Session One
8:55 a.m. - 10:15 a.m.

1A: Finding Powerful Stories to Ignite Your Donors
Lori Jacobwith, featured presenter

The most powerful way to connect people to your mission is by telling a story that causes the listener to feel something about the work of your organization. Your organization is filled with these kinds of stories - you just have to know where to look for them. Join Lori to learn how to find great stories that will help you raise more money than you imagined.

1B: How Nonprofit Professionals Should be Leveraging LinkedIn
Christy Belden, Vice President, Media + Marketing, leapfroginteractive

Whether connected or cold calling, you can build long-term, valuable relationships using LinkedIn. Find out how easy it is to use one of the most popular social media tools to advance your career and/or your nonprofit. Please bring a laptop or tablet to follow along with us on your own LinkedIn account.

1C: Volunteer Involvement: Time to Refresh and Remodel?
Katherine Campbell, Council for Certification in Volunteer Administration

The landscape of volunteering is changing and nonprofits must adapt to attract and retain this critical human resource. With volunteers wanting to have a measurable impact instead of just a sense of belonging, managing volunteers is now even more about relationships - not just process. This session will review current volunteering trends and realities, stretch your thinking and offer practical ideas on updating your organization's volunteer engagement strategies for more success.

1D: The 10 Employment Law Mistakes Most Likely to Get Your Nonprofit Sued
Tim Davis, Attorney, Landrum & Shouse

Sound and legal employment law practices are essential for protecting your organization from a lawsuit or agency investigation. Join Tim Davis for a look at the important payroll, discrimination, termination and policy laws that are most relevant and important to nonprofits, including what at-will employment really means (and why it's important).

1E: Healthcare Reform Update
Presenter TBA

Healthcare Reform implementation is on its way. Is your nonprofit ready? We'll discuss how the new insurance marketplace will impact health insurance coverage for your staff, what's special in the law for small (under 50 employees) workplaces, what new paperwork/ documentation is required and what you need to know about the small workplace tax credit.

Session Two
10:45 a.m. - 12:00 p.m.

2A: Detonating Data
Lori Jacobwith, featured presenter

The good news: information about donors and volunteers is a resource that is as valuable as cash in the bank. The not-so-good news: much of that information is in people's heads and many nonprofits don't realize how to leverage their data tracking system to support their donor fundraising. Lori will share tips and strategies to focus staff and board member time in development plans based on the information they've collected about their donors - using your donor data to raise more money each year, regardless of what type of data tracking system you use!

2B: Marketing & Social Media - What's New?
Christy Belden, Vice President, Media + Marketing, leapfroginteractive

Learn about the newest marketing and social media strategies for your nonprofit and hear a recap of the biggest announcements of 2013 so far! We will look at case studies from other nonprofits around the country and learn how to leverage their successes for your own good. We will also discuss some of the pitfalls with social media and how to overcome them. Bring your experiences for discussion.

2C: Influencing Public Policy Through Storytelling
David L. Thompson, Vice President of Public Policy, National Council of Nonprofits

Effectively told stories can trump data, campaign contributions, ignorance and apathy - whether the focus is on federal, state or local policy matters or national trends affecting nonprofits. This interactive session focuses on gathering your nonprofit's stories of success, hardship and problem solving to shape opinion and motivate decision makers – whether in government, business, or the nonprofit community – to become part of the solution.

2D: Rock Solid Sponsorships
Barbara Harrington, Sponsorship Network Plus

Join one of KNN's most popular speakers for a fast-paced session to simplify your sponsorship sales with a hard look at your sponsorship platform. This session will discuss pricing/valuing sponsorships, shaping meaningful benefits, landing face-to-face meetings and the rules for rock-solid follow up (without being annoying!). We'll discuss case studies appropriate for sponsorship veterans and newcomers from any sized organization.

2E: Financial Oversight for the Non-CPA
Kristin McDonner, CPA

Many nonprofit board members may not have a strong financial management background - but are still required to understand and oversee the organization's finances. Join Kristin to understand the basic questions all board members should ask and understand to fulfill their fiduciary duties - even if you aren't a CPA.

