

The 2010 Nonprofit Performance Summit

Transform Your
Nonprofit by Creating
and Integrating a
Performance Culture



Implement Performance Measurement Practices to Empower Change

Develop and utilize performance measures to evaluate progress and develop a plan to increase outcomes in your nonprofit

Navigate Your Agency Through Transparency and Accountability Practices

Enhance performance management by understanding federal, state and local policy updates

Utilize Data Collection and Analysis to Sustain Your Organization

Understand how data collection and other performance benchmarks are integral to standardization practices

Cultivate Employee, Volunteer and Community Support for Your Nonprofit

Identify the challenges and solutions to building effective relationships to increase donations and organizational support

In Association with:

Day One: September 20, 2010

Who Should Attend

- Nonprofit Executive Directors
- Nonprofit Program/ Division Managers
- Nonprofit Board Members
- Foundation Executives and Staff
- College and University Executive Staff

8:30

Workshop Registration & Continental Breakfast

9:00

Keynote Address

Create a Culture of Performance to Drive Innovation During Economic Uncertainty

Demonstrating performance initiatives through innovation is a component in weathering difficult economic times in your organization. Investing personnel and other resources into driving innovation can create a culture of performance management that will carry your organization through to prosperous times. During this keynote address, you will learn how to positively impact your work and impact your dedication to social services reform.

- Leverage internal resources to drive innovation and increase performance
- Integrate strategies for innovation and enhance further growth
- Develop unique and differentiated solutions to meet performance mandates

10:15

Break and Refreshments

10:30

Comply and Communicate Performance Initiatives in an Era of Transparency and Accountability

- Increase performance by making program information transparent and accessible to all stakeholders
- Comply with government mandates to ensure performance accountability to deliver high priority needs
- Disseminate pertinent information and promote project transparency to the people you are serving

“Learned innovative ways to gain entrance to various funding sources.”

Edward P., Central Area Motivation Program, Seattle

Day One: Continued

11:30

Incorporate Planning, Evaluation and Performance Measurement Practices Into Your Performance Management Framework

- Establish clear program goals and objectives to serve the high priority needs of your community
- Learn to avoid common pitfalls organizations make in evaluation and performance measurement to ensure you keep your funding
- Develop consistent and supportive approaches to evaluation, planning and performance measurement that can be implemented in a timely and cost effective manner

12:30

Lunch Break

1:15

Identify and Examine Success Factors for Enhanced Performance Management Objectives

- Gain a high return on investment with effective performance management systems that put your work into action
- Discuss internal barriers plaguing the implementation of strategy and performance management systems
- Measure organizational outcomes with performance management practices to ensure services are being executed appropriately

2:15

Break and Refreshments

2:30

Develop Results Oriented Performance Measures: The Logic Model Approach

- Learn to develop quality performance measures and help drive results across your organization that address the intent of your program offerings
- Identify and define intermediate and end outcomes for your financial management framework
- Analyze ways to audit and evaluate your measures to build a successful management system that helps capitalize on available monetary resources

4:00

Adjourn

Why You Should Attend

UNDERSTAND

how implementation of performance measures will positively affect your nonprofit

DEVELOP

performance measurements and evaluations to ensure continual program growth and improvement

ENGAGE

employees, board members and stakeholders to carry out the vision and mission of the nonprofit

ENACT

data management practices to streamline organizational results

UTILIZE

social media to attract donors and help bring attention to your nonprofit



Day Two: September 21, 2010

Bring This Program In-House

One of the more popular vehicles for accessing the Institute's educational offerings is the delivery of on-site trainings and management facilitations. Bringing a training or facilitation in-house gives you the opportunity to customize a program that addresses your exact challenges and provides a more personal learning experience, while virtually eliminating travel expenses. Whether you require training for your department or for an organization-wide initiative, the advanced learning methods employed by The Performance Institute will create an intimate training atmosphere that maximizes knowledge transfer to enhance the talent within your organization.

