

# 2024 Nonprofit Conference & Expo Workshops

Select one workshop per session.

## Session 1

### Budgeting for Impact: Nonprofit Budget Essentials

This session provides an overview of the nonprofit budget process, and basic steps to develop, implement, and monitor the annual budget. We will also share short-term budget strategies nonprofits can use to help build long-term financial sustainability. Whether involved in financial management, decision-making, or planning, this presentation will provide attendees with the necessary foundation to navigate the budget season.

This workshop will:

- Introduce and define different types of budgets.
- Provide an overview of the nonprofit budget process.
- Identify budget strategies that help nonprofits build financial sustainability.
- Share the importance of using the budget as a management tool.

**Category:** Financial Management

[Presenter Bio\(s\)](#)

### Get to Yes! Strategically Increase Supporter Engagement

Create more personalized journeys for your supporters that lead to more dollars, time, skills, and leadership toward your cause with MapMoveMeasure™. This activation framework draws on the best of theory of change and the engagement pyramid. It is a data-informed strategic approach for creating new ways for donors to contribute more and for non-donor supporters to become donors. This fast-paced session introduces the vision map and engagement pyramid components, provides the opportunity to start building the framework, and gives space for peer-peer conversations that spark new ideas for activating your donors. You'll leave with a roadmap for increasing supporter engagement.

In this workshop, participants will:

- Ask for more support without fear of causing donor fatigue
- Use your data and segment your audience in new strategic ways
- Move from “making asks” to creating meaningful supporter journeys

**Category:** Fundraising/Development

[Presenter Bio\(s\)](#)



**John Visconti - Your Part-Time Controller, LLC**



**Beth Saunders - Beth Saunders Associates**

# 2024 Nonprofit Conference & Expo Workshops

## Supportive Supervision in Nonprofits

Employees want more. They want more than just a paycheck. They want to work in places that see them as a whole person, with a life and needs inclusive of the job they do. Supportive Supervision offers a holistic approach for our employees and their supervisors to find opportunities to problem-solve, mentor, and grow benefiting the employee, the supervisor, and the organization.

During this presentation, supervisors will consider

- How supportive supervision can be implemented in their workplace.
- Some employee benefits that can boost mental health and productivity.
- Ways to make annual reviews a more pleasurable experience for everyone.

**Category:** Management/Supervision

[Presenter Bio\(s\)](#)



**Marissa Carlson - NH Teen Institute**



**Maura McGowan - NH Teen Institute**

# 2024 Nonprofit Conference & Expo Workshops

## Evaluating Your Executive Director- An Opportunity for Expanded Partnership

The greatest investment a nonprofit makes is in its agency leader. A primary responsibility of the Board is to assess their performance. A key way to protect that investment and support the agency leader is to conduct an annual, well planned, and transparent performance evaluation. A good evaluation builds trust between the Board and the leader, provides a roadmap for both parties, defines clear goals and builds the leader's capacity. The interactive workshop demystifies the process, explaining timeframes, Board roles, data collection approaches and a framework for gathering and communicating the results and provides time for answering participants' questions.



**Nancy Fournier Ph.D. - Relish Your Role**

- Explain the importance of the Executive Director evaluation and the Board's responsibility to support, develop, and evaluate their leader.
- Describe the planning process for an Executive Director evaluation.
- Identify sample evaluation components.
- Identify best practices in communicating the evaluation results to create a motivational and impactful action plan based on the findings

**Category:** Organizational Leadership

[Presenter Bio\(s\)](#)

# 2024 Nonprofit Conference & Expo Workshops

## Leveraging User Experience (UX) to Maximize Your Organization's Impact

Good user experience (UX) practices have a natural home in online nonprofit spaces. UX design practices are less about the beauty of the user interface (UI) and more about how a user can easily (and happily) complete the tasks you desire. Good UX for nonprofit online presences can encourage giving and maximize impact. Benefits of improving UX: 1) Higher engagement rates 2) Higher retention 3) Lower costs for development and support 4) Increased accessibility for all users (Are you inadvertently turning away users with disabilities?) Learn seven best practices to improve ROI, promote clearer communication, and maximize impact.



