



# Workshops

Friday, September 6  
3:45 pm - 4:45 pm

## Fund Development

Money, Money, Money! Ideas and Resources to Take You Beyond Grants, Sponsorships, Events, and Donors to Earned Income Revenue

Paul Malley, Aging with Dignity and  
Dave Simison, Aging with Dignity

Whether you are an existing nonprofit organization, start-up nonprofit or social enterprise, there are revenue generating opportunities that exceed traditional sources to funding your mission or vision. Join Paul Malley and Dave Simison from Aging with Dignity for some enlightening concepts to generate earned income and review of proven success case studies to broaden your thinking about the business of doing good.

## Fund Development

Epic Events: How to Successfully Plan, Fund, Navigate, Market, Execute and Wrap Moments in Time that People Wish They Would Have Dreamed Up First  
Jon D. Brown, Browns Consulting

If you want an event that not only attracts a great multitude of attendees but also the support of corporate sponsors, then you need an event that is fun, entertaining, exciting and beyond the ordinary. You need an EPIC event! In this session, learn the basics of a successful along with innovative concepts to move people to give and move sponsors to provide multi-year investments.

Attendees will learn the following:

- Creating a thorough event planning project sheet
- Resources to funding sources
- Case studies of global epic events
- Skills to creative concept development

## Leadership

Leadership Panel: Heroic Leaders Tell All  
Snowden McFall, Fired Up!

You asked and they'll answer. Leaders from various sectors are prepared to share some tough lessons learned over their career and how they have defeated some of the most "villainous" situations. You will also learn how they have been victorious in influencing others to join their team and advance the cause of their organization.

Join us for a lively discussion of key issues facing our leaders today. Facilitated by Snowden McFall.

Panelist include:

State Representative **Loranne Ausley**  
**Meg Baldwin**, Executive Director, Refuge House  
**Larry Robinson**, President of Florida A&M University

## Tech & Tools

Using Data to Measure Your Impact, Reach More People and Tell Your Story  
Claire Billington, Tech Impact

Does your nonprofit know how its interventions actually impact the community it serves? Does your team use data to strengthen the quality of the services it provides? Does it know which of its constituents need the most help? The answer to each of these questions can be found by moving beyond counting outputs and measuring impact. Thanks to new data systems, nonprofits of all sizes can access technology that can measure impact.

The instructor will lay the foundation for how you can collect and use data to strengthen programming and deepen the impact of your nonprofit.