

www.ndoa.org

Special Offer:

Register 3 or more
people from the same
organization and
all will receive the
member rate.



NDOA welcomes Bill Toliver,
branding expert with over 20 years'
experience helping Fortune 500
clients and nonprofits like the U.S.
Fund for UNICEF and the Oprah
Winfrey Foundations.

Approved Provider For



Full participation in the NDOA Winter Conference is applicable
for 4.25 Continuing Education credits/Continuing Education
points in Category 1.B – Education of the CFRE International
application for initial certification and/or recertification.

2010 NDOA Spring Conference

Charting a New Course

Wednesday | June 16, 2010

Washington State Convention & Trade
Center, Seattle

NDOA Spring Conference 2010
Wednesday • June 16, 2010

CONFERENCE DETAILS

Charting a New Course

7:30-8:15 a.m.

8:15-9:30 a.m.

Registration and Continental Breakfast with Exhibitors

WELCOME – Lara Littlefield, NDOA Board President

CONFERENCE KEYNOTE featuring **Bill Toliver**, Executive Director of The Matala Line, a full-service branding and communications agency dedicated to social change. After 20 years developing successful branding and communications programs for Fortune 500 companies, Bill has spent the last several years creating programs for nonprofits like the U.S. Fund for UNICEF and the Oprah Winfrey Foundations.

9:30 – 9:45 a.m.

EXHIBITOR VISITATION & NETWORKING BREAK

SOCIAL MEDIA	CAREER DEVELOPMENT	MAJOR GIFTS	OTHER DUTIES AS ASSIGNED
<p>SESSION 1: 9:45 – 11:00 a.m.</p> <p>Brave New World – The Ethical Challenges of Social Media</p> <p>Debbie Marchione, The Alford Group and Aimee Sheridan, PAWS</p> <p>Few rules govern the “brave new world” of social media. Things can and do go awry. With a large grassroots base, PAWS is very active in the social media sphere. The Alford Group works with organizations with a wide variety of experience in social media. In this interactive workshop you will hear lessons learned, then wrestle with various real-life ethical dilemmas. You will walk away with an ethical framework for your own social media efforts.</p>	<p>Progress, Not Perfection: Staying Sane in the Small Shop</p> <p>Laurie Jerger Johnson, Laurie Johnson Consulting, LLC</p> <p>If the thought of taking a whole day away from the office to attend the NDOA conference makes your forehead sweat and your heart race, this session might be for you. We'll exhale deeply, laugh, and share practical tips and tools for regaining balance in your work-life. We'll focus on the art of stress-free productivity, bringing clarity to projects and focus to what's really important. (Spoiler alert: it's not your email!)</p>	<p>Peer Screening for Everyone</p> <p>Maryrose Larkin, Northwest Research</p> <p>Your current major donors, Board members and key volunteers are the best champions of your organization. Peer screening helps organizations find new connections between people you know and people you would like to know and helps a nonprofit strategically deploy its Board members and friends.</p> <p>This presentation will guide you through the peer screening process to help you find new donors and champions for your cause.</p>	<p>If You Can't Ask, Thank</p> <p>Jodie Miner, Steve Hettinga and Melody Burson, UW Medicine</p> <p>How can a meaningful thank you help bring donors closer to your organization and make them feel great about making their <i>next</i> gift? How can you use great stewardship to help move donors toward a major or planned gift? This session will feature a discussion of creative ideas for meaningful stewardship that anyone (from the smallest office to the largest) can use to help bring donors closer to their organization and closer to their next major gift.</p>

11:00 – 11:15 a.m.

