



Forum Network Annual Conference
July 28 – July 30, 2014
Hotel Solamar, San Diego

Monday, July 28

- 8:00am **Registration Opens**
Located on the 1st Floor
- 9:00-10:00am **Pre-Conference Session: New CEO Orientation**
Luna A
- 10:00am-4:30pm **Pre-Conference Session: RA CEO Summit**
Luna B
Join your fellow CEOs for a day of learning, sharing, and brainstorming. Get to know your colleagues, explore issues of common interest, and help chart the future of our network.
- 11:00am-12:00pm **Pre-Conference Session: New Staff Orientation**
Luna A
During this session you'll test your knowledge about the Forum Network, hear from a regional association staff member about the value of the Network, and spend time getting to know your new fellow colleagues.
- 12:30-4:30pm **Pre-Conference Session: RA Staff Summit and Job Alikes**
Solstice B
The power of the regional association network is the expertise, insight, and advice that is shared among the 250+ staff nationwide. But while listserv discussions and phone conversations are useful, there is nothing like meeting face-to-face with the only people who really understand the work that you do every day. During this extended session you will get to know your colleagues as more than just voices on a conference call! Together you will share lessons learned from the year, discuss ways to make your workday more productive, and share tools and resources that can increase efficiency. Finally, you will break into roundtable discussions organized by key topics in RA operations to dig deeper into the challenges and opportunities you manage on a daily basis.
- 5:30-7:00pm **Opening Reception (Off-site)**
San Diego Central Library- 330 Park Blvd, 9th Floor
Walking directions are available in your participant folder.
- 7:30pm **Staff Dine Arounds**
Sign-up at the registration table.
- 7:30pm **RA CEO Dinner (Off-site)**
Oliver & Rose- 726 Ninth Ave

Tuesday, July 29

7:30-8:30am

harder+company
community research

Breakfast & Networking Roundtables: The Kitchen Sink

Terrace- 4th Floor

Join us bright and early for roundtable discussions focused on hot topics and collaborative initiatives in the field. Topics include (see full descriptions in your participant folder):

- Building Rural Capital
- D5: Advancing Diversity, Equity, and Inclusion
- The New LearnPhilanthropy
- How RAs Use Philanthropy Consultants for Greater Service, Expanded Membership, and Enhance Quality
- Interactive Transparency & Evaluation Tool for Your Members
- Partnering Hits, Misses, and Opportunities
- Galvanizing Change
- Minding the Ps and Ts: Supporting Successful Funder Affinity Groups and Collaborations

8:30-8:45am

Welcome Remarks & Introductions

Solstice B & C

8:45-10:15am



Plenary Session: The RA Connection (Sponsored by LiveGoode)

Solstice B & C

Presenter- John E. Kobara, California Community Foundation

John will lead a provocative discussion about the dynamic landscape of philanthropy and the leadership competencies required to keep pace with the marketplace. Chief among the skills needed by leaders is the ability to build meaningful and enduring relationships, partnerships, and networks. This session will end with a fun and interactive exercise that tests and explores each participant's ability to network and connect.

10:15-10:30am

**Graystone
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Break (Sponsored by Graystone Consulting)

Solstice Foyer

Build your own trail mix & enjoy a fruit smoothie.

10:30-11:45am

Breakout Sessions



California's Regional Associations: A New Strategic Partnership

Solstice A

Presenters- Chris Essel, Southern California Grantmakers; David Greco, Northern California Grantmakers; and Nancy Jamison, San Diego Grantmakers

They say finding the right relationship is all about timing. While the three California regional associations - Northern California Grantmakers (NCG), San Diego Grantmakers (SDG), and Southern California Grantmakers (SCG) - have

partnered together on a number of projects over the years, now is the time to take their relationships to the next level. Each of the three RAs is undergoing a strategic journey involving changes in their boards, staffs, memberships, relationships to stakeholders, and/or program mixes. This is the logical time to consider how working together can increase individual and collective effectiveness, impact, and efficiency.

And while the three RAs represent the interests of grantmakers in three quite distinct geographic areas, there are numerous commonalities that tie them together. It is clear that by working together, all three organizations will be smarter and more effective in all areas of work, including public policy, program development, membership engagement, and information technology.