**Diana Moore - Frostwood Designs**

In this workshop, participants will:

- Be able to implement seven best UX practices to improve their organization's impact.
- Understand basic UX design principles relative to their online presence.
- Be able to communicate more effectively with their tech staff regarding improving user experience in-house.

**Category:** Marketing and Communications

[Presenter Bio\(s\)](#)

# 2024 Nonprofit Conference & Expo Workshops

## **Illuminating How White Dominant Culture Shows Up In Nonprofit Organizations**

After the murder of George Floyd and the racial reckoning of 2020, many organizations shared their public DEI statements and commitments to creating change. Since then, organizations have recanted their commitments, pulled funding for DEI work, and reverted back to business as usual. The nonprofit sector isn't immune to these issues and the challenges of changing workplace culture. In this workshop, we will work together to shine a light on the invisible ways in which white supremacy culture shows up in our organizational processes and practices. We will have an honest and eye-opening conversation with the goal of equipping participants with the knowledge and impetus to create change within their organizations.

In this workshop, participants will leave with

- A list of examples of how white dominant culture shows up within nonprofit organizations
- A deeper understanding of how to address white dominant culture within their organization
- A list of action steps to implement within their organization

**Category:** HR/Organizational Culture

[Presenter Bio\(s\)](#)



**Erin Allgood - Allgood Strategies LLC**



**Emerald Anderson Ford - CRED**

# 2024 Nonprofit Conference & Expo Workshops

## Organizational Effectiveness Through Systems Thinking, Dialogue, and Mindfulness

In these complex times, organizational leaders must embrace volatility, uncertainty, and ambiguity with openness and composure. Understanding systems thinking and engaging in dialogue are key to successfully navigating current challenges. In this session, participants will gain an overview of systems thinking and participate in an exercise that emphasizes various aspects of systems thinking. Participants will also take part in a dialogue as a means of dialogic practice and to consider how systems thinking and dialogue can be implemented within their organizations. The session will be bookended by two short mindfulness practices that will develop focus and an open mind.



**Marty Jacobs – Systems In Sync**

After attending this workshop participants will:

- Understand what systems thinking mindsets are
- See how parts of a system interrelate to create the whole
- Use dialogue etiquette as a means for more meaningful conversations In this workshop, participants will:

**Category:** Organizational Leadership

[Presenter Bio\(s\)](#)

# 2024 Nonprofit Conference & Expo Workshops

## Session 2

### Lead with Love for Budget, Culture & Hiring

The CEO has direct impact and control over three areas: Budget, Culture, and Hiring. Leading with love allows a CEO to impact all three areas positively. What do you value? It does not show up in the culture of your community, but in your budget. The secret is hiring great people - people that fit your culture - and coaching them to meet the needs of their roles.

In this workshop, participants will explore:

- Budget – Show me your budget and I will tell you your priorities
- Culture – What does working at your company look like?
- Hiring - Hire great people, coach them

**Category:** HR/Organizational Culture

[Presenter Bio\(s\)](#)



**Timothy Powers - Pinkerton Academy**

# 2024 Nonprofit Conference & Expo Workshops

## Finding Gold - Mining Census Bureau Data for the Grant Win!

In this workshop, you will learn how important the American Community Survey is for the nonprofit community and how to directly access data you need to identify and serve your community. You will learn how to navigate popular Census Bureau data retrieval tools to find, map, and download data that helps you describe and substantiate a grant proposal's statement of need. You will learn how to retrieve demographic and economic characteristics of your populations of focus - helping you to demonstrate need for funding support. You will also learn about free Census Bureau training and assistance available to your organization.

In this workshop, participants will:

- Understand the types of surveys and censuses the Census Bureau conducts, and how the data collected can strengthen grant applications and funding requests.
- Navigate popular data retrieval tools and applications to access social, demographic, economic, and housing data specific to a customized data inquiry.
- Use Census mapping and geography features to identify your service delivery area and gain insight on your program's populations of focus, which can include race/ethnicity, income/poverty, education levels, age, language spoken at home, etc.

