



SOUTH DAKOTA
COMMUNITY FOUNDATION

Success through community caring

CONVENED MEETING

TUESDAY, JULY 14, 2009

RAMKOTA HOTEL

RAPID CITY

SOUTH DAKOTA
nonprofit
ENHANCEMENT
PROJECT

SOUTH DAKOTA COMMUNITY FOUNDATION
CONVENED MEETING

LOCATION: RAPID CITY – TUESDAY, JULY 14

VENUE: RAMKOTA HOTEL

- 8:30 – 9:00 Registration
- 9:00 – 9:10 Welcome Bill Anderson, Ph.D.
Government Research Bureau, USD
- 9:10 – 9:25 What is the SDCF and SD Nonprofit Initiative? Bob Sutton, CEO
South Dakota Community Foundation
- 9:25 – 10:00 Information Session
SD Community Foundation Assessment Findings Rich Braunstein, Ph.D.
The University of South Dakota
- The Current State of Nonprofits in the US and SD Michael Wyland
Sumption & Wyland
- 10:00 – 10:15 Break
- 10:15 – 11:15 Breakout – Topic 1 Marketing the Electronic Way Hugh Weber
President, Deep Bench Consulting
- What is viral marketing? How can we get our message out without busting the budget? Hugh Weber explores the strategies nonprofit organizations can use to build identity, establish credibility, and collect supporters, volunteers and contributions to meet their missions*
- 10:15 – 11:15 Breakout – Topic 2 The Fund Development Strategy John Grayson
The University of South Dakota
- Executive directors often play a dual role as the primary fund development officer for their organizations. They may even be lucky enough to have a staff member who plays a dual role of marketing and fund development officer. Mr. Grayson presents a structured step-by-step process for organizations to strengthen regular giving and special event giving programs in organizations—even with limited staff and budget.*
- 10:15 – 11:15 Breakout – Topic 3 Grants, Grants, Grants Mary Derby
The University of South Dakota
- There is an old adage —“be careful what you wish for.” Dr. Derby addresses the important planning and development steps necessary to be ready to write successful grants that are right for the organization. She also takes participants through the core processes of assessing what grant opportunities are right for the organization and building the needed grant sections to improve success.*
- 10:15 – 11:15 Breakout – Topic 4 Leading the Organization Jill Tyler
The University of South Dakota
- Dr. Tyler explores the important characteristics of leadership, partnership, and teamwork in organizations. The relationship and shared leadership roles of the board and the CEO are described along with strategies to build a strong leadership team to carry out the work of the nonprofit organization.*

10:15 – 11:15 Breakout – Topic 5 Board Building by Referral Margaret J. Sumption
Sumption & Wyland

The board is the “keeper of the mission”. Ms. Sumption explores a proven ten step strategy for assessing current board skills and talents, determining the profile(s) of needed board members, and recruiting board members using a referral strategy. One participant says, “I never would have guessed I’d be going to an influential person in the community and saying, ‘We don’t want you as a board member.’ We did just that – and it has worked to get the best board members we have ever been able to recruit.”

10:15 – 11:15 Breakout – Topic 6 Nonprofits and Lobbying Jamison Rounds, JD
Rounds International/USD

Many nonprofits have a mission of public advocacy and education, but are sometimes unsure about what’s legal and ethical, and how best to approach their advocacy role. Dr. Rounds will address both the opportunities and limitations nonprofits face in influencing public policy. He will also provide tools and guidance on how nonprofit leaders can be successful in affecting public policy for their causes.

11:30 – 12:45 Luncheon and Keynote..... Renata Rafferty
Author and Speaker

1:00 – 2:00 Repeat of Breakouts 1 – 6

2:00 – 2:15 Break

2:15 – 3:15 Repeat of Breakouts 1 – 6

3:30 – 3:45 The SD Nonprofit Association
What is it? Why join? Questions?SD Nonprofit Association

3:45 – 4:00 EvaluationBill Anderson, Ph.D.

4:00 Adjourn



The University of South Dakota

GOVERNMENT RESEARCH BUREAU