

2018 ANNUAL CONFERENCE

IMPACT DELAWARE

Exploring the Intersections of Urgency, Opportunity, and Sustainability

Thursday, April 26, 2018 • Clayton Hall • 8:00 a.m. - 2:00 p.m.

KEYNOTE SPEAKER:
Steve Zimmerman



CONFERENCE SUMMARY:

The 2018 IMPACT Delaware Conference will focus on the continued health and adaptability of the nonprofit sector in Delaware and will provide participants with forums and activities covering the many facets of sustainability.

KEYNOTE SPEAKER'S BIO:

Steven D. Zimmerman, CPA, MBA is Principal of Spectrum Nonprofit Services where he provides training and consulting in the areas of finance and strategy for community-based organizations, foundations and government agencies throughout the country. Steve is co-author of two books on nonprofit sustainability published by Jossey-Bass, "The Sustainability Mindset: Using the Matrix Map to Make Strategic Decisions" with Jeanne Bell of CompassPoint and the best-selling book "Nonprofit Sustainability: Making Strategic Decisions for Financial Viability" with Jeanne Bell and Jan Masaoka.



**SUPPORT
NONPROFIT
EXCELLENCE**



**INCREASE
MARKET BASE
VISIBILITY**



**SHARE
COLLECTIVE
IMPACT**



**STRENGTHEN
DELAWARE
COMMUNITIES**

Breakout Sessions

Advancing Mission through Advocacy**

First Session

Nonprofit advocacy is an essential component to influencing public policy and funding decisions at the federal, state and local levels; ultimately impacting the ongoing success of an organization. Presented by David Thompson with the National Council of Nonprofits and Erik Raser-Schramm with The Twelve-Seven Group, participants will learn effective strategies for understanding the political climate and telling their nonprofit story in a way that is compelling to policymakers.

Sustainability Framework for Collective Impact**

First Session

Sustainable nonprofit organizations navigate a complex social system - often in partnership with foundations, government, business and other nonprofits to fulfill their mission. Aligning efforts towards common outcomes, creates an efficient social impact system. To contribute to broader social change, nonprofit leaders must assess their capacity to support these partnerships. Peggy Geisler will talk about what considerations nonprofit leaders must address in order to leverage the potential partnerships necessary to fulfill their mission in the dynamic and evolving environment.

Building Brand Reputation**

Second Session

A nonprofit brand is more than a logo. It is a promise of impact and accountability that inspires donors, clients and community stakeholders. Patricia Rivera of Hook PR Group will share storytelling strategies to strengthen your organization's reputation and deepen engagement.

Trends that Matter**

Second Session

Boards and Nonprofit Leaders need to keep an eye on shifts in the market climate, customer expectations and employee mindset. Gain insights from DANA's Sheila Bravo on Delaware trends in funding, people, and systems that can impact a nonprofit's future success.

Signature Breakout Sessions

First & Second Sessions

Planning for Leadership Capacity and Continuity**

Leadership is a vital condition for organizational success! So how do we manage an organization's leadership capacity when we know leadership positions are transient - board officers and directors have term limits, executive directors will not live forever, and key program staff will leave. Justin Pollock of Orgforward will engage participants in exploring the concept of organizational leadership capacity; the factors that create it; the questions we can ask to develop and strengthen it in alignment with the organization's needs; and, the actions and policies we can encourage to ensure continuous and sustainable leadership over time.

Strategic Planning: Building Success with LEGO® SERIOUS PLAY®**

The ability to adapt and respond to change is a critical skill for nonprofits as they execute their organizational strategy. LEGO® SERIOUS PLAY® (LSP) harnesses the power of your potential ideas in a unique and powerful method. In this interactive workshop, David Kubacki will lead participants through concepts such as changing landscapes, planning and system design through a unique building experience with a special LEGO® set to discern the problems (and solutions) of the nonprofit community in Delaware.

Special PM Session with Keynote Speaker Steve Zimmerman

2:00 PM - 4:00 PM

Visualizing and Strengthening Your Business Model

Sustainable nonprofit organizations recognize the interconnection between impact and financial viability and make strategic decisions to strengthen the business model while holding both together. However, in an organization's siloed structures this can be challenging. This workshop introduces the matrix map, a visual representation of an organization's business model showcasing how each program contributes to the overall impact and financial viability. This integrated and accessible tool allows nonprofits to build shared leadership, engage in meaningful discussion and make comprehensive strategic decisions to strengthen the organization's sustainability.

At the end of this session participants will:

- Understand the components of the nonprofit business model;
- Have knowledge of the process to put together a matrix map; a visualization of an organization's business model;
- Be able to analyze the matrix map understanding the strategic questions to ask to strengthen their business model.

** Working title as of 1/10/2018

Sponsor Recognition

IMPACT
Conference
Sponsors
\$10,000

Exclusive
Keynote
Sponsor
\$7,500

Catering
Sponsors
\$5,000

Technology
Sponsors
\$3,000

Media
Sponsors
\$3,000

Print
Sponsors
\$3,000

Signature
Breakout Session
Sponsors
\$4,000

Breakout
Session
Sponsors
\$2,500

The 2018 IMPACT Delaware Conference brings together the leadership of the nonprofit, philanthropic, government, and business sectors for dynamic conversations around sustainability, and we invite your organization to support the event as a sponsor. In addition to the positive attention for your involvement by being included in the Conference materials as a sponsor, your valuable support of this program will help assure the success of the Conference and present your company to an audience of diverse professionals.