**Category:** Fundraising/Development

[Presenter Bio\(s\)](#)



**Nicole McKenzie - U.S.  
Census Bureau**



# 2024 Nonprofit Conference & Expo Workshops

## Thinking Beyond the Board Reserve

Is your organization prepared for the unexpected financial hardship? Do you have a plan for how to respond? While none of us could have predicted a global pandemic, we can and should be preparing our organizations now for potential problems in the future. This training will identify types of financial catastrophes; discuss what strategies organizations can deploy in reaction; review how to spot a hardship on the horizon; and most importantly, outline what organizations can proactively do to allow them to weather the storm.

In this workshop, participants will:

- Take a systematic approach to responding to an unexpected financial crisis.
- Identify common red flags of an oncoming financial hardship.
- Take immediate steps to maximize solvency in the event of a crisis.

**Category:** Financial Management

[Presenter Bio\(s\)](#)



**Elizabeth Stasiowski -  
Insource Services,  
Inc.**



**Rondi Chapman - Insource  
Services, Inc.**

# 2024 Nonprofit Conference & Expo Workshops

## Taking Your Nonprofit Board of Directors from Good to Great

We see many boards struggling with a variety of things- member turnover or lack of member turnover when needed, board members just filling seats, boards that do not know what direction to go or if they do, not knowing the route to get there. Through "Taking Your Board from Good to Great", Sarah Andrews will lead an interactive session to help participants successfully grow and develop their nonprofit boards. This can be done through successful board recruitment strategies, thoughtful volunteer onboarding, recognition, and leadership development. Participants will come away ready to take their board from Good to Great!



**Sarah Andrews - Andrews Consulting**

In this workshop, participants will:

- Identify skills complementing current boards to assist recruiting new members.
- Successfully onboard, mentor and recognize these key volunteers.
- Maintain a pipeline of interested and available future board members.

**Category:** Organizational Leadership

[Presenter Bio\(s\)](#)

## Building Effective Virtual and Hybrid Teams

During the COVID-19 pandemic, many organizations had to think quickly, and for the first time, about how to do their work effectively in a remote or virtual environment. Have you been wondering about how we can build on those lessons, to accomplish strategic goals while attracting and maintaining top talent? Please join us to learn more about thinking creatively and working flexibly to build effective virtual and hybrid teams. We'll draw on learnings from our own experiences, including the speaker's current role leading an in-office team while working remotely.



**Kristen Ratanatharathorn - The Andrew W. Mellon Foundation**

In this workshop, participants will:

- Identify strategies for building effective remote/hybrid teams
- Understand key considerations for remote leadership
- Utilize tools for strengthening organizational culture for virtual teams

**Category:** Management/Supervision

[Presenter Bio\(s\)](#)

# 2024 Nonprofit Conference & Expo Workshops

## Leveraging AI Language Models: Transforming HR Practices Safely and Effectively

Join us for an engaging session that delves into the world of AI language models and their practical applications in the field of HR. In this discussion, attorney Briand Bouchard will explore the safe and effective utilization of AI language models, such as ChatGPT and Google Bard, as powerful tools for creating policies, job descriptions, communications, and ensuring legal compliance. Through real-world examples, best practices, and discussions on ethical considerations, this session empowers HR professionals to leverage AI language models as valuable tools for enhanced productivity and efficiency while upholding legal and ethical standards.

**Category:** HR/Organizational Culture

[Presenter Bio\(s\)](#)



**Brian Bouchard -Sheehan  
Phinney**

# 2024 Nonprofit Conference & Expo Workshops

## Building An Inclusive Brand

Lisa Carter provides expert insights and best practices to help organizations build the inclusive brand that they know they need to thrive. No matter where they are in the journey, this session provides fundamentals to leadership, business development and product teams in understanding DEI strategies and best practices to ensure their customers have a sense of belonging.

