

## **Building Nonprofit Capacity Workshops & Funders Panel**

**Tuesday, May 9, 2006 from 1:00 - 3:30 PM  
Rowan University – Ballroom**

### **Session One: 1:15 – 2:10 PM**

#### **Recruiting and Retaining the Ultimate Board Member**

The right board of directors can dramatically increase your organization's ability to succeed. **Judy Stone Weaver**, a retired executive from Alabama Public Television and current Partner with NETA Consulting, a customized management and consulting firm, and **Theresa DiVietro**, Vice President of Marketing for Land Dimensions, and nonprofit board member of the Boys and Girls Clubs of Gloucester County and the United Way of Gloucester County, will co-present on creating effective not for profit boards. They will discuss recruiting board members, creating a tool kit for new and veteran members and raising the quality of board meetings. Questions from workshop attendees are encouraged.

#### **Legal Requirements for Nonprofit Organizations**

Complying with the legal requirements to safeguard your tax exempt status can be mystifying for many nonprofit leaders. **Frances McElhill, Esq.**, a partner with Archer & Greiner P.C., a practitioner with 21 years of experience handling unique legal issues of nonprofit corporations in New Jersey and Pennsylvania, will provide important tips to safeguard your organization's future. Ms. McElhill has lectured for the University of Pennsylvania Fundraising Certificate Program, The Arts and Business Partnership of Southern New Jersey and other organizations. Time is reserved for questions and answers.

#### **Creating a Winning Marketing and Communications Plan on a Shoestring Budget**

Telling your story effectively can be the difference between a growing or withering organization. **Michael Willmann**, Chairman & CEO of WMSH Marketing & Communications has worked with numerous nonprofit organizations and leaders to develop memorable "elevator speeches" and to incorporate effective marketing into every aspect of their organizations. A winning strategy doesn't mean spending a fortune. It means investing your resources wisely and carefully crafting your message. Take your organization to the next level by developing a winning plan. Be prepared for on-the-spot learning in this interactive workshop.

### **Session Two: 2:20 – 3:15 PM**

#### **Building a Diversified Funding Base Panel**

Whether you are new to the business of fund development or a seasoned veteran in a large or small agency, building a diversified funding base is always a challenge. Gain insight from the point of view of three professionals with diverse experience raising and distributing funds to nonprofits. Each panel member represents a different source of funding – a major corporation, state government, and university foundation. The esteemed panel includes **Claire Riggs**, Lead Community Relations Specialist for Valero Refining Co., **Sam Leone**, Finance Officer for the New Jersey Economic Development Authority and **Dr. Phil Tumminia**, Executive Director of the Rowan University Foundation and Special Assistant to the President/Advancement at Rowan University. Time is allotted for questions from the audience.

#### **Financial Accounting Controls Best Practices**

Managing organizational finances and keeping proper accounting controls in place is a daunting challenge for many nonprofit leaders. Financial good practices are essential to keep operations running smoothly and to attract new funding sources. **Kenneth Ditmars, CPA**, Ditmars, Perazza & Co. has conducted the audits of numerous nonprofit organizations and advised organizations on the effective financial control strategies. Mr. Ditmars will share lessons from the field and answer questions from the audience.

## **Working Effectively with Elected Representatives**

Nonprofit leaders have a tremendous opportunity to educate elected officials about issues that their organizations deal with on a daily basis. However, many nonprofit leaders are unaware of the best way to approach public officials and the boundaries that separate lobbying from public information. **Andrew Sinclair** of the Princeton Public Affairs Groups has successfully served as a lobbyist for nonprofit and other organizations. Mr. Sinclair is well acquainted and works effectively with elected officials from both parties in Trenton, NJ. Tips for communicating with your officials and lessons from other nonprofit organizations will help you to become a more effective leader. Questions from the audience will be entertained.

## **Funders Panel: 3:30 – 4:45 PM**

Organized by **Nina Stack**, President of the Council of New Jersey Grantmakers, the Funders Panel offers nonprofit leaders the opportunity to hear from foundation representatives and to learn more about the grant review process and future funding priorities. Members of the audience are encouraged to ask questions.

### **Laura Aden**

#### **Geraldine R. Dodge Foundation**

Ms. Aden is the Program Director of Arts for the Geraldine R. Dodge Foundation. The Foundation provides support to education, cultural and environmental programs that contribute to making our society more humane and our world more livable.

### **Gretchen Hartling**

#### **New Jersey Health Initiatives of the Robert Wood Johnson Foundation**

Ms. Hartling is the Co-Director of the New Jersey Health Initiatives (NJHI), the statewide grantmaking program of the Robert Wood Johnson Foundation – the nation's largest foundation focused solely on improving health and health care. NJIH supports innovative community-based projects across the State of New Jersey that address the Foundation's objective by providing health services.

### **Yvonne Lopez**

#### **Wachovia Foundation**

Ms. Lopez is the Regional Community Affairs Manager for New Jersey for the Wachovia Foundation. The Foundation provides community needs grants that align with education, community development, health and human services, and the arts and culture.

*Individuals who attended or expressed interest in the **Grant Writers Roundtable** hosted at the EIRC on March 28, 2006 will have the opportunity to meet informally after the Funders Panel in the Ballroom.*