Logo inclusion in pre-conference registration/reminder emails	✓	✓	✓					
Logo inclusion in: Rotating day-of-event PowerPoint DANA website and conference program	✓	✓	✓	✓	✓	✓	✓	✓
Logo and recognition as Sponsor: On all conference tables Day of conference signage	✓	✓	✓	✓	✓	✓		
Logo inclusion on Breakout Session signage							✓	✓
Introduction of sponsored session	✓	✓					✓	✓
Opportunity to address conference attendees for two minutes	✓							
Verbal acknowledgement during speaking sessions	✓	✓	✓	✓	✓	✓		
Premier placement of advertisement in conference program	✓	✓						
Advertisement in conference program*	Full page	Full page	Full page	Half page	Half page	Half page	Half page	Half page
Sponsorship recognition via DANA social media platforms	✓							
Event registrants	5	4	3	2	2	2	3	2
One showcase vendor 8ft. table w/ premier placement**	✓							
AM and PM Introduction of Keynote speaker		✓						
Tickets to PM Special Keynote Session	2	2	1					

Important Deadlines

Monday 3/5/2018 Sponsorship commitment **Thursday 3/22/2018** Payment deadline
Thursday 3/22/2018 Art (Logo/Ad) deadline **Thursday 4/5/2018** Guest list deadline

Deadlines will reflect inclusion in promotion collateral.

* Program Ad Sizes - Full Page: 5.3in w x 8in h • Half Page: 5.3in w x 4in h • Quarter Page: 2.65in w x 4 in h

** All exhibit table placement is at sole discretion of DANA

Have questions or need more information? Interested in becoming an Alliance Partner?

Contact Melissa Hopkins, Vice President of Sector Advancement at (302) 777-5500 x2 or mhopkins@delawarenonprofit.org.

DANA is a 501(c)(3) nonprofit organization under the IRS Code. Your contribution is tax deductible to the extent allowed by law as a charitable contribution. Please consult with your tax and/or financial professionals relating to your particular circumstances.

Exhibitor Recognition

Showcase Vendor w/ Power	DANA Member Showcase Vendor w/ Power	Exhibitor Vendor w/ Power	DANA Member Exhibitor Vendor w/ Power	Exhibitor Vendor w/o Power	DANA Member Exhibitor Vendor w/o Power
\$1,200	\$1,080	\$600	\$540	\$500	\$450

Hosting a table at the 2018 IMPACT Delaware Conference is a fantastic way to engage with the hundreds of attendees who join us at the event each year. Exhibitors enjoy premium space to display their company information, as well as recognition through event materials at the event. Additionally, DANA provides each Conference attendee with a Vendor Passport to further encourage visitors to your Exhibitor Booth. Completed Vendor Passports are then entered for a chance to win a \$250.00 Amazon Gift Card.

Premier table placement (limited availability) **	✓	✓				
Table size **	8 ft.	8 ft.	6 ft.	6 ft.	6 ft.	6 ft.
Logo on Vendor Passport - given to each conference attendee	✓	✓	✓	✓	✓	✓
Logo inclusion and recognition on DANA website, conference program and selected day-of-event signage	✓	✓				
Name listing on DANA website, conference program and selected day-of-event signage			✓	✓	✓	✓
Event registrants	2	2	1	1	1	1

Donor Recognition

Your support of a \$500 or more gift to this important Delaware event demonstrates your organization's commitment to DANA's mission. Please consider making your gift to help assure the success of the Conference by becoming an event donor.

- Name listing on DANA website and selected day-of-event signage
- Quarter page advertisement in conference program
- 1 Event registration

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**2018 IMPACT Delaware Annual Conference
Sponsor Recognition Registration Form**

BILLING CONTACT NAME:

DAY OF EVENT CONTACT:

ORGANIZATION

ORG. DISPLAY NAME:

STREET ADDRESS:

CITY:

STATE:

ZIP:

EMAIL ADDRESS:

PHONE NUMBER:

Please Select a Sponsorship

IMPACT Conference Sponsor	\$10,000
Exclusive Keynote Sponsor	\$7,500
Catering Sponsor	\$5,000
Signature Breakout Session Sponsor	\$4,000
Breakout Session Sponsor	\$2,500
Technology Sponsor	\$3,000
Media Sponsor	\$3,000
Print Sponsor	\$3,000

Signature:

Date:

IMPORTANT DEADLINES

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Method of Payment:

*Check made payable to "DANA"
100 W. 10th St., Ste. 1012, Wilmington, DE 19801*

Credit card processing is available online at delawarenonprofit.org, or by calling (302) 777-5500.

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Exhibitor & Donor Recognition Registration Form**

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DAY OF EVENT CONTACT:

ORGANIZATION

ORG. DISPLAY NAME:

STREET ADDRESS:

CITY:

STATE:

ZIP:

EMAIL ADDRESS:

PHONE NUMBER:

Please Select an Exhibitor Level

Showcase Vendor w/ Power	\$1,200
DANA Member: Showcase Vendor w/ Power	\$1,080
Exhibitor Vendor w/ Power	\$600
DANA Member: Exhibitor Vendor w/ Power	\$540
Exhibitor Vendor w/o Power	\$500
DANA Member: Exhibitor Vendor w/o Power	\$450

Donor Recognition

Donor Recognition	\$500 or more
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Signature:

Date:

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