

Workshop Schedule



BERMUDA'S ONLY 3RD SECTOR CONFERENCE

FEBRUARY 22 & 23, 2013

the Fairmont Hamilton Princess



Bank of Bermuda
FOUNDATION



XL Group
Insurance
Reinsurance

Gill and Allan Gray



Butterfield

CATLIN

Underwriting Ambition



OIL INSURANCE LIMITED
Leaders in Global Energy Insurance



BACARDI LIMITED

BELCO

ERNST & YOUNG
Quality In Everything We Do

WORKSHOP SCHEDULE

Friday February 22 2013

PLENARY SESSION: 9:00AM – 10:00AM

YES WE CAN

Carol Fulp, *President and CEO, The Partnership, Inc.*

Harbourview Ballroom

BREAKOUT SESSIONS 10:15AM – 11:45AM

FOR NONPROFITS ♥

EXTREME SOCIAL MEDIA MAKEOVER: NONPROFIT EDITION

Allen Pressal, *Founder and CEO, PowerSite123*

Gazebo Room

During this life-changing session, we'll not just talk, but actually DO a mind-blowing demonstration of at least 25 killer tools to get tons of online traffic and revenue for your nonprofit. See how to instantly transform your nonprofit into a powerhouse!

"Content is king!" That's the key to success on the web today. To remain relevant, you must create dynamic, compelling content. This can not only drive far more online visitors your way, but entice them to do all kinds of things you want them to do: stay on your site, return to your site, donate and support you in other ways, and refer your organization to their friends and family – initiating exactly the sort of viral marketing that can exponentially expand your fundraising and other outreach efforts.

We'll explore how to decide which content to create, how to create it (even without typing a single keystroke!), create eye-catching headlines, post your content to blogs, social media, and websites, Tweet about it, Facebook, develop irresistible free offers, create landing pages for people to sign up for those offers, use search engines to boost traffic, launch campaigns to gain more leads and increase the quality of those leads, and much more! For each step, we'll demo a cool tool that's quick, easy, and in most cases for free!

FOR NONPROFITS & DONORS ♥★

PREPARING FOR COLLABORATION – LEARNING HOW TO GET WHAT YOU NEED RATHER THAN DOING THE BEST YOU CAN WITH WHAT YOU HAVE

Sheila Marsh, *Founder, Peppergress Partnerships*

Princess Louise

This workshop will explain the difference between nonproductive relationships that are sometimes referred to as "partnerships" and partnerships that deliver meaningful results. It will show you how to set goals for collaboration that can serve as the foundation for truly effective partnership.

FOR NONPROFITS ♥

QUICK GUIDE TO POWERFULLY BUILDING YOUR BRAND

Katharine Coles, *Founder and CEO, Mad Marketeer*

Princess Victoria

Most nonprofits know that there is a direct correlation between your brand and your revenue, but don't know HOW to create a strong brand. This session takes a fresh, new look at branding – especially for small to mid-sized organizations - with practical advice on how to build a brand over time on a budget.

We will cover the "how's and why's" of branding, along with how to infuse brand into all of your marketing elements including identity (logo, tagline, etc.), messaging, your online presence, media planning, grassroots public relations, social media and search engine optimisation.

You will leave this session with specific ideas that you can easily implement on how to powerfully build and execute a branding strategy.

FOR NONPROFITS ♥

UNDERSTANDING AND STRENGTHENING YOUR BUSINESS MODEL

Steve Zimmerman, *Principal, Spectrum Nonprofit Services*

Princess Katherine

In today's rapid pace of change, nonprofit business models are quickly evolving and strategic decisions need to be made if organisations

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are going to be sustainable. This interactive training introduces participants to the Matrix Map, an engaging, visual tool that turns an organisation's business model into a single, compelling image that represents the mission impact and financial viability of the organisation. Beyond just a picture though, the Matrix Map offers strategic imperatives for board and staff to frame choices and make adjustments to strengthen their business model. At the conclusion, participants will leave with a tool they can use to engage staff and board in the pursuit of sustainability.