Session Three

1:30 p.m. - 2:45 p.m.

3A: Clear, Bold Communication = Money
Lori Jacobwith, featured presenter

In a challenging economy, how do you communicate so people will listen and understand what you need? How do you communicate so people will take action? If feeling is the ultimate tool of knowing, how do you cause people to feel something so they share their resources of time and financial support? Lori's session will help you shift your communication to create connections that endure and generate dollars. Learn new tips and strategies for leveraging the power of clear, bold communication.

3B: Cloud Basics for Nonprofits
Mike Hardy, Vice President, SIS Managed Solution Center

What is the cloud and is a move to the cloud right for your nonprofit? Cloud computing can help organizations maximize their IT operations efficiently. To help your nonprofit decide if the cloud is right for you, this session will discuss the basics of cloud computing, as well as the advantages and drawbacks of making the move.

3C: News from the Capitols - Federal and State Challenges to Nonprofits
David L. Thompson, Vice President of Public Policy, National Council of Nonprofits

Public policy is sometimes described as the process by which organizations can affect lasting change . . . and sometimes described in ways that can't be printed here! David makes a compelling case that, even when nonprofits feel stretched too thin with day-to-day concerns to worry about other issues, understanding and engaging in public policy is critical to their missions and the nonprofit sector's future. Learn about the most pressing nonprofit sector issues at the state and federal level and how pre-emptive policy initiatives could be on their way to Kentucky.

3D: Big Time Fundraising Tips for Small Development Shops
Lee Ellen Martin, CFRE, Fundraising Consultant

Worried you don't have enough (or any) staff to focus on fund development? Join Lee Ellen Martin to learn many of the same tricks and strategies used by large development shops. You'll discuss practical steps you can take now – even with limited resources.

3E: Less is More: Board Minutes Done Right
Tad Myre, Partner, Wyatt, Tarrant & Combs

Whether you've been appointed Secretary of the Board or tasked with taking notes for a committee, preparing meeting minutes doesn't have to be an arduous task - but they are an important risk management tool. Attend this session to learn best practices for effective record-keeping of your organization's meetings.

Session Four

3:15 p.m. - 4:30 p.m.

4A: KY Gives Day 2014!
Kentucky Nonprofit Network

Join KNN staff to learn about Kentucky's first statewide day of online giving held April 24, 2013, including what we learned from these donors about their online giving preferences. We'll also share plans for 2014 and how your nonprofit can participate and make the most of this fundraising opportunity.

4B: Healthcare Reform Update
Presenter TBA

Healthcare Reform implementation is on its way. Is your nonprofit ready? We'll discuss how the new insurance marketplace will impact health insurance coverage for your staff, what's special in the law for small (under 50 employees) workplaces, what new paperwork/ documentation is required, and what you need to know about the small workplace tax credit.

4C: Leading Your Nonprofit Doesn't Have to Be Risky Business
Ralph Coldiron, Energy Insurance Agency

There is a great deal of risk involved in leading a nonprofit, but there are ways to manage and minimize the risks. Join Ralph Coldiron to learn simple strategies for protecting your organization and your valued board members from unnecessary risk so you can focus on your mission and those you serve.

4D: Getting to 100% Board Giving
Lee Ellen Martin, CFRE, Fundraising Consultant

Nearly everyone agrees that any board's goal should be to report 100% participation in financial support of the organization. But how do you get there? And stay there? Board and staff members will want to join fundraising consultant Lee Ellen Martin for specific strategies for your organization to achieve this important goal.

4E: Sticky Situations: Applying Ethics to Your Work with Volunteers
Katherine Campbell, Council for Certification in Volunteer Administration

We all encounter situations involving ethical questions and issues. Join Katie to learn how to recognize an ethical issue, understand the difference between personal and professional ethics and the ethical principles that apply to volunteer management. Practice a decision-making process for navigating real-life ethical dilemmas you face on the job.

Please Remember! Return your registration form as soon as possible! Clinics and sessions are assigned on a first-come, first-served basis. The sooner we receive your registration, the better your chance to get your first choices.