boomers.

9:30 - 9:45am Coffee Break & Visit Video Testimonial Booth

9:45 - 11:30 am **4 R's of Fundraising Speed-Dating Session**
Facilitator: *Connie Golds, ACDN Board Vice President*
Introduction to the 4 R's: *Paula Kennedy*
Speakers: *John Epps, Director, Center for Nonprofit Advancement*
Paula Kennedy, Philanthropic Services Officer, The Community Foundation
Eileen Packer, Registered Dietitian and Certified Association Executive
R. Scott Schroeder, CFRE

Key discussion topics:

- Research (Prospect Research) – Eileen Packer
- Romance (Cultivation): Scott Schroeder
- Request (the Ask): John Epps
- Recognition (Stewardship): Paula Kennedy

Description: The Four R's of Fundraising include research, romance, request and recognition. **Here are the highlights each round will offer:**

- In the **"Research"** session, attendees will learn how to create a prospect profile, find potential donors, and rate prospects.
- **"Romance"** (cultivation of your fundraising prospects) is a 365-day-a-year opportunity for every staff and board member to raise vital funds and recruit allies and volunteers for their ACDN member organization. Learn how to think strategically and carefully plan multiple cultivation efforts for each unique donor prospect. Then focus your limited time and resources on the highest priority prospects.
- **"Request"** participants will focus on three tactics for any fundraising ask: 1) Change the perspective – Start with the Why; 2) Change the Story – Continue with Who, and 3) Change the Result – End with how.
- **"Recognition"** or stewardship is more than a thank you letter! Getting the first gift is important – but what a charity does to retain that donor and how it works toward building a long-term relationship speaks to the process and methodology of stewardship will be discussed during this round of speed-dating.

The Fundraising Speed-Dating Speakers will meet with each group of 4 tables to discuss one of the topics listed below and to engage in a more intimate question and answer session. Conference Attendees will hear from each speaker and speakers will rotate between the four groups every 20 minutes.

11:30 – 12:30 pm **Lunch Buffet**

12:30 – 1:00 pm **Brag & Steal: 4 R's of Fundraising**
Facilitators: *Scott Schroeder and Matthew Campos*

1:00 - 1:30 pm **Social Media Plan/Calendar – Tips and Tricks**
Speaker: All participants
Facilitators: *Gineyda Diaz and Shari Hoenig, ACDN Board Members*

Description: Please bring your social media plan/calendars in order to have an interactive speed-dating exchange. *Sample templates will be shared with registrants in advance of the conference via ACDN Community, <https://www.facebook.com/groups/ACDNCommunity/>.*

1:30 - 1:45pm **Break & Visit Video Testimonial Booth**

1:45 - 2:15pm **The Value of Volunteerism**

Speaker: *Art Mattox, Volunteer Coordinator, Eisenhower Medical Center*

Facilitator: *Susan Walton, ACDN Board Member*

Description: This presentation will offer an overview on the emotional and social benefits to the volunteer and what it takes to be successful. Mr. Mattox will address how to attract the right people, how to handle challenges in managing volunteers, cultural competency and code of conduct. He will review sample code of conduct document and open for questions and answers.

2:15 – 2:45 pm **4 Essential Components to Bolster YOUR Volunteer Program**

Speaker: *Lizet Trujillo, Volunteer Manager, WHW*

Facilitator: *Shanna Moody, ACDN Board Member*

Description: Do you face challenges with recruiting, retaining and re-energizing your volunteers to further your organization's mission? Join our interactive workshop to gain 4 essential components to fortify your volunteer program; strategic and targeted recruitment of volunteers, clear and consistent on-boarding practices, on-going support, retention and relationship development to invigorate your volunteer team with a mission oriented mind set. You will also have the opportunity to learn the pitfalls, roadblocks and barriers WHW overcame to streamline their volunteer tracking and scheduling system using Salesforce. This workshop will address:

1. Mission-oriented volunteer involvement & investment
2. Strategic and Targeted Recruitment
3. Clear and consistent on-boarding practices
4. On-going support, retention and relationship development

2:45 - 3:15pm **Brag & Steal: Volunteer Management**

Facilitators: *Tamara Pitts and Shanna Moody, ACDN Board Members*

3:15 - 3:30pm **Break**

3:30 - 4:00pm **Operational Growth & Expansion: 5 Sure-Fire Ways to Achieve Sustained Growth**

Speaker: *Bill Ballas, M.S., CFRE, and Founder/CEO, WSB, LLC*

Facilitator: *Matthew Campos, ACDN Conference Committee Member*

Description: To thrive tomorrow, nonprofit organizations today must attain two important objectives: (1) a stable business environment, and (2) sustained growth. With respect to sustained growth, nonprofits must always change to continually expand their community impact. This is especially true with ACDN members, whose growth leads to expanded job opportunities, improved wages, and a rising standard of living for its clients.

This presentation explores the nexus of finances, culture, innovation and leadership on growth, and offers tips on how to achieve and manage sustainable growth.

4:00 - 4:30pm **Brag & Steal – Operational Growth & Expansion**

Facilitator: *Connie Golds, ACDN Board Vice President*

4:30 - 4:45pm **Complete Evaluation and Raffle**

Carrie Veurink, ACDN Managing Partner

4:45 - 5:00pm **Conference Closing**

Connie Golds, ACDN Board Vice President

5:30 - 8:00pm **Evening Event – Optional Group Dinner at Zin American Bistro, 198 S. Palm Canyon Dr., Palm Springs, CA 92262, Tel: 760-322-6300, www.pszin.com. Advance RSVP requested.**