FOR DONORS ★

CORPORATE ROI THROUGH SKILLS-BASED VOLUNTEERING

Theresa Moore, *Director Talent Development, Renaissance Reinsurance*

Twain Room

Skills-based volunteering or pro-bono volunteering is a way to "give back and get more". It's a win-win-win for the community, employee and company. Allowing employees to showcase their business skills to help build capacity in non-profits strengthens a company's brand, employee loyalty and leadership development.

PLENARY SESSION 1:00PM – 2:00PM

EIGHT THINGS GRANTMAKERS ARE DOING TO HELP GRANTEE PERFORMANCE

Heather Peeler, *Vice President of Programmes, Grantmakers for Effective Organizations*

Harbourview Ballroom

Many grantmakers want to provide support that improves nonprofit capacity, but too often foundations' practices and priorities are disconnected from the real needs and challenges of nonprofits on the ground. This plenary will explore eight ways grantmakers can make the greatest difference to grantee performance and results, and will discuss what nonprofit leaders can do to support grantmakers in adopting grantee-friendly practices.

BREAKOUT SESSIONS 2:15PM – 3:45PM

FOR NONPROFITS & DONORS ♥★

DASHBOARD DRIVING

Steve Zimmerman, *Principal, Spectrum Nonprofit Services*

Gazebo Room

Engaging your board of directors in a strategic conversation about your organisation while trying to keep them informed can be challenging. In this session, we'll introduce you to the dashboard – an engaging, brief document that highlights the key metrics for your organisation in a way that every board member can understand and allows you to drive the conversation towards those things that matter most. This workshop covers the concept as well as process for implementing.

FOR NONPROFITS ♥

FUNDRAISE LIKE A GENIUS PART 1

Linda Lysakowski, *President and CEO, Capital Venture*

Princess Louise

Albert Einstein's definition of Genius is "One percent inspiration and 99 percent perspiration." Based on her new book, *Fundraising for the GENIUS™*--the first in a new series of books written to bring out the "genius" in all of us--this webinar will feature the author, Linda Lysakowski, ACFRE presenting ideas to both "inspire the genius" in participants and provide a framework for the "perspiration" part, the work of fundraising. We will talk about ways to keep yourself inspired to do the fantastically important work of fundraising for your nonprofit, with a small or nonexistent staff. And we will discuss some practical tips to help you keep it all together--ranging from the infrastructure needed to support your fundraising efforts, the role of board, staff and volunteers in fundraising, and how to prioritize fundraising programmes so you are working smarter, not harder.

FOR NONPROFITS ♥

MISSION, CAPACITY, AND STRATEGIC PLANNING

Amy Nisenson, *Consultant and Executive Director, The Mary Morton Parsons Foundation*

Princess Victoria

Is your organisation continually assessing and improving its work? Is mission and internal capability driving your programmes? Are you adding programmes to compete in today's economy or are you being strategic in your planning and decision making? What tools should you be using to assess your capacity in leadership, programming, fundraising, human resources, and infrastructure?

Amy Nisenson will bring her experience from the nonprofit sector and her work in corporate and foundation philanthropy to this workshop.

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You will hear information about nonprofits making strategic decisions based on assessment of organisational capacity and how this relates to sustainability.

FOR NONPROFITS ♥

THE EVOLUTION OF A NONPROFIT

PANEL MODERATOR: Lorna McGowan, *Programme Coordinator, The Centre on Philanthropy*

PANEL PARTICIPANTS: Chewstick, Sunshine League, TBD

Harley Room

As organisations develop and grow they face challenges and opportunities. This workshop highlights three organisations that have embraced change, grown through the process and continue to develop. Learn from the experiences of how a group of creative guys took a vision and created an organisation, how a charity redefined its mission and programmes and how an organisation transitioned to a new Executive Director.

FOR DONORS ★

WHAT DO YOU REALLY NEED?

Jessica Bearman, *Principal, Bearman Consulting*

Twain Room

Donors and grant makers walk a fine line between getting what they need to make good decisions and overburdening themselves and their grant seekers with onerous paperwork. How do you decide? Project Streamline is an effort to help foundations streamline their application and reporting requirements while getting the information they need to be responsible stewards of the dollars they have to give. Participants will share their own practices and learn more about Project Streamline's principles, recommended guidelines, and specific tips for keeping grant making "right-sized."