For more information about in-house training options, please contact Jennifer Mueller at 202-739-9619 or Jennifer.Mueller@PerformanceInstitute.org

8:30
Registration & Continental Breakfast

9:00
Keynote Address

Develop a Long Term Vision and Funding Model for Your Nonprofit

It is no secret that nonprofits rely on a steady stream of money to sustain their work. In times of economic hardship, it can be difficult to focus on what you will need not just today, but tomorrow. It is more important than ever to implement a solid funding model. During this keynote, learn how to develop a sophisticated funding model that will improve short term results and see longevity in your organization

- Create a nonprofit funding framework that works for your organization and is specific to your financial needs
- Foster awareness for all funding paths, including grants, donations and other forms of funding that may be available
- Develop a strategy for funding that takes into consideration current and projected revenue

10:15
Break and Refreshments

10:30
Ensure Board Governance Reflects the Mission of the Nonprofit

- Encourage board members to create or update organizational practices based on the strategic business plan
- Create a dialogue between board members and staff to ensure program evaluations are conducted and contracts reviewed based on organizational needs
- Encourage board members to be advocates in the community to cultivate donors and fulfill elected responsibilities that assist the nonprofit

“High level of information from qualified professional trainers and very practical.”

Sue K., Capital Area Food Bank, Washington, DC

Day Two: Continued

11:30

Cultivate a Workforce and Volunteer Corps to Garner Interest from the Community

- Align workforce and volunteer strengths and organizational goals to create a highly productive work model and increase nonprofit visibility
- Foster employee engagement by providing resources and incentives to perform at a level reflective of your organizational expectations
- Pair volunteers with the dedicated workforce to create community buzz about the efforts and initiatives of your nonprofit

12:30

Lunch Break

1:15

Widen Data Collection Initiatives to Increase Nonprofit Legitimacy

- Collaborate with other organizations to create an integrated approach to collection and coordination standards
- Understand how effective, complete analysis fits into the overall mission of your work
- Align your efforts to incorporate current analysis suggestions and initiatives in the nonprofit world

2:15

Break and Refreshments

2:30

Understand How to Utilize Social Media to Help Your Organization Attract Interest and Make Money

- Hear about ways to employ Web 2.0 technologies to promote your organization
- Reach today's top donor prospects through social media outlets that appeal to their activities and interests
- Learn current trends to help your nonprofit maximize time spent on social media efforts to get the best results from your investment

4:00

Conference Adjourns

Sponsorship Opportunities

As a conference and training provider, The Performance Institute is an expert in bringing together leaders to share and discuss best practices and innovations. We connect decision-makers with respected solution providers.

The Institute offers four different pre-designed sponsorship packages:

- Event Co-Sponsor
- Session Sponsor
- Luncheon Sponsor
- Exhibit Booth Sponsor

For more information on sponsorships or to get started, contact Meredith Mason at 202-739-9707 or Meredith.Mason@PerformanceInstitute.org

Post-Conference Workshops

8:30

Post-Conference Workshops: Registration and Continental Breakfast

9:00

Workshop A

Develop Performance Measures for Social Services and Nonprofit Programs: The Logic Model Approach

In this session, you will establish and utilize performance measures to develop a tactical plan to improve positive youth development services, as well as develop a framework for measuring and reporting the performance of youth development programs.

Use “logic modeling” as a tool for establishing clear intermediate and end-outcome goals and measures. Align your performance indicators so that they are consistent with long-term development goals of youth service programs and mission. Build your organization’s capacity for strategic planning and achieving youth performance outcomes

- Link organizational resources to tangible end results
- Implement strategic planning and goal setting from the beginning
- Manage your workforce as a key part of the performance measurement framework

12:00

Workshop A Adjourns/Lunch Break/ Workshop B Registration

1:00

Workshop B

Show Me the Money: Effective Grants Management and Evaluation Strategies to Boost Organizational Success

Agencies and organizations are under increasing pressure to measure, evaluate and improve the results of their grants. Performance management is an important tool for your grant programs to ensure clearly defined outcomes and accountability.

In this workshop, explore all aspects of grants management and proposal development and create a framework to measure and report performance. Learn to stay compliant with grant guidelines including new procedures that go beyond current standards of practice to ensure success.