Come hear how the leaders of NCG, SDG and SCG envision the new partnership and why they are all on board now. And come prepared to share your ideas and efforts to partner with other regional associations.

Maximizing Your Regional Association's Contributions to Help Your Community Plan for and Respond to Disasters

Luna

Presenters- Joanne Kelly, Colorado Association of Funders; Bob Ottenhoff, Center for Disaster Philanthropy; and Nina Stack, Council of New Jersey Grantmakers

If disaster strikes your region, have you thought about what role your regional association will play in the recovery process? Are there leadership opportunities for you in planning resilient communities? Do you have the tools and resources you need to mobilize your members? In this session, you will hear from RA leaders who have faced these questions when natural and man-made disasters occurred in their states. They will share their experience and insights and help you think through how you can better prepare for future events. Bob Ottenhoff of the Center for Disaster Philanthropy (CDP) will then discuss strategies to increase the effectiveness of contributions given to disasters. Learn about an innovative playbook that CDP and CNJG are creating, in association with the Forum Network, to help donors learn from each other and promote effective disaster relief and recovery grantmaking. Participants are encouraged to share their stories and questions about how other RAs have served their members in times of crisis.



Forum/Foundation Center Data Partnership: Grant Data Made Useful for Every Region! (Sponsored by LiveGoode)

Solstice B

Presenters- Larry McGill, Foundation Center; C. Davis Parchment, Foundation Center; and Joyce White, Grantmakers of Oregon and Southwest Washington

Over the past decade, philanthropy has come a long way in recognizing the complexity of our work. As we become more strategic and tackle increasingly ambitious social challenges we need better quality and more timely information to inform our decisions. The Forum and the Foundation Center have embarked on an ambitious journey to respond to this critical need in our field. Building on

a successful pilot with Grantmakers of Oregon and Southwest Washington, this national collaboration aims to capture the full depth and breadth of grantmaking activity for all regions and make the information useful to both member organizations and funders alike. In this session you will learn about the Oregon Data Challenge, the resulting mapping tool fueled by rich and timely data supplied directly by funders, and how your region can benefit from engaging members in similar efforts. Come see how good data matters in solving the problems we care about and the importance of building on each other's knowledge to scale what works.

11:45am-12:00pm **Break**

12:00pm-1:30pm **Lunch & Annual Meeting**
Solstice B & C

Learn more about the Forum Network's work this past year. The membership will vote for new board members and changes to the Forum's bylaws and articles.

1:30pm-1:45pm **Break**

1:45-3:15pm **Breakout Sessions**

Re-thinking Succession Readiness
Solstice A

Presenter- Jeanne Bell, CompassPoint

This interactive session will challenge traditional notions of how we prepare for leadership transitions in our organizations, if we in fact do prepare meaningfully at all. Jeanne Bell, CEO at CompassPoint Nonprofit Services – a field leader in executive transition and succession for 20 years – will share new, disturbing data on the relative quality of executive transitions in the nonprofit sector. She'll share how CompassPoint is innovating its practices in light of this research and leave you with a new way of evaluating and increasing transition readiness at your organization.

Better Communications: Bigger Impact
Luna

Presenters- Marie Condron and Jan Kern, Hershey Cause Communications

Do you know your organization's priority communication vehicles? Do you feel that you use them effectively? Have you defined your key audiences? This session will take you through the basics of a strategic communication plan, with helpful tools you can use to communicate with more impact and support your organization's growth, starting today.

3:15-3:45 pm

Break (Sponsored by Mission Edge San Diego)
Solstice Foyer

Grab an energy bar or cookie to fuel the rest of your day.



3:45-5:15pm

**Plenary Session: Learning to Lead from a Network Mindset
Solstice B & C**

Presenter- Deborah Meehan, Leadership Learning Community

Today's RA staff can become more effective, impactful leaders by learning how to work in highly connected ways: that's the focus of this session led by an expert with deep, practical experience working with funders and a regional association to develop network mindsets and tools. This approach develops collective leadership capacity that embraces continuous learning, risk taking, and openness in order to achieve lasting impact. Bring the questions and challenges you have with your own networks for this hands-on, interactive discussion that will build your skills and knowledge.

Engage in this workshop and you will:

- Learn and apply the principles of network leadership;
- Build the skills you need to become a leader who weaves networks effectively; and
- Explore how to grow network champions among your members.

