



COURSE CATALOG

Extended Tracks (1:00 – 5:00 p.m.)

CEO/EXECUTIVE DIRECTORS TRACK

Session: *The Five Dysfunctions of a Team*

Speaker: Shannon Ammons
Chief Executive Officer, Alabama Association of Nonprofits

Overview: In this fast-paced, high-energy session you'll review Patrick Lencioni's *The Five Dysfunctions of a Team* and create a plan to help your team overcome common hurdles and become more cohesive and effective. Participants will complete an in-class assessment and then take back tools to implement with their own team. Reading the book ahead of time is greatly encouraged.
<https://www.amazon.com/Five-Dysfunctions-Team-Leadership-Fable/dp/0787960756>

NONPROFIT 101 TRACK

Session: *1A Are you Legal? Common Legal Issues Non-Profits Face*

Speaker: TBA

Overview: Our presenter provides an insight into common mistakes that nonprofits (NFPs) and their Boards make. Also included are several sample documents including Bylaws, Form 1023, and a Conflict of Interest Policy. Note: This is part of an Extended Session from 1:00 - 5:00 p.m.

NONPROFIT 101 TRACK

Session: *1B Insurance: What You Do Not Know Can Hurt You!*

Speaker: TBA

Overview: Our presenter provides a checklist to help guide nonprofits through various types of

insurance and terminology making sure that your nonprofit and Board is adequately covered. Note: This is part of an Extended Session from 1:00 - 5:00 p.m.

NONPROFIT 101 TRACK

Session: *2A All You Never Wanted to Know about Accounting*

Speaker: TBA

Overview: Our presenter will cover some of the major accounting and IRS compliance pitfalls your organization needs to avoid as well as some basic controls and procedures every NFP needs to consider, no matter your size. Note: This is part of an Extended Session from 1:00 - 5:00 p.m.

NONPROFIT 101 TRACK

Session: *2B The Importance of the Board of Directors*

Speaker: TBA

Overview: Our presenter provides practical guidance on selecting and working with a Board of Directors and covers what the role of the Board and a Board Member actually is. Note: This is part of an Extended Session from 1:00 - 5:00 p.m.

NONPROFIT 101 TRACK

Session: *3A Creating Your Identity*

Speaker: TBA

Overview: Note: This is part of an Extended Session from 1:00 - 5:00 p.m.

NONPROFIT 101 TRACK

Session: *3B Are You Newsworthy?*

Speaker: TBA

Overview: Our presenter explains how to get the news media exposure you want. Note: This is part of an Extended Session from 1:00 - 5:00 p.m.

SMALL SHOP TRACK

Session: *1A Going Beyond the Basics of Accounting*

Speaker: Brad Garland
Certified Public Accountant, Brand Blackwell and Company

Overview: This session will explore the main accounting software packages to help you find the best fit for your organization. We will also go beyond the basics to help you learn about more advanced features of software like Quick Books Online. Note: This is part of an Extended Session from 1:00 - 5:00 p.m.

SMALL SHOP TRACK

Session: *1B Managing Facility Costs*

Speaker: Daniel Tait
CEO, Energy Alabama

Overview: Moved into your first space? There are a lot of things you can do, even if you're a renter, to reduce your costs for energy and water. This session will step you through the easiest, cheapest, and least time consuming ways to stay on top your facility costs. Note: This is part of an Extended Session from 1:00 - 5:00 p.m.

SMALL SHOP TRACK

Session: *2 Raising More Money with Fewer People - What You Can Do to Make a Difference*

Speaker: Wayne Olson
CEO, Wayne Olson Consulting, LLC
Debbie Joyner
CEO, Fundraising Consultation Services

Overview: We know the value of major gifts and planned giving, so during this session we will take a deeper dive into these topics to help you maximize your fundraising results. These two areas provide the "biggest bang" and are the best place to focus your efforts. Note: This is part of an Extended Session from 1:00 - 5:00 p.m.

SMALL SHOP TRACK

Session: *3A Digital Succes for Nonprofits*

Speaker: Kacey Neely
Marketing Director, Red Sage

Overview: With limited marketing resources, strategic social media management becomes a must. In this session, we'll cover how to develop a manageable and effective social media strategy, where to invest your marketing budget on social, and how to determine if your efforts are producing meaningful results. Note: This is part of an Extended Session from 1:00 - 5:00 p.m.

