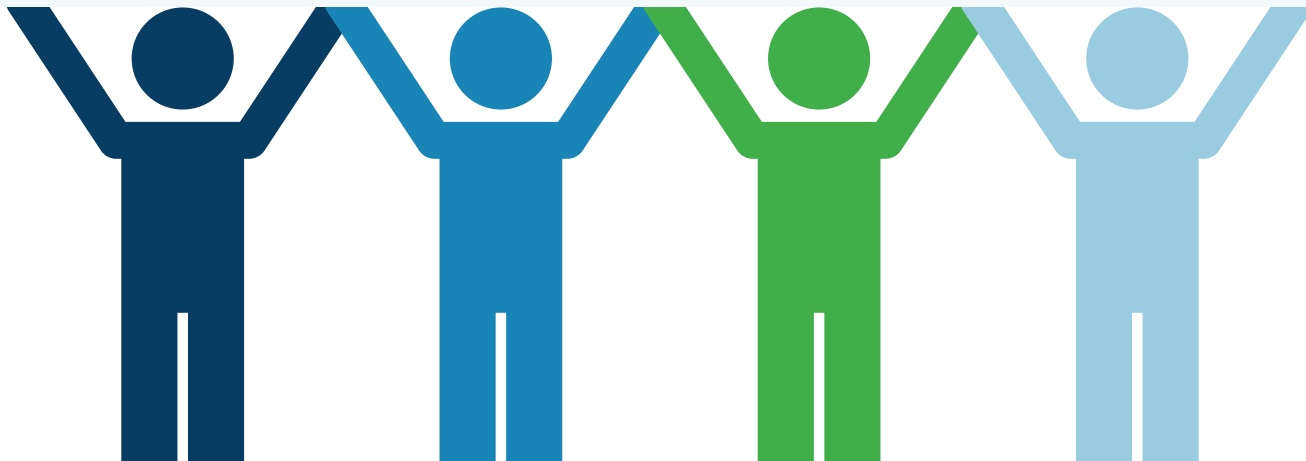




2020 ANNUAL CONFERENCE

IMPACT
DELAWARE

Advancing Social Change Together



Overview of the DANA 2020 IMPACT Delaware Conference



Keynote Speaker: Leslie Crutchfield

Author & Executive Director, **Georgetown Business for Impact**

Leslie Crutchfield is an author, educator, social change expert and Executive Director of Business for Impact at Georgetown University's McDonough School of Business. Business for Impact's core value is that companies can be a powerful force for good in the world, and the center delivers world-class education, student experience, and cross-sector collaborations for people, planet and profit.

Leslie's latest book is *How Change Happens: Why Some Movements Succeed While Others Don't*, noted in "The New York Review of Books" as a blueprint for groups inspired to take action on today's major causes. Leslie also co-authored the bestselling *Forces for Good: The Six Practices of High-Impact Nonprofits* – recognized by The Economist on its "Best Books of the Year" list – and *Do More than Give*. She teaches corporate social responsibility in Georgetown's MBA program and nonprofit leadership on LinkedIn Learning. She holds an MBA and BA from Harvard, and resides in the Washington, D.C. region.

Afternoon Panel Moderator: Tom Sheridan

President, **The Sheridan Group**

A social worker by training and an advocate by trade, Tom brings a unique perspective to his work as one of Washington's most senior political and public policy strategists. Tom is known on Capitol Hill and in the West Wing for using his deep understanding of the political process and decades-long relationships with senior Members of Congress and top Administration officials to help organizations achieve scalable, positive social change.

In 1991, Tom founded The Sheridan Group where he and his team work to craft effective strategies for socially responsible public policy initiatives to "help the good do better." Over the years, The Sheridan Group has become the go-to firm in the nation's capital for grassroots advocacy, issue campaign management and coalition-building for non-profit organizations, social entrepreneurs and socially conscious corporations.

Tom is a frequent speaker on how to use the levers of politics and policy to affect social change. His debut book, *Helping the Good Do Better: How a White Hat Lobbyist Advocates for Social Change*, was released in June 2019.

In addition to his work at TSG, Tom sits on the Board of the Children's Beach House in Lewes, DE, an organization dedicated to helping children with special needs. An animal lover, Tom can often be found with his dogs, Phina and Duffy, and his equine family member, Ryan.



April 30th, 2020

Clayton Hall, University of Delaware, Newark
8:00 AM – 4:00 PM

2020 ANNUAL CONFERENCE
IMPACT
DELAWARE
Advancing Social Change Together

Conference Summary

Overview of the DANA 2020 IMPACT Delaware Conference

Breakout Sessions*

Each 45-minute breakout session will occur between 10:30 - 11:15 AM and will then be repeated from 11:35 AM - 12:20 PM.