EXHIBITOR VISITATION & NETWORKING BREAK

<p>SESSION 2: 11:15 a.m. – 12:30 p.m.</p> <p>Grilled Cheese, Trees and Lives at Stake: Social Media Goals</p> <p>Sandra Morris, CafeGive; Kristin Walter, Feel Good; Mat Sinclair, Hogt Arboretum and Charis Ober, Save the Cord Foundation</p> <p>These organizations have very different communities and missions, yet they share a commitment to using social media to extend their reach and the impact of their local, national and international missions. Why? What are their social media goals and how have they been set? What has been effective and what has not worked well? What can other organizations learn from these experiences? Share their perspectives, wins and losses – and join the discussion on social media and how to engage your community.</p>	<p>Essential Maps for Your Job Search Journey</p> <p>Teresa Dahl, Dahl and Associates</p> <p>A job search can be daunting, with a myriad of emotions – excitement, fear, and confusion. You must use the best strategies and tools to find your next great career adventure. In this session, you will get both!</p>	<p>Board and Staff Roles in Major Gifts Fundraising</p> <p>Kate Roosevelt, The Collins Group</p> <p>A successful major gifts program requires the time and talent of both staff and Board members – plus clear roles, a shared purpose, and an organizational commitment to developing and nurturing authentic relationships. Depending on the organization, however, roles and responsibilities can vary greatly. This panel discussion will explore how three different nonprofits moved successfully into major gifts fundraising as a “way of life,” not simply a means to an end. Hear from fellow development professionals about how they set up themselves and their volunteers for success.</p>	<p>Volunteers: Use Them or Lose Them</p> <p>Monica Ricarte Hurley, Lutheran Community Services & Philanthropy 1st</p> <p>Volunteers are an asset beyond measure when you find ways to organize your needs and their talents in a mutually beneficial way. Not only will they help accomplish day-to-day work or special events, but they are often your most loyal donors. Hear examples of how to utilize volunteer force and hear from guests who will speak about their experiences with organizations, what kept them there and kept them giving.</p>
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12:30 – 12:45 p.m.	EXHIBITOR VISITATION & NETWORKING BREAK
12:45 – 1:45 p.m.	LUNCH, ANNUAL MEMBERSHIP BUSINESS MEETING AND AWARDS PRESENTATION
1:45 – 2:00 p.m.	EXHIBITOR VISITATION & NETWORKING BREAK

SESSION 3: 2:00 – 3:15 p.m.

The Power of Podcasting – Creating Compelling Content That Brings Donors and Fans Back to Your Website Again and Again (and Again)

Christopher Davenport, 501 Videos, LLC

We have the tools: LinkedIn, You Tube, Facebook and podcasting. We also have the stories of the communities and clients we serve. See how to combine these two elements into a powerful, compelling and viral way to engage and delight donors (and perspective donors). With hands-on tools and step-by-step guidance, participants will leave with their own easy plan for creating podcasts that attract and retain donors.

How to Turn Meetings from Hell to Fun, Indispensable Gatherings That Will Help You Achieve Goals

Janet Boguch, Non-Profit Works and Tara Smith, Seattle Works

Do your meetings seem like time-wasters? Or do your volunteers, staff and board members walk away feeling valued, committed and energized? This interactive, participatory and practical session will cover tools for framing effective meetings, strategies for decision making and problem solving, and approaches to engage participants. Come with questions, and leave with tools, strategies and ideas that can be used at your next meeting!

Successful Major Gift Solicitations

Jennifer Weber, Cornerstone Consulting and Heidi Thomson, Women’s Funding Alliance

This session will address some of the most important conversations you need to have with your donors prior to a solicitation. We will explain why these conversations are important and how they will strengthen your relationship with your donors and prepare them for an inspiring, respectful, and successful major gift ask. We will demonstrate how to navigate through important issues that may come up in these conversations. Participants will leave with a list of key questions to ask their donors to deepen their understanding of the donor’s readiness to make a major gift to your organization.

Creating Opportunities for Deep Engagement with Donors

Susan Howlett, Consultant

Our donors long to connect with our work and be part of the difference we make, but our organizations don’t make room for them to participate. Learn how to increase retention and gift size by creating a culture of involvement where our supporters can engage with our mission without getting in our way.

3:15 – 4:00 p.m. DESSERT WITH EXHIBITORS, DEDICATED NETWORKING, AND DOOR PRIZE DRAWINGS

Conference Registration Form:

Yes, I will attend the 2010 NDOA Spring Conference on June 16, 2010

FINAL PRE-REGISTRATION DEADLINE: June 10, 2010
EARLY BIRD DEADLINE: June 1, 2010

NDOA Members \$140 (Early Bird by June 1, 2010) \$ _____
Nonmembers \$190 (Early Bird by June 1, 2010) \$ _____
AFTER JUNE 1, 2010:
NDOA Members \$155 Nonmembers \$205 \$ _____

*Special offer: Register 3 or more people from the same organization and all will receive the member rate. \$ _____

ON-SITE (AFTER JUNE 16):
NDOA Members \$170 Nonmembers \$220
☐ Scholarship Applicants @ \$50 each (due by May 14, 2010 – attach scholarship application form from ndoa.org and completed registration form) \$ _____
☐ Nonmembers – Save \$50 – Join NDOA and pay the member rate. Membership \$95 \$ _____
☐ I would like to make a donation to support a colleague's conference scholarship. \$ _____

TOTAL ENCLOSED: \$ _____

Contact Information (please print):

Name _____		
Title _____		
Organization _____	Email _____	
Street Address _____		Daytime Phone _____
City _____	State _____	Zip _____

Payment Method:

To pay by check, please complete this registration form and mail to: NDOA, 2150 N. 107th Street, Suite 205, Seattle, WA 98133
To pay by credit card, please register online at www.ndoa.org. Registrations without accompanying payment will not be accepted.