6:00pm

Optional Social Event: Walking Tour of Balboa Park

Meet in the hotel lobby at 5:45pm.

7:10pm

Optional Social Event: Padres vs. Cardinals Baseball Game

Pick-up your ticket at the registration desk. A group will leave the lobby at 6:45pm.

Wednesday, July 30

7:30-8:30am



Morning Salon (Sponsored Posiba)

Luna

You are invited to a special breakout session breakfast where you will see how it's possible for regional foundations to make an even bigger impact in their work.

Please join us to learn how you can:

- See and understand the impact of your region's charitable giving;
- Connect to others working on programs you care about (including from other regions);
- Leverage a common place to share information and learn from others.

8:00-9:00am

Breakfast & Networking Roundtables: Idea Buffet: Pick Your Favorite Idea

Terrace- 4th Floor

Throughout the conference you will be asked to vote for your favorite idea from your colleague organizations. Now is the time to learn more about them!

Roundtable discussions will be set up around the ideas that get the most votes. There will also be roundtable discussions about (see full descriptions in your participant folder):

- The *What's Next for Community Philanthropy* Toolkit
- Data Collection and Visualization
- Using Mobile Data to Track Your Impact

9:00-10:30am

Plenary Session: Innovation Lab: Strategic Partnerships

Solstice B & C

Presenter- Judy Issokson, Smallify

Ready for some fresh thinking related to strategic partnerships? Want to flex your innovation potential? All you need is a challenge worth the struggle and a willingness to experiment. Brought to you by Smallify, a leader in rapid innovation and design thinking – the Rapid Innovation Lab is a lively, active, and creative experience that will open your eyes to new ways of approaching stubborn challenges and to new tools to unleash innovation and balance risk. You will ‘smallify,’ flex your mindset, experience the power of ‘thinking wrong,’ and become a convert to the ‘yes, and’ mindset. Together, you will formulate a portfolio of ‘small bets’ – ingenious solutions to try when we get back to your home bases. The insights and inspirations ‘prototyped’ in the Lab will be shared with the group to inspire all of us to harness the untapped potential in our own communities and organizations.

10:30-10:45 am

Break

10:45am-12:15pm

Breakout Sessions

Diversifying Revenue...Growing Margin and Mission Through Earned Income Business Planning

Solstice B & C

Presenters- Larry Clark and Michael Oxman, Managing Partners and Principals, No Margin, No Mission

Diverse sources of revenue, which include earned income, can help regional associations grow their margin, expand their mission, weather a storm of change in the market, and provide greater financial stability for the future. This session will address the basics of earned income for RA's, including:

- Why they should consider earned income as part of an overall strategy for their future;
- How business planning can help to ensure success of an earned income initiative;
- What other organizations have done to generate earned income from revenue-generating products, programs, and services;
- Provide an opportunity for RA's to brainstorm earned income ideas for their organizations.

Branding & Positioning: What's Next for Your RA?

Luna

Presenter- Mark Sedway, The Giving Practice

Regional associations are repositioning. Several have changed their name. Many are looking to position themselves with new kinds of members as well as partners. All are looking for a sharper identity to help their impact and growth. Where is your RA going next and what branding and positioning do you need to get you there? How can you frame the work of your organization to get free of yesterday's identity and move toward tomorrow's? In this workshop, we'll learn from examples, reflect on challenges, test-drive a tool, do a fun branding exercise, and explore what's working in efforts to create powerful brands that match new visions and directions.

12:15-1:45pm

Plenary and Lunch

State Associations and Regional Associations – Collaborating to Move America Forward (Joint Lunch with PolicyWorks Institute)

Solstice B & C

Moderator- Kyle Caldwell, C.S. Mott Foundation

Panelists- Trista Harris, Minnesota Council on Foundations; Patrick McWhortor, Alliance of Arizona Nonprofits; Doug Schenkelberg, Donors Forum; Nina Stack, Council of New Jersey Grantmakers; and Marissa Theisen, Arizona Grantmakers Forum

Hear from your peers on lessons learned regarding how regional associations are partnering with state associations to further their programming, fundraising, and policy work.

2:00pm

KM Users Group Session

Solstice A

2:00pm

PolicyWorks for Philanthropy Institute

Luna

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