Leaderful Movements

Leslie Crutchfield, Author & Executive Director, Georgetown University's Business for Impact

In movements, there are two extremes: leaderless movements with no hierarchy and movements that are too leader-led-top-down, controlled by those wanting power and credit. Ideally, what you want to find is a balance between those two, where your base of power is still coming from the grassroots, but the grass tops is really providing direction rather than command. Join facilitator, Leslie Crutchfield to learn more about key concepts of developing these leaderful movements for success.

Communications for Movement Building

Julie Sweetland, Senior Advisor, FrameWorks Institute

Reframing social issues is hard work – but knowing what you're up against helps to make it possible. Join the FrameWorks Institute to explore three foundational patterns in American thinking that constrain progress on countless social issues, and learn the reframing techniques that have worked for other advocates and movements.

Policy Advocacy Evaluation: Yes You Can!

Joel Gutierrez, Senior Consultant, ORS Impact

Advocacy organizations – listen up! Even if your organization is just thinking about engaging in advocacy, learning about advocacy evaluation is a crucial step in measuring the influence you've had on the causes you care about. Evaluating the data from your advocacy efforts is a practice all organizations can benefit from. Joel will share steps advocacy-focused organizations can take to setup or improve their evaluation and learning practice. Concepts in the session include: communicating strategy through theory or change, identifying outcomes relevant to advocacy, and reviewing common methods. There will also be small group discussions and opportunities to start or refine your evaluation and learning practice.

Funding Social Impact Movements: Coming Soon!

April 30th, 2020

Clayton Hall, University of Delaware, Newark
8:00 AM – 4:00 PM

2020 ANNUAL CONFERENCE
IMPACT
DELAWARE
Advancing Social Change Together

Sponsors and Exhibitor Opportunities

Sponsorship Opportunities

The 2020 IMPACT Delaware Conference will bring together nonprofit staff, board, volunteers, business, government, and community leaders to learn, discuss, and understand the building blocks of successful social movements and the benefit of coalitions to attain sector-wide achievement. 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.

	Underwriting Sponsor (Sold) \$20,000	Keynote Sponsor \$10,000	Panel Sponsor \$7,500	Catering Sponsor \$5,000	Breakout Session Sponsor \$3,500	Technology Sponsor \$3,000	Media Sponsor \$3,000	Print Sponsor \$3,000
Exclusivity – Your Organization Will Be The Only Sponsor For This Offering		✓	✓					
Logo Inclusion In/On:								
• Pre-Conference Registration/Reminder Emails	✓	✓	✓					
• Rotating Day-Of-Event Powerpoint	✓	✓	✓	✓	✓	✓	✓	✓
• DANA Website And Conference Program					✓			
• Breakout Session Signage								
Logo And Recognition As Sponsor:								
• On All Conference Tables	✓	✓	✓	✓		✓	✓	✓
• Day Of Conference Signage								
Opportunity For Audience Interaction:								
• Introduce A Sponsored Session	✓	✓	✓		✓			
• Introduce The Keynote Speaker		✓						
• Introduce The Panel Moderator/ Panelists			✓					
• Address Conference Attendees (2-minutes)	✓	✓	✓					
Verbal Acknowledgement: During Speaking Sessions	✓	✓	✓	✓		✓	✓	✓
Conference Program Advertisement*:	Full page	Full page	Full page	Full page	Half page	Half page	Half page	Half page
• Prime Placement	✓	✓	✓					
DANA Social Media: Promotion & Placement	✓	✓	✓					
Complimentary Event Registrations	5	4	3	2	2	2	2	2
Showcase Vendor Table: 8ft. Table w/ Premier Placement (1)**	✓							

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

Contact Melissa Hopkins, Executive 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.

Sponsors and Exhibitor Opportunities

Exhibitor Recognition

Hosting a table at the 2020 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 within 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.

	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
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			✓	✓	✓	✓
Complimentary Event Registrations	2	2	1	1	1	1

Donor Recognition

Please consider making a gift (\$500+) to help assure the success of the conference by becoming an event donor. Your donation demonstrates your organization's commitment to DANA's mission and to the nonprofit sector in Delaware.

Your Donation Entitles Your Organization To:

- Name Listing on DANA Website and Selected Day-of-Event Signage
- Quarter (1/4) Page Advertisement in Conference Program
- 1 Complimentary Event Registration

Important Deadlines*:

Monday 3/18/2020

Wednesday 3/25/2020

Wednesday 4/1/2020

Wednesday 4/15/2020

Sponsorship commitment

Art (logo/ad) deadline

Payment deadline

Guest list deadline

* DANA will be unable to fulfill logo/artwork inclusions if sponsor commits after deadlines.

* 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 or Associate Member?
Contact Melissa Hopkins, Executive 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.