BREAKOUT SESSIONS 4:00PM – 5:30PM

FOR NONPROFITS ♥

A MATTER OF ENGAGEMENT: BUILDING AND SUSTAINING AN EFFECTIVE NON-PROFIT BOARD

Michael G. Daigneault, *CEO - Quantum Governance, L3C*

Gazebo Room

This workshop focuses on how to build and sustain a Board of appropriately engaged Board members. The first issue Michael will explore is "What are the barriers to Board member engagement?" He would also introduce the six core elements of the "Quantum Engagement Model" that he has developed, namely 1) emotional connection to the mission, 2) understanding what they can do to help the organization, 3) working at the appropriate level of skill and abilities, 4) sustaining involvement throughout the year in board and committee meetings - and between meetings, 5) acting to improve their - and their organisation's - performance, and 6) actively building relationships necessary to succeed.

FOR NONPROFITS ♥

FUNDRAISE LIKE A GENIUS PART 2

Linda Lysakowski, *President and CEO, Capital Venture*

Princess Louise

Part 2 of 2. This workshop looks at ways to keep yourself inspired to do the fantastically important work of fundraising for your nonprofit, with a small or nonexistent staff. And we will discuss some practical tips to help you keep it all together—ranging from the infrastructure needed to support your fundraising efforts the role of board, staff and volunteers in fundraising, and how to prioritize fundraising programmes so you are working smarter, not harder. (See previous page for complete workshop description.)

FOR NONPROFITS ♥

STATE OF FUNDRAISING IN BERMUDA

PANEL MODERATOR: Hazel Kim, *Development & Engagement Manager, The Centre on Philanthropy*

PANEL PARTICIPANTS: TBD

Princess Victoria

The economic slowdown has many nonprofits struggling with their fundraising efforts. Is the recession on an upward turn? Should nonprofits expect to see a further decline in donations? How are donors feeling about the support they provide nonprofits? This session will allow participants to hear from Donor and Nonprofit representatives about their view of where fundraising stands in Bermuda today.

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FOR NONPROFITS ♥

FORMING PARTNERSHIPS THAT DELIVER RESULTS

Sheila Marsh, Founder, *Peppergrass Partnerships*

Princess Katherine

This session will focus on choosing the right partners and the nuts and bolts of forming the partnership. It will show you how to break through the risks of failure and conflicts of interest that serve as the biggest barriers to effective collaboration, and how to set up partnership processes that keep the partners focused on shared success. This session will build on the material presented in the Preparing for Collaboration session.

FOR DONORS ★

OUR ROLE IN BOOSTING NONPROFIT PERFORMANCE

Heather Peeler, Vice President of Programmes, *Grantmakers for Effective Organizations*

Twain Room

Now that we've heard about the need to align better our practices as donors with the true needs of our grantees, this session will explore how to make these intentions a reality. Designed for corporate and foundation donors, we will use this conversation to delve deep into our specific practices and roles as funders and identify those aspects of our work where implementing small tweaks will yield better results on the ground. We'll tackle the eight things outlined in the plenary session in a vibrant conversation that will leave you with immediate steps to take once back in your office.

Saturday February 23, 2011

PLENARY SESSION 9:15AM – 10:00AM

FARTHER TOGETHER: A CALL FOR GREATER CROSS SECTOR COLLABORATION

Valerie Lies, President and CEO of *Donors Forum*

Harbourview Ballroom

Our social problems are growing and seemingly intractable. The resources available to the private business, philanthropic, and nonprofit sectors as well as the governmental sector are constrained. Yet, together we must forge new ways of addressing problems and developing common solutions; or at least coordinated approaches. How can our sectors work more closely together? What kinds of new partnerships can be formed? Hear some new ideas and learn what others in Bermuda are doing to collaborate more.

GROUP SESSION 10:15AM – 12:15PM

WORLD CAFÉ ♥★

IN PARTNERSHIP WITH: **The Performing Arts Centre Project**

Harbourview Ballroom

Since the first Third Sector Conference, participants have noted a desire to have more time to share and learn from each other. Over the years we've added opportunities for people to come together and learn about each other. This Conference we have taken the idea to a whole new level!

