

## Conference Schedule

8:30 – 9:00 a.m.	Registration and Coffee
9:00 – 10:15 a.m.	<b>Workshop Session I</b>
10:30 – 11:45 a.m.	<b>Workshop Session II</b>
12:00 – 12:45 p.m.	Luncheon Plenary Session
12:45 – 1:30 p.m.	<b>Keynote: "Building Profitable Relationships That Last,"</b> Simone Joyaux
1:45 – 3:00 p.m.	<b>Workshop Session III</b>
3:15 – 4:30 p.m.	<b>Workshop Session IV</b>
4:30 – 6:00 p.m.	Connect to Community Volunteer and Resource Fair

Non-Profit Org.  
U.S. Postage  
**PAID**  
Erie, PA 16501  
Permit No. 636

## About The Nonprofit Partnership

The Nonprofit Partnership is a member-based organization that provides education, training, and tools to strengthen nonprofit agencies in Erie County, Pa., and the surrounding region. Our mission is to enhance the management and governance of nonprofit organizations through capacity-building programs and services and to serve as a collective voice for the nonprofit community locally as it works to advance a vision of civic well-being. We also strive to promote philanthropy and to engage the public and policymakers in honest dialogue about our future.

### Programs and services include:

- Capacity-building Grants
- Education for Nonprofits
- Peer Learning, Exchange, Leadership Development, and Technical Assistance
- Promoting and Elevating the Nonprofit Sector

Programs of The Nonprofit Partnership help organizations pursue their unique missions with the best tools and the most resources so they can maximize their impact and effectiveness. For details about all The Partnership's programs, including the board matching resources of BoardnetErie and the access to free legal and accounting services through The Nonprofit Pro Bono Project, visit our web site at [www.thenonprofitpartnership.org](http://www.thenonprofitpartnership.org).

### Accreditation and Course Certificate

Workshop offerings are co-sponsored by the Northwestern Pennsylvania Chapter of the Association of Fundraising Professionals. Continuing Education Credits (CEU's) will be awarded and a certificate for successful completion of the courses will be given. CEU's apply toward the eligibility requirements of the Certified Fundraising Executive (CFRE) designation. The CFRE certification is awarded to individuals who have met the standards of professional practice and ethics set by the CFRE Professional Certification Board, a partnership program of AFP.

Major funding to support The Nonprofit Partnership and the 7th Annual Northwest Pennsylvania Nonprofit Day is provided by The Erie Community Foundation.



Helping today... Shaping tomorrow.

The Nonprofit Partnership  
A capacity building project of  
The Erie Community Foundation

P.O. Box 1698  
Erie, PA 16507

Northwest 7th Annual  
Pennsylvania's  
**Nonprofit Day**

*thriving in changing times*

# Northwest 7th Annual Pennsylvania's Nonprofit Day

*thriving in changing times*

Thursday, November 1, 2007

8:30 a.m. – 4:30 p.m.

Bayfront Convention Center

One Sassafras Pier, Erie, PA



The Nonprofit Partnership gratefully acknowledges the lead sponsorship of Highmark Blue Cross Blue Shield for the 2007 Nonprofit Day.

# Welcome to Northwest Pennsylvania's 7th Annual Nonprofit Day

We hope you will plan to join us for this year's event as The Nonprofit Partnership with its sponsors and collaborators celebrate the growth and achievements of the nonprofit community. We hope to utilize Nonprofit Day to support, engage, and educate through a wide array of learning and skill-building opportunities. Our theme, "Thriving in Changing Times," sets the bold goal of using changes in our environment to find new ways to grow and thrive as mission-driven organizations.

This year, we are pleased to have Simone Joyaux join us as our featured speaker and workshop resource. Her career as a fundraiser, consultant, and author has inspired a wide variety of nonprofit organizations to greater heights in fundraising, management, and governance. In addition, the conference offers 20 skill-building workshops in three in-demand tracks: Fundraising, Management and Governance, and Marketing and Communications.

Thanks to Highmark Blue Cross Blue Shield for their lead sponsorship of Nonprofit Day. We extend an invitation to all Nonprofit Partnership members, members of the Association of Fundraising Professionals, and organizations throughout the region. See you on November 1.

Sincerely,



Robert Wooler  
Director, The Nonprofit Partnership

## Keynote Speaker: Simone Joyaux, ACFRE



Simone Joyaux is an internationally recognized leader in the philanthropic profession. She has worked as a consultant with hundreds of nonprofit/nongovernmental organizations of all sizes and types. Her specialties include fund development, board and organizational development, and planning.