This workshop will:

- Help participants understand the purpose and importance of creating an inclusive environment.
- Provide insight into trends with diverse audiences.
- Highlight risks, and opportunities to broaden reach and provide accessibility.

**Category:** Marketing and Communications

[Presenter Bio\(s\)](#)



**Lisa Carter - Drinkwater  
Productions**

# 2024 Nonprofit Conference & Expo Workshops

## Session 3

### Banking Made Fun - let's partner for success

Join us for a game of Jeopardy! We'll talk about a variety of topics including deposits, bank lending to nonprofits, ways to avoid fraud, how to get bankers on your board, DEI, donation requests, and board governance and then utilize an electronic jeopardy game board to test the participants knowledge.

In this workshop, participants will:

- Learn ways to detect fraud. Learn what products banks offer that save them money and prevent fraud.
- Learn what lending is available to nonprofits.
- Learn what banks look for to approve a donation request. Learn what boards we want to sit on and why.

**Category:** Financial Management

[Presenter Bio\(s\)](#)



**Laura King - Eastern Bank**



**Abby Nguyen-Burke - Eastern Bank**

# 2024 Nonprofit Conference & Expo Workshops

## Managing & Having Difficult Conversations

The "Managing Difficult Conversations" training is a transformative program designed to empower professionals with the skills and strategies needed to navigate challenging discussions in the workplace effectively. Recognizing the inevitable presence of difficult conversations in any organizational setting, this training provides participants with practical tools to foster open communication, resolve conflicts, and build stronger relationships. By mastering the skills presented in this training, participants are better equipped to approach difficult conversations with confidence, empathy, and a focus on constructive outcomes. The program empowers professionals to transform challenging discussions into opportunities for growth, collaboration, and strengthened relationships within the workplace.

In this workshop, participants will:

- Learn about effective preparation and planning
- Learn about constructive communication techniques
- Learn about finding common ground and solutions

**Category:** Management/Supervision

[Presenter Bio\(s\)](#)



**Toni Runci - BlueLion, LLC**



**Alison Milioto, BlueLion, LLC**

# 2024 Nonprofit Conference & Expo Workshops

## Generative AI Empowering Nonprofits to Punch Above Their Weight

Dive headfirst into the rebellious world of generative AI, where we challenge the status quo of the nonprofit realm. This workshop isn't your typical tech talk - it's a radical exploration of how AI can be your clandestine ally, disrupting convention and catapulting your cause to new heights. Think of AI as a secret underground movement, equipping you with tools to outsmart, outmaneuver, and outshine in a world where playing safe just doesn't cut it anymore. Prepare to disrupt and be disrupted. Join this wild ride to unleash AI's untamed potential in your mission. It's time to break the rules, creatively.

In this workshop, participants will learn how to:

- Maximize efficiency and impact in nonprofits using generative AI tools.
- Easily tailor messages with AI for effective, personalized nonprofit communications.
- Overcome fear of generative AI to integrate in daily tasks.

**Category:** Organizational Leadership

[Presenter Bio\(s\)](#)



**Paul Gilson - WSCA Radio**

## Five Keys to a Successful Online Giving Day

Crowdfunding has been a viable tactic in nonprofit fundraising for more than a decade. With the growth of online giving days such as NH Gives and Giving Tuesday, it is more important than ever for nonprofit leaders to understand how social media and online giving strategies can increase an organization's donor base. Is an online giving day campaign worth your staff and board's time and energy? In this session, we will learn how to make an assessment of readiness, and discover specific strategies and actions that can lead to greater success in your next online fundraising effort.

In this workshop, participants will:

- Assess their organization's readiness for an online giving day crowdfunding campaign.
- Learn ways to increase social media engagement during an online giving day.
- Learn strategies for incentivizing online giving.