For planning purposes, please indicate your initial preference for session attendance:

Session 1	9:45 - 11:00 a.m.				
	<input type="checkbox"/> Ethical Challenges of Social Media	<input type="checkbox"/> Staying Sane in the Small Shop	<input type="checkbox"/> Peer Screening for Everyone	<input type="checkbox"/> If You Can't Ask, Thank	
Session 2	11:15 a.m. – 12:30 p.m.				
	<input type="checkbox"/> Social Media Goals	<input type="checkbox"/> Essential Maps for Your Job Search	<input type="checkbox"/> Board & Staff Roles in Fundraising	<input type="checkbox"/> Volunteers: Use them or Lose Them	
Session 3	2:00 - 3:15 p.m.				
	<input type="checkbox"/> Power of Podcasting	<input type="checkbox"/> Turn Meetings to Indispensable Gatherings	<input type="checkbox"/> Successful Gift Solicitations	<input type="checkbox"/> Opps for Engagement w Donors	

Meal Requirements: ☐ I need a vegetarian meal ☐ Sign Language Interpreter (Notify the office by May 25, 2010) ☐ I do not want my postal mailing address shared with exhibitors.

NDOA Spring Conference 2010 Wednesday • June 16, 2010 | CONFERENCE DETAILS

TIME:
7:30 a.m. – 4:00 p.m.

LOCATION:
**Washington State Convention
& Trade Center**
800 Convention Place, Seattle, WA

Register for the Spring Conference by June 1, 2010 and save \$15.

ON LINE: www.ndoa.org

BY MAIL: NDOA, 2150 N. 107th Street, Suite 205
Seattle, WA 98133-9009

Partial scholarships are available. To apply for an NDOA Conference scholarship, please download the form from our Website at www.ndoa.org. Scholarship applications are due May 14, 2010.

A display area for non-profit publications will be available. Please bring between 50-100 copies of one piece of promotional literature at 7:30 a.m. to share with other attendees.

To join NDOA, visit www.ndoa.org or call the NDOA office at 206.367.8704.

NDOA is repeating its popular “**Resume review and coaching**” at the Spring Conference. Bring your resume and a sample cover letter and sign up for this complimentary service at the conference.

Cancellation Policy: Cancellations prior to June 7, 2010 will receive a refund, less a \$20 processing fee. No refunds will be given for cancellations after June 7, 2010. A substitute attendee will be permitted.

DIRECTIONS:

By Bus: The Convention Center is within walking distance of any downtown bus.

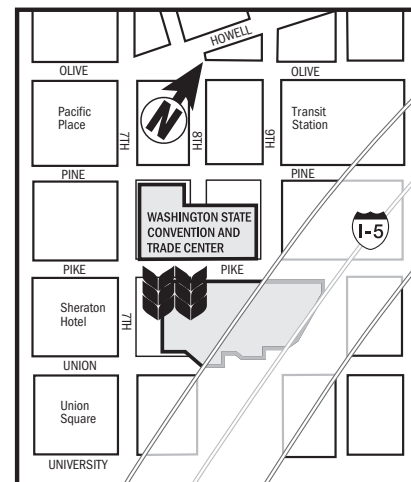
By Car, from the North: Take the Union Street exit (exit 165B under the Convention Center). Right onto 6th Avenue, right onto Pike Street, right onto 8th Avenue, and left into garage.

By Car, from the South: Take the Seneca Street exit (exit 165 on the left). Right onto 6th Avenue, right onto Pike Street, right onto 8th Avenue, left into garage.

By Car, from I-90: Take I-5 headed north, exit onto Madison Street, right onto Seneca, left onto 8th Avenue, right into garage.

SEE REVERSE FOR CONFERENCE SESSIONS AND REGISTRATION

NOT AN NDOA MEMBER?
**Join today and save on
conference registration.**



Once parked, go to the 6th floor and follow the NDOA signs to the Convention rooms.

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