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**SCHEDULE OF EVENTS**

**WEDNESDAY 11/2**

- **12:00-6:30** Registration and Nonprofit Marketplace open
  - Location: Grand Ballroom
- **12:30-5:00** Nonprofit Legal Compliance Workshop
  - Location: Junior Ballroom B
- **2:00-3:15** Concurrent Sessions
- **3:15-3:45** Refreshment Break
- **3:45-5:00** Concurrent Sessions
- **5:00-6:30** Networking Reception
  - Location: Grand Ballroom

**THURSDAY 11/3**

- **7:30** Registration and Nonprofit Marketplace open
  - Location: Grand Ballroom
- **8:30-9:30** **KEYNOTE** Sharpen Your Inclusion Edge: The 8 Step Approach
  - Location: Grand Ballroom
- **9:30-10:00** Refreshment Break
- **10:00-11:15** Concurrent Sessions
- **11:15-1:00** Networking Lunch
- **1:00-2:15** Concurrent Sessions
- **2:15-2:45** Refreshment Break
- **2:45-4:00** Concurrent Sessions
  - Location: Grand Ballroom

**HEALTH & SAFETY**

Your safety and in-person comfort level during the conference is important to us. We are adhering to COVID-19 protocols and requirements set forth by the Durham Convention Center and the City of Durham.

We strongly encourage all participants to take a COVID-19 test each morning before attending the conference and stay home if you test positive. If you test positive on any day of the event, we will refund your registration fee.

Face masks, sponsored by Lenovo, will be available at the registration desk for participants who prefer to wear one.

Hand sanitizer will be available throughout the convention center.

Silicone wrist bands to visually communicate your comfort level of interacting with other participants will be available at the registration desk:

- **Green** = Comfortable with handshakes and conversations within 6 feet
- **Yellow** = Comfortable with conversations 6 feet apart
- **Red** = Not comfortable with conversations without both parties masked

Meeting Room 1 will be open as a quiet space for participants throughout the event.

Thank you for helping maintain a safe and healthy event.
SESSION TRACKS
If you’re not sure which concurrent sessions to attend, these tracks offer a suggested outline of sessions with similar topics or that apply to specific job roles. Use the icons to identify the sessions, and follow a track if it’s helpful!

Behind the Scenes Track: For those who have a back office role and make crucial decisions in your nonprofit’s operations, e.g., finance, operations, human resources, compliance, risk management, executive director, board members.

Community Engagement Track: For those who are connecting with the communities you serve, collaborating with other nonprofits, or leading your organization’s or community’s equity, diversity, and inclusion work, e.g., programs, community engagement, executive leadership, board members.

In the Field Track: For those who are hands-on in executing your nonprofit’s mission, providing direct service to clients, or collecting valuable data, e.g., programs, fundraising, community engagement, communications, marketing, executive management.

CONTINUING EDUCATION CREDIT

Certified Fundraising Executives International Earn up to 8.25 points in Category 1.B – Education for initial certification or recertification.

Duke Nonprofit Management Program Earn 3-7 credit hours towards the Duke Certificate in Nonprofit Management. Sessions count as general electives; a fee of $25 per course applies.

NC State Bar Attorneys may earn 4 hours of CLE credit for attending the Nonprofit Legal Compliance Workshop (pending approval).

NC State Board of CPA Examiners CPAs may earn up to 9.5 hours of CPE credit for attending the full conference, including the Nonprofit Legal Compliance Workshop.


CONFERENCE PRESENTERS
We’re supporting sustainable practices and saving paper – learn about and read bios for our conference presenters online at https://conference.ncnonprofits.org/speaker or scan here.
Charitable nonprofits are required to comply with a wide array of federal and state laws and regulations. This workshop for nonprofit staff and board members, attorneys, CPAs, and consultants, provides answers and information on many common legal issues that affect nonprofits.

The first hour will offer a crash course on key legal compliance issues for nonprofits. The final hour will be a ‘Q-and-non-A’ when the presenters will discuss solutions to questions participants have on legal compliance issues affecting nonprofits.

