

2018 ANNUAL CONFERENCE  
**IMPACT**  
DELAWARE

Underwritten by  
JPMORGAN CHASE & CO.

*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

### Sustaining 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 public policy climate and telling their nonprofit story in a way that is compelling to policymakers.

### Organizational Considerations for Sustainable 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 organization's capacity to support these partnerships. Peggy Geisler will talk about what considerations nonprofit leaders must address to provide an organizational culture conducive to collaboration and why strategic partnerships enhance sustainability in these complex, dynamic and evolving environments.

### 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 & Marketing will share storytelling strategies to strengthen your organization's reputation and deepen engagement.

### Minding the Market: Understanding Trends to Inform Strategy Shifts

Second Session

Keeping pulse on trends that are emerging or upon us is a key sustainability activity. Shifts in funding, people, and systems can create opportunities for expansion and innovation, or require rethinking the way in which a nonprofit delivers its mission. Gain insights from DANA's Sheila Bravo on trends in funding, people, and systems that can impact a nonprofit's future success, and learn methods on how to tap trends to inform your organization's strategy.

## Signature Breakout Sessions

First & Second Sessions

### Planning for Leadership Capacity and Continuity

Sustaining healthy, effective organizations requires sustained Leadership Capacity, just as it needs programmatic, asset, infrastructure, and community capacity. In this session, we explore the idea of organizational leadership capacity and what it takes to develop and sustain it when we know leadership positions are transient. Board officers and directors have term limits, executive directors will not live forever, and key program staff may 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 a dynamic building experience with special LEGO® sets to discern the problems (and solutions) of the nonprofit community in Delaware. LSP utilizes concepts such as changing landscapes, planning, system design, and Real Time Strategy - a unique approach to strategic planning.

## 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.

# 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:**

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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](http://delawarenonprofit.org), or by calling (302) 777-5500.**

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Exhibitor & Donor 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 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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