SMALL SHOP TRACK

Session: *3B Minimum Effective Dose: Looking Like a Social Media Wizard*

Speaker: Lee Marshall
CEO, Kids to Love Foundation

Overview: Learn how to grow your audience and use social media to further your organization's goals; when you have a million other jobs to do. Note: This is part of an Extended Session from 1:00 - 5:00 p.m.

Session One (1:00 – 2:10 p.m.)

BOARD DEVELOPMENT TRACK

Session: *Sustaining Legacy: Ensuring the Future of Your Organization*

Speaker: Jeff Gronberg
President, Decibel Research

Overview: Ensuring the organization's legacy and future sustainability can get lost in the day to day work of the board. This session will focus on what boards can do to fulfill their fiduciary responsibilities by focusing on the long term impact of financial decisions, staffing, and policy.

BUDGET/FINANCE TRACK

Session: *How to Have a Pain Free Audit*

Speaker: Teri Johnston
Chief Financial Officer, Family Services Center

Overview: Learn about how to maintain proper controls to satisfy your auditor all while keeping your nonprofit in compliance and giving your board or directors peace of mind that your nonprofit is in financial control. The session will include what is legally required, and what a nonprofit board should expect from their financial team and auditor.

FAITH-BASED ORGANIZATIONS TRACK

Session: *Best Practices: Volunteering is a Team Sport*

Speaker: Chris Mitchell
Outreach Pastor, The Rock

Overview:

FUNDRAISING TRACK

Session: *Fundraising Fundamentals*

Speaker: Debbie Joyner, CFRE
President, Fundraising Consultation Services

Overview: Whether you are new to the fundraising role or a board member who needs a basic understanding of fundraising "do's and don'ts", this session will cover the most important information you need to know in order to successfully raise funds for your organization.

GRANT WRITING TRACK

Session: *Logic Models and Beyond: The What, Why & How of Tools to Improve YOUR Grant Writing*

Speaker: Cathy Miller
Community Impact Director, United Way of Huntsville/Madison County

Overview: Explore and access hands-on practical tools for building successful grant proposals such as logic models, timelines, fishbone diagrams, bubblegrams and more. Participants will leave with a toolkit to take

your grant preparation and applications to the next level!

PUBLIC RELATIONS/MARKETING TRACK

Session: *Ad Buying for Non-profits*

Speaker: Mary Anne Swanstrom
Director of Communications, Heart of the Valley YMCA

Overview: Learn how to choose the best place for your ad. See examples of ads for TV, billboard, radio, Facebook and more. Walk through the basics of the contract process.

SOCIAL MEDIA/WEBSITES TRACK

Session: *Intro to Google for Nonprofits*

Speaker: Daynise Joseph
Community Impact Manager, Google Fiber

Overview: Overview of what the Google tools for nonprofits are and how to enroll in the program. **This is not an extended session; the same content will be repeated in each session.*

Session Two (2:25 – 3:40 p.m.)

BOARD DEVELOPMENT TRACK

Session: *Recruiting Diverse Boards*

Speaker: Johnny Osborne
J Smith Lanier and Company
John Meredith
Meredith Advocacy

Overview: Research shows that diverse boards make better decisions by bringing a variety of perspectives to the conversation at the board table. But how do you recruit a broad range of ethnic, gender, age, and other backgrounds to your board roster? A diverse panel shares their experience in strategically targeting and intentionally recruiting diversity.

BUDGET/FINANCE TRACK

Session: *Goal Without a Plan is a Wish: Doing Analysis and Strategic Plans*

Speaker: Ian Poulton
Senior Finance Manager, PPG and Financial Board Advisor, Family Services Center

Overview: Do you really understand your nonprofit? Develop tools and techniques that allow you to look at your nonprofit through a different lens. Help guide your board to a clearer understanding of your business. Be a driving force to facilitate more successful midterm and strategic decision planning. Define where best to deploy current resources while developing other resources.