Breakout sessions will go into more depth on:

- Nonprofit governance 101
- Lobbying laws for nonprofits
- IRS Form 990
- Employment laws for nonprofits

Attorneys may earn 4 hours of CLE credit from the NC State Bar for attending the full workshop (pending approval). CPAs may earn 4.5 hours of CPE credit from the NC State Board of CPA Examiners. Fundraisers may earn 4.5 hours of CFRE credit from Certified Fundraising Executives International.
Beyond Just Listening to Youth Voice: From Ideas to Action
Junior Ballroom C

Asheville City Schools Foundation (ACSF) collaborates with its community to do “whatever it takes for all ACS students to thrive.” Each of its programs has evolved out of collaborations and listening projects rooted throughout Asheville schools and communities. ACSF employs an impactful model for moving beyond just listening to youth to giving them the platform, professional development, and paycheck to make real change. ACSF will share how youth leadership has transformed the ways the organization engages with its education community, partners, funders, and itself, and will discuss the continuation and expansion of its interconnected student leadership opportunities, including DREAM Team High School Internship Program, Racial Equity Ambassador Program, and ACSF Student Board of Director positions. By integrating the lived experiences and expertise of its students, ACSF is effectively addressing the practices, biases, and environment of the public schools while building the capacity of our youth to act as leaders in our city and state.

Presenters: Nieva Arana, Program Coordinator, Asheville City Schools Foundation; Paiden Castellblanco, Student, Asheville High School; Nancy Membreno, Student, Asheville High School; Juvae Mullings, Student, School of Inquiry and Life Sciences Asheville; Copland Arnold Rudolph, Executive Director, Asheville City Schools Foundation

Content, SEO, and News Media: How the Landscape Has Changed for All 3 and What You Need to Do to Successfully Compete for Attention
Junior Ballroom D

It wasn’t that long ago when a nonprofit, regardless of its size, could get news coverage just by calling a newspaper or TV station. And it was a few years ago when you could stuff your webpages with keywords to get to the top of the search engine rankings. Those days are over! Not only has it become increasingly challenging to generate local or state news coverage, but the competition is fierce to see your website at the top of the organic search results. What happened? This session will break down what’s changed, the importance and best practices of a content marketing strategy, and specific take-home tips to help you be more effective in generating awareness, both in the media and online.

Presenters: Mary Lindsaye Boyd, Senior Account Manager, 919 Marketing; Scott Curkin, Executive Vice President, Account Services, 919 Marketing

Bringing Your Board Onboard with DEI
Junior Ballroom C

Organizations striving to center DEI in their culture must have boards who also embrace these concepts in practice. Creating a board culture that embodies DEI involves more than DEI workshops and revising policies. In this session, hear examples of strategies to turn tactical approaches to DEI into adaptive, authentic approaches that will help shape board and organizational culture. Small groups will have the opportunity to practice approaches by examining a real-life scenario as well as hear from local nonprofit leaders who are
currently helping their boards to shift to more inclusive and equitable cultures.

Presenters: Matt Leatherman, Board Chair, John Rex Endowment; Kellan Moore, President and CEO, John Rex Endowment; Sabrina Slade, Director of Racial Equity and Advocacy, John Rex Endowment; LaTasha Winstead, Board Vice Chair, John Rex Endowment

Developing University-Community Partnerships: Insights and Structures for Working with University Partners
Junior Ballroom D

This session offers insights and structures for considering how to effectively work with university partners to advance your nonprofit’s mission and meet your goals. Presenters will share insights from a 2019-20 study on nonprofit partner experiences working in a variety of ways with UNC-Chapel Hill students, and how to connect with UNC-Chapel Hill students through academic service-learning courses, university-supported internships, and semester- to year-long capstone projects. Participants will also have the opportunity to discuss the UNC-Chapel Hill Community Engaged Scholars Directory to identify potential faculty partners for community-based research partnerships.

Presenters: Margaret Barrett, Associate Director, Carolina Center for Public Service at UNC-Chapel Hill; Ryan Nilsen, Senior Program Officer, Community Engagement, Carolina Center for Public Service at UNC-Chapel Hill

NETWORKING RECEPTION 5:00-6:30

Join in the celebration of our nonprofit sector while meeting new friends, reconnecting with colleagues, and visiting with exhibitors.

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Thursday Events

Sharpen Your Inclusion Edge: The 8 Step Approach 8:30-9:30
Grand Ballroom

Jada Monica Drew, CEO, Social Designs

The Sharpen Your Inclusion Edge (SYIE) approach assists nonprofit leaders who are beginning their journey of diversity and inclusion and those leaders who need a refresh in sustaining inclusive practices.