**Category:** Fundraising/Development

[Presenter Bio\(s\)](#)



**Russell Grazier - Portsmouth Music and Arts Center**

# 2024 Nonprofit Conference & Expo Workshops

## Jack of All Trades, Master of All: Doing More With Less

As organizations reorganize, restructure, and deal with attrition / talent drain following the worst of the pandemic, they are asking marketing staff to take on additional tasks temporarily or permanently. Learn tips, techniques, and skills to prioritize work and deliver persuasive, compelling and effective professional-quality marcomm tools (even if you're not a trained writer, photographer, or designer.) This session will include a brainstorming component; bring your best ideas and collateral to share.

In this workshop, participants will be able to:

- Prioritize your own key needs and goals
- Anticipate and meet your in-house client needs
- Incorporate flexibility into your workflow

**Category:** Marketing and Communications

[Presenter Bio\(s\)](#)



**Lynne Sabeau, Esq - Concord Community Music School**

## Implementing Your Strategic Plan

You created a Strategic Plan? Now what? This session will share concrete, sequential steps for ensuring actionable results from strategic planning efforts. Approaches to simplified project management, action planning with accountability, and progress tracking will be shared.

In this workshop, participants will learn how to:

- Develop actions plans for implementing the Strategic Plan
- Create a simple project management tool to activate action plan implementation
- Track progress of Strategic Plan implementation and achievement

**Category:** Organizational Leadership

[Presenter Bio\(s\)](#)



**Lara Quiroga - Pear Associates, LLC**



# 2024 Nonprofit Conference & Expo Workshops

## Navigating Difficult Conversations Through Cultural Competency

In this diverse and sometimes divided world, it is difficult to avoid bringing personal beliefs and experiences into our workspaces. Through thoughtful self-reflection and intentional, open-minded interactions, learning to engage rather than avoid hard conversations can actually strengthen your workplace relationships and your organization as a whole.

In this workshop, participants will:

- Gain a deeper understanding of who they are and what triggers them;
- Develop a greater understanding of culture and cultural bridge-building and,
- Learn about tools to address and resolve conflicts that arise in both their personal and professional lives.

**Category:** HR/Organizational Culture

[Presenter Bio\(s\)](#)



**Soudie Tahmassebpour - Re-Envision Consulting**

# 2024 Nonprofit Conference & Expo Workshops

## Session 4

### Navigate Your Team Through Change with Emotional Intelligence

Do you find it challenging to navigate the ups and downs of change with your team? Not sure what approach to use or how to be effective when you bump up against resistance and other emotions from your colleagues? Join leadership and organizational change expert Amanda Silver for a dynamic workshop focused on increasing your ability to lead through change. Fantastic for anyone involved in working collaboratively and leading others.

In this workshop, participants will:

- Identify common reactions to change and how to respond using Bridges' Transition Model
- Understand better how you relate to change
- Identify and learn how to develop 3 leadership competencies essential for navigating change
- Create your action plan to navigate change

**Category:** Management/Supervision

[Presenter Bio\(s\)](#)

### Building Cohesive Teams with Emotional Intelligence

"Talent wins games, but teamwork and intelligence win championships." There is nothing better than working on a great team ... and nothing worse than working on a team that is unravelling. Organizational development research shows clear links between emotional intelligence skills and high levels of team cohesion, productivity, innovation, & conflict resolution. Having a "perfect team" feels like luck - in this highly interactive workshop Peter will demonstrate critical EI skills and present a method to strengthen or heal teams and create more supportive and productive workplaces (no luck needed). "Talent finishes projects, but teamwork and EI create lasting success."

**Category:** Organizational Leadership

[Presenter Bio\(s\)](#)



**Amanda Silver - Amanda Silver Consulting**



**Peter Anderson - Inner Citadel Consulting**

# 2024 Nonprofit Conference & Expo Workshops

## DIY Communications for Small Nonprofits

Your important mission may be struggling for attention if you aren't telling a compelling story. For those who don't have and/or can't afford communications staff or consultants, this DIY Communications session will help you begin to craft your narrative, identify your audience, and use the PESO template (paid, earned, social and owned media) to get your story out to the right people in the right way at the right time. Session will include some case studies, as well as exercises to get you moving toward building a real communications strategy and the tactics to execute that strategy.