What is World Café? The World Café is a method for creating a living network of collaborative dialogue around questions that matter in real life situations. World Café is a great way of fostering interaction and dialogue with both large and small groups. It is particularly effective in surfacing the collective wisdom of large groups of diverse people. The café format allows for many different purposes—information sharing, relationship building, deep reflection exploration and action planning. This session is not only an opportunity to participate in great conversation but will provide you the opportunity to learn how this method may work in your organisation!

BREAKOUT SESSIONS 1:15PM – 2:45PM

FOR NONPROFITS ♥

CHOOSING THE RIGHT FUNDRAISING METHODOLOGY FOR YOUR ORGANISATION

Carol Weisman, President, *Board Builders*

Gazebo Room

There are a lot of ways to raise funds for your organisation, from special events to corporate giving to earned income to name a few. Frequently, in the boardroom and amongst staff, people will throw out ideas. The question this session will address is: How do we evaluate a fundraising method for OUR organisation and will it work for US?

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FOR NONPROFITS ♥

ARE WE ASKING THE RIGHT QUESTIONS IN THE BOARD ROOM?

Michael G. Daigneault, CEO - *Quantum Governance, L3C*

Princess Louise

This workshop will introduce a new “Board Meeting Paradigm”. Instead of asking “What Should We Do,” Boards and Board members moving to a more strategic and governance oriented focus, should instead be asking “How Can We Think Differently?” “What New Questions Should We Be Addressing?” “How Can We Take Our Board Meetings and Deliberations to a Whole New Level?” This workshop builds upon the foundations of “Governance as Leadership” and takes the concepts articulated therein to a new level.

FOR DONORS ★

COMMUNITY ENGAGEMENT AND SPONSORSHIP

Amy Nisenson, Consultant and Executive Director, *The Mary Morton Parsons Foundation*

Princess Victoria

Is your company deluged with requests from community nonprofits for philanthropic support and requests to sponsor fundraising events? How do you pick and choose? Is there a way to be strategic and align your business interests and your employee interests and involvement? How do you avoid self-dealing?

Amy Nisenson will bring her experience from the nonprofit sector and her work in corporate and foundation philanthropy to this workshop. You will hear best practices in corporate philanthropy and ways to be more strategic as you plan your community engagement.

FOR NONPROFITS & DONORS ♥★

AN INTRODUCTION TO APPRECIATIVE INQUIRY

Dr. Duranda Green, *Bermuda College*, **Gordon Johnson**, *Johnson & Associates*, **Aderonka Bademosi Wilson**, *The Stratford Group*

Princess Katherine

Appreciative Inquiry is a particular way of asking questions and envisioning the future that fosters positive relationships and builds on the basic goodness in an organisation. The participants of this session will be introduced to the theory of Appreciative Inquiry and learn how it can be applied successfully within organisations in the area(s) of strategic planning, governance, human resources and development.

FOR NONPROFITS & DONORS ♥★

FAITH AND PHILANTHROPY PARTNERING FOR GREATER GOOD

Sherrye Willis, *Founder, Faith & Philanthropy Institute*

Twain Room

Churches and faith-based organisations play a critical role in our society to alleviate the pain, suffering, and poverty of people in need. They run soup kitchens, clinics, shelters for the homeless, substance abuse programs, mentoring for at-risk youth, community development, clothing closets and food pantries. They reach out to the poor, the widow, the prisoner, the abused, and orphaned children. They do this in response to a sense of calling, often without enough funding and often without adequate training - but they do it and, more often than not, what they do has impact.

Yet, Bermuda philanthropy and businesses are currently not funding churches or faith-based organisations because they want to be sure they are not funding “religion,” giving public or foundation monies that will be used to convert vulnerable members of our society to somebody else’s “true” faith? This 90-minute session will help private philanthropies and businesses develop a new point of view about partnering with churches and faith-based organisations. Today’s social ills require the philanthropic community and the faith-based world to forge strong partnerships to rebuild vulnerable communities.

PLENARY SESSION 2:45PM – 4:00PM

TBD

Marianne Knuth, *Kufunda Learning Village*

Harbourview Ballroom