

2024 South Alabama Nonprofit Summit Schedule

Spring Hill College
Mary Lou & John Barter Student Center
Portier Lane, Mobile, AL 36608
Tuesday, July 9, 2024

- 8:30 - 9:30 Registration and Networking (First Floor Dining Area)
- 9:30 - 9:45 **Welcome/Summit Overview (Same Location)**
Rebecca Cantor, Spring Hill College/Mark Berte,
Alabama Coastal Foundation
- 9:45 - 10:45 **First Concurrent Session: Tracks A, B, C, D**
(See reverse for additional information.)
- 10:45 - 11:00 Break
- 11:00 - 12:00 **Second Concurrent Session: Tracks A, B, C, D**
(See reverse for additional information.)
Lunch and Keynote Speaker: (First Floor Dining Area)
- 12:00 - 1:30 **Cam Marston, What's Working with Cam Marston.**
Communicating across Generational Lines
- 1:30 - 1:45 Break
- 1:45 - 2:45 **Third Concurrent Session: Tracks A, B, C, D**
(See reverse for additional information.)
- 2:45 - 3:30 **Final Thoughts and Reflections (First Floor Dining Area)**
- 3:30 **Conclude the 2024 Summit and then head to
Iron Hand Brewing to continue the conversation!**
206 State Street, Mobile, AL 36603

SAFE TRAVELS!

**\$75 or \$65 for South
Alabama Coalition of
Nonprofit members!**

Register online:
www.SACNP.org

**If you need to use a
check, please make it
payable to ACF and mail
all of the information
below by Friday, June 28th
to PO Box 1073
Mobile, AL 36633**

- Number of registrations.
- Names, email addresses, and number of years in the sector.
- Any food allergies or restrictions.
- Contractor, employee, or volunteer.

Sponsor Deadline:
Noon on Tuesday, June 25

2024 Summit Steering Committee
Jena Berson, Mark Berte (Chair),
William Bryant, Jill Chenoweth, Pat Scanland,
Shellie Teague, and Tonie Ann Torrans.

	Track A: New to Nonprofits Focus (Room 210)	Track B: Fund Development (LeBlanc Ballroom A)	Track C: Communications (LeBlanc Ballroom B)	Track D: Advanced Issues (LeBlanc Ballroom C)
Concurrent Session 1 9:45AM - 10:45AM	<p>Understanding and Building a Healthy Budget– Lucas Brunson, Wilkins Miller: Participants will learn how to develop, manage and adhere to a healthy budget, which aligns with your organizational goals and strategies.</p>	<p>Diversifying your Revenues: <i>Show me the Money</i>– William Bryant, Mobile Area Council Boy Scouts of America: This session will help you identify what it takes to secure lucrative sponsorships through relationships and prospecting.</p>	<p>Social Media Best Practices for Small Nonprofits– Kasey Minopoli, University of South Alabama: Learn how to take your nonprofit organization to new heights by optimizing your time and keeping it simple online!</p>	<p>How to (safely) utilize Artificial Intelligence (AI) in the Nonprofit Sector– Stacy Wellborn, Wellborn Strategies: Discover how your nonprofit can harness artificial intelligence’s (AI) potential to boost productivity, expand outreach, and amplify its impact.</p>
Concurrent Session 2 11:00AM – 12:00PM	<p>Policies every nonprofit must/should have and why they are important– Jill Chenowith, Alabama Coastal Foundation and Celia Collins, Johnstone Adams: Participants will gain an understanding about what policies every nonprofit should have regarding staff, clients, volunteers, and board members.</p>	<p>Major Donors and Planned Giving– Brent Thomas, Prudentia Endowment & Planned Giving: This session is designed to help executives, fundraisers and major and planned gift officers explore actionable concepts, donor development activities and best practices to position the organization for success during our current “Great Wealth Transfer” period.</p>	<p>Advocacy: Creating a Movement and Advancing Your Mission– Kim Garrett, Victory Health Partners: Participants will be engaged in a conversation about effective, cost-effective and meaningful practices to further the mission of their organizations through partnerships, clarified communications, and storytelling through videos.</p>	<p>New Trends Regarding Cyber Security– Glenda Snodgrass, The Net Effect: <i>"Situational awareness is the understanding of an environment, its elements, and how it changes with respect to time or other factors."</i> How can improving your situational awareness online improve your security posture? Find out in this seminar!</p>
Concurrent Session 3 1:45PM – 2:45PM	<p>Everything (other than budgeting and policies) else a nonprofit needs to address– Shannon Preston, Preston Strategy Group: Participants will learn the myriad of other items that should be addressed to effectively and efficiently operate a nonprofit organization.</p>	<p>Transforming a Transactional Gift into a Transformational Gift– Margaret Sullivan, University of South Alabama: Participants will learn the importance of building trust relationships with various constituents and friends by developing engaged investors in an organizations' mission is critical.</p>	<p>Branding Tips for Small and Medium Nonprofits (including ADA compliance for websites)– Marcus Neto, Blue Fish: Participants will gain a better understanding of <i>real world</i> website ADA compliance, while learning simple steps to make your organization’s brand more relevant.</p>	<p>Round Robin Discussions:</p> <ul style="list-style-type: none"> - How to prepare for your audit - Retention and staff challenges - Fund development - Executive director curve balls <p>This session is a new format in which each topic will have 15 minutes of facilitated discussion.</p>