

ABOUT ECCF'S INSTITUTE FOR TRUSTEES



WHAT ONE 2018 ATTENDEE SAID:

I found this to be highly inspiring and motivating! Thank you so much for the opportunity to learn with the best. Now let's change the world!



WHO SHOULD ATTEND:

Board members, board chairs, trustees, and executive directors of nonprofit organizations. Full boards are welcome! Executive directors may attend only if accompanied by at least one of their board members

FEES:

\$110 per person by February 8

\$130 per person after February 8

Includes breakfast, lunch, wine reception, and the IFT Resource Guide

HOW TO REGISTER:

Registration is open now at www.eccf.org/ift. Please register early as space is limited.



ABOUT THE KEYNOTE: DISRUPT UNCONSCIOUS BIAS WHEN YOU LEAD AND GOVERN

*Dr. Patti Fletcher
CEO, PSDNetwork, LLC*

Billions are spent each year on diversity programs, yet the needle hasn't moved for under-represented populations. Through her personal journey and extensive research, Dr. Patti will inspire and enable you to disrupt the unconscious biases preventing you and your board from harnessing all the best and available talent.

THANK YOU TO OUR SPONSORS (as of 1.7.2019):

Brace Cove Foundation
Amelia Peabody Foundation
Pingree School

Abbot and Dorothy Stevens Foundation
Nathaniel and Elizabeth Stevens Foundation

Peter and Elizabeth C. Tower Foundation
Edwin S. Webster Foundation
ECCF Trustees

ABOUT THE ESSEX COUNTY COMMUNITY FOUNDATION



Our mission is to strengthen the communities of Essex County.

We do this by promoting philanthropy and managing charitable assets, making grants and engaging in strategic community leadership.

200
charitable funds managed

\$7.5M
granted in 2018

947
awards in 2018

\$69M
in managed charitable assets

COMMUNITY LEADERSHIP

IMPACT ESSEX COUNTY

This data-driven initiative pinpoints the greatest challenges in Essex County, and works toward measurable solutions.

CREATIVE COUNTY INITIATIVE

This initiative mobilizes our region's artists, arts organizations and community and business leaders to collectively enhance the quality of life in Essex County.

NEXTGEN INITIATIVE

The Community Foundation's NextGen initiative works to educate, engage and connect the next generation of philanthropists.

 Essex County Community Foundation presents the 10th Annual **Institute for Trustees**

ESSEX COUNTY COMMUNITY FOUNDATION
175 Andover Street | Danvers, MA 01923 | www.eccf.org | @ECCFgives

Nonprofit Org.
U.S. Postage
PAID
Danvers, MA
Permit #403

WHAT IS NEW IN 2019:

BoardCONNECT. Connecting area nonprofit leaders with passionate professionals looking to make an impact.

We will convene populations of nonprofits looking to expand their board ranks and prospective board members seeking a board role. Participating organizations and aspiring board members will receive:

- A directory of BoardCONNECT program participants (provided prior to the conference).
- Special session on how to identify an excellent organization - board member match.
- Targeted introductions between professionals seeking a board role and nonprofit leaders
- Discounted registration fee for aspiring board members.

For more information, or to sign up for BoardCONNECT visit www.eccf.org/ift.



Essex County Community Foundation presents the 10th Annual

Institute for Trustees

Register for the region's premier conference for nonprofit board members and executive directors.

SATURDAY, MARCH 9, 2018
7:30 am - 4:30 pm • Pingree School • South Hamilton, MA

LEARN

from carefully cultivated experts in the nonprofit field.

ENGAGE

with peers and new networks of passionate professionals.

LEAD

your nonprofit to a stronger, inspired future.

New This Year: BoardCONNECT Program!

Conference Details Inside



CONFERENCE AGENDA

7:30 – 8:30 REGISTRATION AND CONTINENTAL BREAKFAST

8:30 – 8:45 WELCOME

ECCF and Pingree School leadership

8:45 – 9:45 KEYNOTE SPEAKER



DISRUPT UNCONSCIOUS BIAS WHEN YOU LEAD AND GOVERN

Dr. Patti Fletcher, CEO, PSDNetwork, LLC

Billions are spent each year on diversity programs, yet the needle hasn't moved for under-represented populations. Through her personal journey and extensive research, Dr. Patti will inspire and enable you to disrupt the unconscious biases preventing you and your board from harnessing all the best and available talent.