Leaders who apply the 8 steps outlined in Jada Monica Drew’s book are better equipped to approach inclusion with intention, guidelines, and a measurable timeline they can co-create with colleagues. During this interactive keynote address, Jada Monica will offer applicable tools to assess and transform nonprofit leaders and organizational culture and to merge the traditional pillars of your company with the growing advancement of a more inclusive culture for staff, constituents, and partners.

REFRESHMENT BREAK 9:30-10:00
Sponsored by DMJPS and Durham Convention Center

CONCURRENT SESSIONS 10:00-11:15

Diverse Funding with Street Credibility
Junior Ballroom B
Considering the changing landscape of our communities and funding terrain, it is imperative that we take a different approach to how we fund our programs and missions. This session is a mixture of fund/friend-raising and program design in order to push your programs forward in relevant, practical, and fundable ways. Get practical steps and strategies that can be immediately applied to your nonprofit mission, including unspoken rules of equity, diversity, inclusion; examples of creative fundraising strategies; connections to diverse groups who need what you have; a list of resources to help advance your mission; and new energy towards engaging more diverse audiences.

Presenter: Joseph "J" Hackett, Founder, Black Wall Street AVL

Change Happens. How to Be Ready.
Sponsored by Langdon & Company LLP
Junior Ballroom C
Whether you are an executive director, board member, or member of your senior management team, the time will come when your nonprofit faces a change in executive leadership. It may be sudden and unexpected, or it could be something that leaders have been contemplating for some time. In either case, are you ready for what lies ahead? During this panel discussion, nonprofit leaders will share their own experiences preparing organizations, teams, and themselves for leadership transitions, including how issues uncovered during transitions can impact an organization’s culture, and which challenges are best addressed before, during, and after a transition. They’ll share perspectives on the value of interim leadership, the anxieties and insights gleaned as a departing executive steps away from a role they have treasured, and the discernment process that a newly
hired leader goes through in evaluating the appetite for the change in style, ideas, and impact they hope to bring.

Presenters: Bert Armstrong, Co-Founder and Principal, Armstrong McGuire; Beth Briggs, Senior Advisor, Armstrong McGuire; Missy Hatley, Senior Director, Resource Development, CASA; Daryl Lester, Senior Advisor, Armstrong McGuire

Developing a Successful and Sustainable Nonprofit with Agency Funds

Sponsored by Marsh McLennan Agency

Junior Ballroom D

Many organizations are unaware of the services available through their Community Foundations. Agency funds can diversify and increase revenue, increase staff capacity, and support nonprofit sustainability – all while the cost-effective fees are going back into the community. Representatives from three leading Community Foundations in NC will discuss what agency funds are and different ways they can benefit nonprofits, how to establish your nonprofit’s philanthropic goals, how to choose between different endowment and spendable options, investment pools, levels of board involvement, and how to market and talk about agency funds to donors.

Presenters: McCray Benson, President and CEO, Community Foundation of Henderson County; Jessie Hermann, Assistant Vice President, Foundation For The Carolinas; Tanaya Suddreth Lynch, Senior Program Officer, Capacity Building Initiatives, Triangle Community Foundation

NETWORKING LUNCH 11:15-1:00

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Concurrent Sessions 1:00-2:15

Equity in Leadership Succession Planning
Junior Ballroom D

We are seeing and expect more resignations of nonprofit leaders and board officers in the coming years. Nonprofit leaders who care about the mission and services of their organizations need to care about updated, viable succession planning. While most leadership teams know succession planning basics, your organization will need to innovate beyond the basics to address equity and diversity of future leaders. We’ll discuss recruiting leaders; preparing diverse candidates internally and externally in the organization; readying the organization for change; engaging new leadership talent as board members, advisors, and volunteers; and drawbacks to current succession planning practices.

Presenters: Tara Kenchen, Founder, UF Strategies LLC; Kathy Ridge, Founder, LevRidge Resources

The Gift Conversation: Using Permission to Close More Transformational Gifts
Sponsored by Mutual of America
Junior Ballroom B

You have major gift prospects, but do you know how to discuss their potential gift? We’ll show you a pathway that leads a donor from Discovery directly to an Ask Conversation. Beginning with Power Discovery Questions that light up your donor’s heart, you’ll then use permission and move right into an easy, organic Gift Conversation. Learn how to read your donor’s signals, how to politely put an Ask on the table, and how to control the gift conversation to keep your donor focused on the topic and close more transformational gifts. You’ll have a chance to practice the Power Discovery Questions and see for yourself how they can unlock a donor’s enthusiasm and generosity.

