



Tuesday, May 19, 2015 • 9:00 a.m. – 5:00 p.m.
The Palace at Somerset Park • Somerset, New Jersey

Morning and Afternoon Concurrent Session Descriptions

Can Social Profit be Measured?

Is it possible to find an approach to assessment that will satisfy both funders and grantees, and will actually increase the social benefits they both care about? Yes. Presented by David Grant (Author, *The Social Profit Handbook*), this session will explore what happens when we shift our mental models about assessment and as a result change our practices. Participants will talk about the critical roles that foundation officers and nonprofit staff and board members can play in creating an assessment system that can bring more clarity, effectiveness and joy to our work. (This breakout is one of the Morning Concurrent Sessions.) *Sponsored by Glenmede.*

Collaboration Café

Joining forces with others can be an effective strategy to accomplish your goals and achieve outcomes not possible on your own. In this highly interactive session facilitated by Hanh Le (Chief Program Officer, Exponent Philanthropy), participants will collaborate to surface and document guidelines to support more effective collaboration. Questions addressed will include, when should you/shouldn't you engage in collaboration, what are key elements of an effective collaboration, how do you establish goals for a collaboration, how do you identify good potential collaborators, and how do you effectively engage collaborators. (This breakout is one of the Morning Concurrent Sessions.) *Sponsored by Verizon New Jersey.*

Crowdfunding: Building Community While Raising Funds

Crowdfunding -- the practice of raising funds from a large number of people, typically via the internet -- is an effective and efficient way of raising money and engaging new and existing donors. More and more private foundations and corporations are using this strategy in their work. Join Katherine Durante (Executive Director, OceanFirst Foundation) and Laura Pople (Executive Director, Seer Farms) as they discuss how crowdfunding strategies have been used to increase capacity and impact for both grantmakers and nonprofits in this conversation moderated by Chris Tuttle (Principal Consultant, Tuttle Communications). (This breakout is one of the Afternoon Concurrent Sessions.)

Demystifying Advocacy

If you want to solve societal problems it requires working at the policy level. Advocacy is a means to an end that achieves impact. It provides both the scale and pathway to implement the solutions that foundations fund. Yet, there is a tendency to marginalize and undervalue advocacy for a multitude of reasons, including misunderstanding, fear and impatience. Join Laurel O'Sullivan (Principal and Founder, Advocacy Collaborative, LLC.) for this interactive session in which myths and misperceptions about advocacy will be challenged and the benefits of advocacy will be explored, including the role of advocacy as the necessary partner to innovation. (This breakout will be offered twice. It is one of the Morning Concurrent Sessions and one of the Afternoon Concurrent Sessions.)

Implementing Capacity Building 3.0

"Capacity Building 3.0" is a framework that helps nonprofits, funders, and companies find more effective ways to identify their own capacity needs and engage with each other to build the capacity of a social ecosystem. Central to this work is a clear understanding and appreciation of each actor's respective role, and an approach to capacity that understands the Who, the What, and the How of capacity building. In this breakout session, Chris Cardona (Program Officer for Philanthropy, Ford Foundation) will dig further into the specifics of how to conceptualize and execute capacity building in a 3.0 context. (This breakout will be offered twice. It is one of the Morning Concurrent Sessions and one of the Afternoon Concurrent Sessions.)

Key Traits of Phenomenal Executive Directors

An executive director of a small foundation or nonprofit organization juggles many roles—manager, board wrangler, strategist, convener, collaborator, media spokesperson, technical assistance provider, mediator, and so much more. In working closely with and learning from effective foundation EDs, Exponent Philanthropy has identified specific traits that all successful EDs tend to embody. In this session, Hanh Le (Chief Program Officer, Exponent Philanthropy) will present these traits and engage participants in a lively discussion about how they can be developed, practiced, and honed. (This breakout is one of the Afternoon Concurrent Sessions.)