In this workshop, participants will be able to:

- Identify their mission "headline" and their audience
- Begin to craft their story
- Employ the PESO template to deliver that story

**Category:** Marketing and Communications

[Presenter Bio\(s\)](#)



**Thomas Oppel - O2  
Strategies**

# 2024 Nonprofit Conference & Expo Workshops

## The Art of What's Possible: An Experiential Introduction to Appreciative Inquiry

Discover the transformative power of Appreciative Inquiry! Join us in unlocking positive change through a strengths-based, collaborative approach to implementing societal and organizational change. The Appreciative Inquiry method boosts innovation and capacity by asking people what is best and to imagine what could be possible. Instead of analyzing the causes of problems or finding blame, it shifts the focus to what is already working and sparks creativity and collegiality in the process. Learn actionable strategies for societal and organizational change that don't rely on incentives or coercion. Join our session to revolutionize your approach to driving impactful, sustainable change together!



**Heather Gunnell - Inlight Leadership Group, LLC**

In this workshop, participants will:

- Understand appreciative Inquiry and its significance in organizational contexts.
- Learn the foundational elements of implementing the Appreciative Inquiry methodology.
- Gain hands-on experience to confidently apply Appreciative Inquiry in daily interactions.

**Category:** HR/Organizational Culture

[Presenter Bio\(s\)](#)

# 2024 Nonprofit Conference & Expo Workshops

## Public Speaking with Confidence - And Even A Little Fun!

Sure, you could imagine the audience in their underwear, but wouldn't you rather learn some concrete tips and tricks that can turn even the most introverted into confident public speakers? Whether it's introducing a program or guest speaker, moderating a panel, or addressing your stakeholders, speaking in front of a crowd of any size can be intimidating. This session covers all the basics from being sure of your content to walking into the room, from how to stand to how to work with microphones, and from how to connect with an audience to projection and enunciation. In this low stress workshop participants can have fun learning to be a more effective speaker through hands-on participation or by cheering on others.

In this workshop, participants will:

- Learn how to speak confidently in front of a crowd
- Learn how to feel more comfortable with public speaking
- Learn how to impress friends and colleagues with your public speaking savvy

**Category:** Fundraising/Development

[Presenter Bio\(s\)](#)



**Katie Collins - Capitol Center for the Arts**

## 3 Keys to Making Strategy Matter for your Mission

Strategies don't belong on shelves. But too often, creating strategy is an exercise in checking the box and nothing changes. There's a smarter way to do strategic planning, so your strategy moves the needle for your mission. Learn how to engage key stakeholders in a collaborative visioning process, foster inclusivity during planning AND implementation, and avoid common strategic planning pitfalls. By implementing experience-tested practices, you will cultivate the necessary commitment to turn your strategy into action. Make strategy matter for your program or organization and create lasting mission impact.

In this workshop, participants will:

- Create clear, compelling visions while building stakeholder trust
- Develop action plans that reliably turn visions into achievable goals
- Implement leadership practices that foster commitment, follow-through, and lasting results

**Category:** Organizational Leadership

[Presenter Bio\(s\)](#)



**David Wagner - Clear Mission Consulting, LLC**

# 2024 Nonprofit Conference & Expo Workshops

## Recruiting and Retaining for Nonprofits in Today's Competitive Labor Market

In this workshop, Holly Lancaster, Director of Recruiting at KMA Human Resources Consulting, will explore the art of attracting and retaining talent for nonprofit organizations amid the challenges of a dynamic labor market.

After attending this workshop participants will understand:

- The pivotal role of a well-defined Employee Value Proposition (EVP) in creating a compelling workplace narrative.
- How to craft a job description that authentically showcases your organization's purpose and attracts candidates who resonate with your mission and culture.
- The three keys for creating a positive candidate experience that results in top-quality hires.

**Category:** HR/Organizational Culture

[Presenter Bio\(s\)](#)



**Holly Lancaster - KMA  
Human Resources Consulting**