Presenters: Kathryn Gamble, Vice President, Gail Perry Group; Gail Perry, Founder & President, Gail Perry Group

Practical EDI Approaches for Any Nonprofit Budget
Junior Ballroom C

The Food Bank of Central and Eastern NC and the Inter-Faith Food Shuttle will share the unique equity, diversity, and inclusion (EDI) collaboration between the hunger relief organizations they serve. Together, they will offer a glimpse of how two organizations of very different operational scope, culture, and budget size can engage EDI work in a way that brings meaningful results. They will also show how staff members of varied experience in EDI work can help forge a path with the right learning, grounding influences, and relationship network.

Presenters: Neely Monemi, Grants Administrator, Inter-Faith Food Shuttle; Mariah Murrell, VP of Equity, Diversity and Inclusion, Food Bank of Central and Eastern North Carolina
CONCURRENT SESSIONS 2:45-4:00

Lived Experiences Bring Life to Your Mission
*Sponsored by Triangle Community Foundation*
Junior Ballroom C

Embracing staff, volunteers, and board members with lived experiences helps to build inclusion, advance equity, and strengthen the delivery and impact of your organization’s mission. As this session highlights stories and examples from nonprofit leaders in the midst of this work right now and best practices in human resources, DEI, and belonging, you will see and hear firsthand the value of incorporating lived experiences to better connect with clients, volunteers, and each other, and how your organization can develop its own approaches.

*Presenters: Chris Budnick, Executive Director, Healing Transitions; Kim Glenn, President and Partner, moss+ross; Yvette Holmes, CEO, Southeast Raleigh Promise; Jennifer Player, President and CEO, Habitat for Humanity of Orange County; L. Ron Pringle, CEO, Inter-Faith Food Shuttle; Carolyn Rhodes, Associate, moss+ross*

Budgets Matter: Trends & Opportunities to Align Public Budgets to People’s Priorities
*Sponsored by First Nonprofit*
Junior Ballroom D

Public funding for the public good provides critical support to protect families and communities and advance more equitable outcomes. This makes state budget and tax...
policy important for the work of every nonprofit in North Carolina. Presenters will share the latest trends in state budgets, analysis of the long-term impact of tax choices, an overview of the budget process, and how to engage and lift up the important complementary role that federal and local budget processes play as we recover from the pandemic. Participants will work on connecting their missions with budget choices and leave with new tools and inspiration for engaging in the budget process at any level to advance decisions that boost opportunity and equity.

**Presenters:** Heba Atwa, Advocacy Manager, NC Budget & Tax Center; Suzy Khachaturyan, Senior Policy Analyst, NC Budget & Tax Center; Letha Muhammad, Executive Director, Education Justice Alliance; Alexandra Sirota, Executive Director, NC Budget & Tax Center

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**Old-School Management Practices Don't Work. It's Time To Be More Human.**

*Sponsored by MDcentric*

Junior Ballroom B

“My manager meant well but...” Don’t let your team say that about you. Of course you try to value what everyone on your team has to offer; but dogged by urgency (it’s the system!), you fall into a traditional management style that centers the needs and expertise of the leader. This approach slowly degrades employees’ engagement. They become less inspired in their individual work and less connected to the mission. It’s time to shift. Attend this session if you’re ready for a more human approach to management that fully values and empowers employees as the generative, creative, and resourceful humans they are. You will leave with new insights and practical tools you can implement when you return to your team. Your employees will feel the difference. So will you.

**Presenter:** Sarah Brown, Owner, Lead Trainer and Facilitator, Into Right Relationship

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**Thank you for coming!**

We’d love to hear about your conference experience! Please complete the evaluation.

[scan here]
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our thanks & acknowledgements

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To the Conference Program Committee for their time, ideas, and creativity around session topics and theme. See our committee members: https://conference.ncnonprofits.org/conference-program-committee

To the presenters and speakers for their time and expertise.

To the exhibitors and advertisers whose support helps keep conference registration affordable.

To the Durham Convention Center for their support in executing a safe, post-COVID, in-person event.

To photographer Teri Saylor with Open Water Communications for capturing the sense of connection and enthusiasm throughout the event, www.terisaylor.com.

To the Center’s staff and board members for their diligent work, commitment, resourcefulness, and good humor.

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