The second edition of her book *Strategic Fund Development: Building Profitable Relationships That Last* has become an industry standard. Simone received Rhode Island's 2003 Outstanding Philanthropic Citizen Award for her significant

contributions as a donor and volunteer. She received the state's Outstanding Fundraising Executive Award in 1987 for her work as a professional.

Simone is an acclaimed teacher and keynote speaker. She presents top-rated workshops and seminars throughout the U.S. and in Canada. She has also presented in Australia and Mexico. Simone is a faculty member for the Master of Arts Program in Philanthropy and Development at St. Mary's University of Minnesota.

## Workshops

Visit [www.thenonprofitpartnership.org](http://www.thenonprofitpartnership.org) for any updates or additions as well as for more complete workshop information, speaker bios, and workshop schedules. Listed information may be subject to change.

### Fundraising

**A Fund Development Plan for Today's Realities:** *Simone Joyaux/Joyaux Associates*

**What the CEO Needs to Know About Fundraising:** *Simone Joyaux*

**Tracking Dedicated Funds, Restricted Grants, and Gifts in Kind:** *Local panel*

**Powerful Grantwriting for the Small Organization:** *Karen Petrucelli/KP Consulting*

**Program Budgeting: Mastering the Strategies That Maximize Funding:** *Karen Petrucelli*

**How to Know When You Need (and Where To Find) a Consultant:** *Ted Wood*

### Management and Governance

**Culture Shock: The Sustainable Organization:** *Nancy Stampahar/Silver Lining Solutions*

**Good Governance Practices for Nonprofits—The IRS View:** *Mark Denlinger/Knox Law Firm*

**Helping Your Organization Do More With Less:** *Joyce Miller and Tania Bogatova/Keystone Research*

**IT Security Fundamentals: What Every Organization Needs to Know:** *Ryan Milliron/eBizITPA*

**Insurance and Risk Management:** *Heather Baron and The Bert Company*

**Common Impact: Leveraging the Private Sector to Transform Nonprofits:** *Zach Goldstein*

**Bracken Award Governance Best Practices:** *Safe Harbor Behavioral Health*

**Keys to Success with Organizational Partnerships:** *Marsha Tongel and Pat Murphy*

### Marketing and Communications

**Marketing on a Shoestring: Economical Ways to Impact Your Audiences:** *Pipitone Group*

**New Insights and Resources for Today's Nonprofits:** *David VanAmburg/Mutual Gravity and VanAmburg Group*

**Working Effectively in Rural Communities:** *Regional panel*

**The Power of First Impressions: First-Classing the Initial Contact:** *Heidi Parr Kerner*

**Making Search Engines Work for You and Other Web Site Secrets:** *Don LeGoullon/PENNTAP*

**Interactive Web Strategies That Build Your Nonprofit:** *Cathy von Birgelen/eBizITPA*

### Other Conference Features

**Vendor Fair:** Visit with a wide array of vendors and consultants serving the nonprofit community from the worlds of fundraising, accounting, management support, technology, and more.

**Resource and Information Table:** Bring information about your organization's services and events. Collect information from your peers to keep current with community offerings.

**Connect to Community:** Join us at the end of the conference day for a reception that connects volunteers from greater Erie to your organization for Board service or volunteer work.

## Registration Form

Please register by **October 23**. Space is limited. Early registration is encouraged. Please copy and forward a separate registration form for each person. The conference offers rewarding content for all levels of management staff and board leadership.

### Personal Information

Name

Title

Name of Organization

Mailing Address

City

State

ZIP

Daytime Phone

E-mail

### Lunch

Will you be attending lunch?  Yes  No

Special Considerations (diet/disability)

### Conference Fees

Nonprofit Partnership and AFP members: No charge—Please RSVP at (814) 454-8800 or by e-mail to [tnp@thenonprofitpartnership.org](mailto:tnp@thenonprofitpartnership.org)

Nonmembers: \$100 per attendee

Make check payable to **The Nonprofit Partnership**.

Mail this registration form with payment to:  
The Nonprofit Partnership, P.O. Box 1698, Erie, PA 16507

For more information, please call (814) 454-8800 or visit [www.thenonprofitpartnership.org](http://www.thenonprofitpartnership.org).

*thriving in*

*changing*

*times*