

2023 South Alabama Nonprofit Summit Schedule

Student Center, University of South Alabama
350 Alumni Drive Mobile, AL 36608

Tuesday, July 25, 2023

- 9:00 - 9:30 Registration (Atrium) and Networking (Ballroom)
- 9:30 - 9:45 Welcome/Summit Overview (Ballroom)
- 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.)
- 12:00 - 1:30 Lunch and Media Panel about Nonprofit Engagement:
Bob Grip, Anchor, FOX10 News; Rob Holbert, Co-Publisher,
Lagniappe Mobile; and Baillee Majors, Local Bureau News Chief
and host for Morning Edition, Alabama Public Radio.
- 1:30 - 1:45 Break
- 1:45 - 3:00 Third Concurrent Session: Tracks A, B, C, D
(See reverse for additional information.)
- 3:00 - 3:30 Conclude the 2023 Summit (Ballroom)
- 3:30 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, July 14th
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, July 11**

2023 Summit Steering Committee

Rachel Backlin, Jena Berson, Mark Berte (Chair),
William Bryant, Jill Chenoweth, Don Mosley,
Pat Scanland, Tonie Ann Torrans, and Anna Yancy.

	Track A: <i>New to Nonprofits</i> Focus (Room 203)	Track B: Fund Development (Terrace Room)	Track C: Communications (Room 211)	Track D: Advanced Issues (Room 212)
Concurrent Session 1 9:45AM - 10:45PM	Understanding and Building a Healthy Budget– Lucas Brunson and Micah Wheeler, Wilkins Miller: Participants will learn how to develop, manage and adhere to a healthy budget which aligns with your organizational goals and strategies.	The Importance of Ethics, Accountability, and Transparency in Nonprofits– Aisha Davis, Mobile Area Interfaith Conference: Participants will learn what is required to operate in an ethical, accountable, and transparent manner.	Building a Usable Communications Plan– Sharee L. Broussard, Director of Public Affairs and Community Services for the Mobile County Commission: Topics covered: Research, planning, implementation, evaluation, and techniques for nonprofit marketing communication.	Online Accessibility and Inclusion– Tim Dozier, Hummingbird Ideas: Participants will learn what nonprofits need to know to ensure the ways they communicate electronically--website, social media, email, etc.--are inclusive and accessible.
Concurrent Session 2 11:00AM – 12:00PM	Essential Policies for all Nonprofits– Jill Chenowith and Celia Collins, Johnstone Adams: Participants will gain an understanding about which policies--and how often to update them--every nonprofit should have regarding staff, clients, volunteers, and board members.	How to Host Events that Deliver More for Your Organization– Brook Battle, Swell Fundraising: This session outlines proven steps to increase the impact of fundraising events on the brand, mission, and revenue of nonprofit organizations.	Social Media Best Practices for Small Nonprofits– Kasey Langley, Assistant Director of Marketing and Communications, University of South Alabama: Take your nonprofit organization to the next level by maximizing your time and staying true to your why.	New Trends Regarding Cyber Security– Joe McEnerney, Threat Advice and Justin Bush, C-Spire: Participants will learn what every nonprofit needs to do to address cyber security. Attendees will gain both best practices and training recommendations to help minimize risks associated with securing data.
Concurrent Session 3 1:45PM - 3:00PM	Advocacy: Creating a Movement and Advancing Your Mission– Kim Garrett, Victory Health Partners: Participants will be engaged in a conversation about effective and meaningful practices to further the mission of their organization through nonpartisan issue advocacy.	Transforming a Transactional Gift into a Transformational Gift– Shannon Preston, Infirmary Foundations: Participants will learn the methodology of receiving transformative gifts which represents the beginning of the nonprofit-donor relationship, not the end.	Cross-Generational Communication Best Practices for Nonprofits of all sizes– Marcus Neto, Blue Fish: Participants will be guided through essential tips for effective intergenerational communication, both online and IRL. Learn how to bridge generation gaps and connect with people of all ages.	Evaluation Best Practices for Board and Staff– Celia Collins, Johnstone Adams and Frank Harkins, Goodwill Gulf Coast: Participants will learn how to implement and conduct an effective board and staff evaluation/review process to ensure your organization’s success and best achieve your mission.