FAITH-BASED ORGANIZATIONS TRACK

Session: *Best Practices: Creating Peace of Mind by Developing a Security Plan*

Speaker: TBD

Overview:

FUNDRAISING TRACK

Session: *From a Funder's Point of View*

Speaker: Wayne Olson
CEO, Wayne Olson Consulting, LLC
Kelly Moise
Senior Partner, Vector Wealth Strategies
Michele Armstrong
Charitable Giving and Community Outreach Coordinator, ERC, Inc.
John Wynn
Lanier Ford Shaver & Payne P.C.

Overview: One of AFP's most popular presentations, our members love the unique opportunity to learn what "funders" want to hear and find out what is likely to kill the deal. Time will be allowed for you to ask our panelists your most pressing questions.

GRANT WRITING TRACK

Session: *Basics to Today's Successful Grant Proposal*

Speaker: Laura McCann
Vice-President, Center for Nonprofits/United Way of Greater Chattanooga

Overview: Gain a solid foundation to build winning grant proposals. This session covers essentials for those new to writing nonprofit grant proposals, sample successful grant applications, and key methods to increase effective matching between grantee and grantor goals to strengthen the likelihood of award.

PUBLIC RELATIONS/MARKETING TRACK

Session: *Content Creation*

Speaker: Jessica Carlton
Digital Media Specialist, City of Huntsville

Overview: Learn to create content for multiple platforms. From tradition media to video and social media content, learn how to captivate an audience.

SOCIAL MEDIA/WEBSITES TRACK

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Speaker: Daynise Joseph
Community Impact Manager, Google Fiber

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Session Three (3:50 – 5:00 p.m.)

BOARD DEVELOPMENT TRACK

Session: *Begin with the End in Mind: Creating a Strategic Long Range Plan*

Speaker: Charlie Blass
CEO, B.L.A.S.S. LLC, Blass Leadership And Strategic Solutions

Overview: Visioning is one of a board's most important jobs but it can be hard to do well. Learn from an expert how to create a visionary

plan for the future, how to manage the strategic planning process using dashboards, and how to ensure that the plan becomes an integral part of board decision making.

BUDGET/FINANCE TRACK

Session: *NonProfit for Profit: Run It Like a Business*

Speaker: Teri Johnston
Chief Financial Officer, Family Services Center
Ian Poulton
Senior Finance Manager, PPG and Financial Board Advisor, Family Services Center

Overview: Being a nonprofit doesn't mean you can't earn money. Every dollar you earn is a dollar more to be used to deliver your service. Learn proven best practices that you can use to improve productivity, minimize cost, incentivize your team and further your mission.

FAITH-BASED ORGANIZATIONS TRACK

Session: *Best Practices: Collaboration Not Competition (panel discussion)*

Speaker: TBD

Overview:

FUNDRAISING TRACK

Session: *Unleash the Power of Planned Giving & Change Your Nonprofit Forever*

Speaker: Wayne Olson
CEO, Wayne Olson Consulting, LLC

Overview: Planned giving can be a "game changer" for your organization while providing tremendous donor satisfaction. Learn how planned giving can be used to establish an endowment and/or add to your bottom line. Whether your organization is large, small, new or established, planned giving can offer a great opportunity for growth.

GRANT WRITING TRACK

Session: *Expert Grant Writing VOICES from the Community*

Speaker: Fred Whitlow II
Youth and Family Services Coordinator, Huntsville Housing Authority

James Robinson
Executive Director, Free2Be

Susan Phelan
Professional Grant Writer, University of Alabama in Huntsville

Robin Arnold
Director of Operations, 5 Star Consulting

Glennis Wittmuss
Development Consultant and Small Business Owner, Formerly with The Cornerstone Initiative

Derek Lane
President and Founder, Derek Lane Consulting, Inc.

Overview: A lively, interactive panel discussion will provide attendees access to a facilitated discussion led by expert, successful grant writers. Attendees engage in an informal setting to include questions from the audience in the last 3rd of the session. Get YOUR questions on this important topic answered on the spot.

PUBLIC RELATIONS/MARKETING TRACK

Session: *Building Brand Ambassadors*

Speaker: Cathie Mayne
Marketing Director, Land Trust of North Alabama

Overview: Discover tips and tools to empower stakeholders to promote your company. Learn how to keep volunteers, donors and members engaged in your company after you've established the relationship.

SOCIAL MEDIA/WEBSITES TRACK

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