10:15 – 1:00 EXTENDED WORKSHOP SESSION (SPANNING SESSIONS 1 & 2)

ES1 Organizational Positioning for Fundraising Success: The 5 Shifts Model

Kenny Weill, Principal, K. Weill Consulting Group, LLC

This session will provide as a framework the five “shifts” nonprofit leaders need to make to position their organizations to raise more revenue. Participants will leave the workshop with knowledge, skills, and tools to begin to position their nonprofits to raise significantly more funds.

ES2 Fundraising: A Major Gifts Intensive

Lauren Hall, Chief Development Officer, National Brain Tumor Society

This interactive workshop is designed to demystify the major gift process—from identifying viable major gift prospects to building creative cultivation strategies, making the ask, and keeping your donors engaged with your organization over time.

ES3 Your Frenemy, Emergent Strategy

Gary Romano, President and CEO, Civitas Strategies

We are all familiar with planned strategy, such as strategic plans. But there's a whole world of emergent strategy - navigating opportunities and challenges that emerge every day. Emergent strategy can help accelerate your organization's mission or distract from it. This session will discuss what emergent strategy is, share how nonprofit leaders can most effectively navigate it, and provide actionable tools to get started.

ES4 From Start-Up to Stable - Ensuring Healthy Growth and a Robust Future

Julie Gerschik, President, Surren LLC

You're involved in a successful start-up led by a visionary “can-do” CEO and service expansion is a regular topic of discussion. But how to expand well? Join us to discuss how to successfully navigate from a “Stage I” nonprofit to a nimble yet stable organization positioned for long-term service growth.

ES5 Real-Time Strategic Planning in a Rapid-Response World

Nadia Prescott, Principal, Emerging Executive

Real-time strategic planning is a process that helps nonprofits identify, understand and act on challenges and opportunities in determining the most relevant questions that must be answered now. Come to this session to learn how you can implement a real-time strategic planning process for your organization.

ES6 Beyond Measurement: How to Learn From and Act On Data

Stephen Pratt, President, Impact Catalysts

Nonprofits collect three kinds of data - data that help test a hypothesis, data that serve a compliance function, and data that clog the organization's arteries. This session will focus on how to classify the data you collect and make sure your efforts lean on the great data, not the superfluous data. (Session best for experienced board members and EDs.)

ES7

Deeper than Racial Diversity: The Journey to Inclusion and Equity

Stewart Lanier, Founder/Director, LAOS Consulting

We will learn about four ways racism manifests in our lives (individual, interpersonal, institutional, and ideological) and consider the differences between diversity, inclusion and equity. We will then explore strategies for embarking on the journey to deeper systemic and cultural change to create more equitable organizations.

ES8

Board Effectiveness

Tamasin A. Foote, Consultant, Beacon Futures

Understanding board roles and responsibilities has a direct impact on the effectiveness of the board and the success of the organization. This experiential workshop develops a best practices model of a board's roles and responsibilities and uses that to consider the board's work - from long term planning to how the board structures its meetings, from providing leadership to working effectively with the executive director, and from managing the life cycle of the organization to board recruitment.

10:15 – 11:30 WORKSHOP SESSION I

W1A Trustees - Agents of Advancement

Larry G. Raff MPH, President, Copley Raff Inc.

This session addresses the critical role of trustees in organizational governance and fundraising. It provides perspective, context, and examples for engaging trustees in development activities; exercises will enable trustees to immediately put these approaches to work with their boards.

W1B How to Recruit the Board of Directors Your Cause Deserves

Gayle L. Gifford, President, Cause & Effect Inc.

Does your board have the knowledge, talent, diversity and community connections you need? Learn practical ways to find, vet and persuade folks to join your board. Extra benefit: some tips to ensure you have a board on which folks want to serve.

W1C 2019 Accounting & Tax Update for Nonprofits

Joyce Ripianzi, CPA, Partner, AAFCPAs

The course will provide an overview of the recent changes to Generally Accepted Accounting Principles (GAAP) and the impact of the new tax reform act on nonprofit organizations.

11:45 – 1:00 WORKSHOP SESSION 2

W2A Program Evaluation for Strategic Decision Making

Jeff Sun, Director, Sun Associates

Basic evaluation practices, implemented strategically, can support effective decision-making. Beyond “metrics”, evaluation connects measures with organizational goals and objectives. Effective evaluation is not just counting, but rather establishes accountability for your work and explains to patrons and funders how you have met your programmatic goals.

W2B Board Member Fiduciary Duties: Conversation with the AGO

Jonathan C. Green, Deputy Division Chief, Office of Attorney General Maura Healey

Join the AG's Office for an update on the fiduciary responsibilities and legal issues that all board members must understand to carry out their roles.