- Understand emerging issues in grants management and evaluation
- Create grant applications that set your organization apart by linking performance measures to the effectiveness of your grant
- Acquire and utilize strategies to evaluate your grants and report back to funders

4:00

Workshop B Adjourns

“Can’t remember a conference where
I got more ideas to act on.”

Marilyn F., Rescue Mission





Logistics

Venue & Hotel

The 2010 Nonprofit Performance Conference will be hosted at The Performance Institute's Training Center in Arlington, VA, just one block east of the Courthouse stop on the Orange Line of the D.C. Metro. A public parking garage is located inside of the building for \$10/day. Continental breakfast and refreshments will be provided for delegates on each day.

The Performance Institute Training Center
 1515 N. Courthouse Rd.
 Suite 600
 Arlington, VA 22201

A limited number of rooms have been reserved at the Arlington Rosslyn Courtyard by Marriott at the prevailing rate of \$229.00 until August 23, 2010. This rate is based on the Government Per Diem and is subject to change. Please call the hotel directly and reference code "Nonprofit" when making reservations to get the discounted rate. The hotel is conveniently located three blocks from the Rosslyn Metro station. Please ask the hotel about a complimentary shuttle that is also available for your convenience.

Arlington Rosslyn Courtyard by Marriott
 1533 Clarendon Blvd.
 Arlington, VA 22209
 Phone: 703-528-2222
 www.courtyardarlingtonrosslyn.com

Tuition

Offerings	Early Bird	Regular Rate
Conference Only	*	\$799
One Workshop	*	\$299
Two Workshops	*	\$499

*For the Early Bird Rate, or for more information on group discounts for The 2010 Nonprofit Performance Conference please contact Melvin Hall at 202-739-9630 or email him at Melvin.Hall@PerformanceInstitute.org.

Quality Assurance

The Performance Institute strives to provide you with the most productive and effective educational experience possible. If after completing the course you feel there is some way we can improve, please write your comments on the evaluation form provided upon your arrival. Should you feel dissatisfied with your learning experience and wish to request a credit or refund, please submit it in writing no later than 10 business days after the end of the training to:

The Performance Institute Corporate Headquarters: Quality Assurance
 805 15th Street, NW, 3rd Floor
 Washington, DC 20005

Note: As speakers are confirmed six months before the event, some speaker changes or topic changes may occur in the program. The Performance Institute is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.

If for any reason The Performance Institute decides to cancel this conference, The Performance Institute accepts no responsibility for covering airfare, hotel or other costs incurred by registrants, including delegates, sponsors and guests.

Discounts and Payment

- All 'Early Bird' Discounts must require payment at time of registration and before the cut-off date in order to receive any discount.
- Any discounts offered whether by The Performance Institute (including team discounts) must also require payment at the time of registration.
- All discount offers cannot be combined with any other offer.
- Discounts cannot be applied retroactively

Payment must be secured prior to the conference. If payment is not received by the conference start date, a method of payment must be presented at the time of registration in order to guarantee your participation at the event.



Registration



Call
877-992-9521



Fax this Form to
866-234-0680



Visit
PerformanceInstitute.org/Nonprofit

- Yes! Register me for The 2010 Nonprofit Performance Conference
 Yes! Register me for The 2010 Nonprofit Performance Conference and Workshop(s). Please circle: Workshop A Workshop B
 Please call me. I am interested in a special Group Discount for my team.

Delegate Information

Name _____ Title _____




Organization _____ Dept. _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____ Email _____

Payment Information

- Check Purchase Order / Training Form Credit Card   

Credit Card Number _____ Expiration Date _____ Verification No. _____

Name on Card _____ Billing Zip _____

Please make checks payable to: The Performance Institute

Cancellation Policy: The Performance Institute will provide a full refund less a \$399 administration fee for cancellations requested four weeks prior to the event start date unless cancellation occurs within two weeks prior to the event start date. If a cancellation is requested less than two weeks prior to the event start date, no refund will be issued. Registrants who fail to attend and do not cancel prior to the event will be charged the entire registration fee. All cancellations must be requested through the cancellation link found in your attendance confirmation email. Please note that cancellation is not final until you receive a cancellation confirmation email.

- I have read and accepted the Cancellation Policy above.

ACKNOWLEDGED AND AGREED

By: _____ Date: _____