W2C Risk Management Best Practices for Non-Profit Organizations

Tom Rogers, Vice President, Fred C. Church, Inc.

Gain tools to integrate Risk Management into your organization's everyday culture, moving it out of a manual and into your mission.

1:15 – 2:15 LUNCH

Updates from ECCF

More details and registration at: www.eccf.org/IFT

2:30 – 3:45 WORKSHOP SESSION 3

W3A Generational Giving: Similarities and Differences

Rick Blain, CFRE, Principal, Richard R Blain & Associates, LLC

In this session we will explore the similarities and differences regarding what motivates “millennials” to “matures” to make charitable contributions. Then we will discuss targeted approaches to maximize our solicitation efforts. And the most important take-away will be PGTPFP. . . something that we must never forget.

W3B Nonprofit 411: Sink, Swim or Soar - The Choice is Yours

Sharon Danosky, President, Danosky & Associates

Amid perennial challenges such as budget cuts, staffing shortages, economic challenges, apathy, and more, there are those non-profit organizations that do soar and scale new heights. Learn what unlocks organizational potential and how to put it to work to help you run an effective, impactful non-profit organization.

W3C Board Members as Mission & Organization Ambassadors

Lisa A. Cohen, CEO, Capital Motion

Directors have two primary areas of focus; governance and ambassadorship. Excellence in ambassadorship - acting comfortably with agency on behalf of your organization - requires a solid foundation of information and confidence. This program will help build that essential foundation for you and your organization.

W3D How Advocacy Accelerates Your Mission

Rick Jakious, District Director, Office of Congressman Seth Moulton

Effective policy advocacy and lobbying can be a game changer for your nonprofit and the people it serves. Break through the myths, confusions and stereotypes to become an effective advocate.

W3E Risky Business - Liability Concerns for Directors and Officers

Brad Bedingfield, Partner, Hemenway & Barnes LLP

Brad will discuss best practices for nonprofit boards regarding potential liability for officers and directors. Discussion will include statutory protections under Massachusetts law, liability and indemnification provisions in governing documents, and insurance protection.

W3F Don't Do This! - Six budgeting and planning mistakes and how to avoid them

David Orlinoff, Principal, Concord Financial Organization

Most nonprofit leaders understand the importance of an effective budgeting process and tools for monitoring progress against their plans. In this interactive workshop, participants will review common errors and pitfalls in budgeting and planning activities, both during the process and afterward, and will learn about preventing and overcoming these mistakes.

W3G The Capitalization Challenge

Susan Nelson, Executive Vice President, TDC

Capitalization is the financial bridge between a nonprofit's vision and strategy, yet undercapitalization is widespread and its corrosive effects are felt throughout the sector. Breaking the cycle of undercapitalization requires changing the conversation among leaders, trustees, and funders. This workshop introduces capitalization concepts, barriers to effective capitalization, and a dialogue about what a different conversation might look like.

3:45 – 4:30 TOAST TO TRUSTEES RECEPTION



WORKSHOP TRACKS

TIME	FUNDRAISING	GOVERNANCE, PLANNING, AND STRATEGY	FINANCE
Extended Sessions 10:15-1:00	ES1 Organizational Positioning for Fundraising Success: The 5 Shifts Model	ES3 Your Frenemy, Emergent Strategy	ES6 Beyond Measurement: How to Learn From and Act On Data
	ES2 Fundraising: A Major Gifts Intensive	ES4 From Start-Up to Stable - Ensuring Healthy Growth and a Robust Future	ES7 Deeper than Racial Diversity: The Journey to Inclusion and Equity
		ES5 Real-Time Strategic Planning in a Rapid-Response World	ES8 Board Effectiveness
Session 1 10:15-11:30	W1A Trustees - Agents of Advancement	W1B How to Recruit the Board of Directors Your Cause Deserves	W1C 2019 Accounting & Tax Update for Nonprofits
Session 2 10:15-1:00		W2A Program Evaluation for Strategic Decision Making	W2B Board Member Fiduciary Duties: Conversation with the AGO
Session 3 2:30-3:45	W3A Generational Giving: Similarities and Differences	W3B Nonprofit 411: Sink, Swim or Soar - The Choice is Yours	W3D How Advocacy Accelerates Your Mission
		W3C Board Members as Mission & Organization Ambassadors	W3E Risky Business - Liability Concerns for Directors and Officers
			W3F Don't Do This! Six budgeting and planning mistakes and how to avoid them
			W3G The Capitalization Challenge