

#NPFundraising23

MINNESOTA
COUNCIL OF
NONPROFITS

2023
NONPROFIT
FUNDRAISING
CONFERENCE

Friday, July 28
InterContinental Hotel Saint Paul

www.minnesotanonprofits.org/fundraising

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Please use the InterContinental Hotel guest network: IHG ONE FREE REWARDS. Access Code: MSPSP

SCHEDULE-AT-A-GLANCE

9:00 a.m. – 9:30 a.m. Welcome: Operation Abundance Minnesota Ballroom
with Kari Aanestad, associate director, Minnesota Council of Nonprofits

9:45 a.m. – 10:45 a.m. Round I Breakout Sessions

Audit Your Online Donor Experience Governors II
Demystifying Donor Advised Funds State Suite II & III
Telling Your Story with Data Governors III
Values Based Donor Qualifications Governors IV

11:15 a.m. – 12:15 p.m. Round II Breakout Sessions

Believe: Working Together with Prospect Research and Frontline Fundraisers Governors III
Equity in State Grantmaking: Accessing State Dollars for Your Nonprofit State Suite II & III
Grow Your Own: Elevating BIPOC Staff via Grantwriting Governors IV
How Ethical Creative is Transforming Fundraising Best Practices Governors II
Planned Giving for Nonprofits Governors I
Raise More with Gambling the Legal Way State Suite I

12:30 p.m. – 1:45 p.m. Lunch & Main Stage Keynote Minnesota Ballroom
Kindling the 8th Fire: A Return of Indigenous Knowledge for a More Abundant Future
with Nikki Pieratos, executive director, Tiwahe Foundation

2:15 p.m. – 3:15 p.m. Round III Breakout Sessions

Five Foolproof Steps to Every Non-Cash Gift Governors II
Lessons Learned from Practicing Community-Centric Fundraising State Suite II & III
Leveraging AI Technology to Optimize Efficiency and Maximize Impact Governors III
Practical Pre-Planning Steps for Your Capital Campaign State Suite I
Radical Philanthropy: The Waterers Advocacy for Fundraising Reform Governors IV
There All Along: Fundraising Coaching for Replicable Success Governors I

3:30 p.m. – 4:30 p.m. Round IV Breakout Sessions

Bigger Isn't Always Better: Year-End Mailing Tips Governors IV
Challenging Philanthropy: Asking for Game-Changing Gifts State Suite II & III
Creative Fundraising Tips & Tricks for Smaller Nonprofits Governors II

CONFERENCE HIGHLIGHTS

Welcome & Live Music



Let's kick-start Operation Abundance! Enjoy breakfast and live music with The Umamies, a Minneapolis-based band of Filipino and Japanese backgrounds, who will foster a space for Asian expression, celebration, and joy.

Following, MCN's associate director Kari Aanestad will ground us in abundance and share insights on the newly formed state grant reform working group. Kari will be joined by partner AFP-MN and sponsor Creative Fundraising Advisors.

Keynote & Lunch



Kindling the 8th Fire: A Return of Indigenous Knowledge for a More Abundant Future **Nikki Pieratos, Executive Director, Tiwahe Foundation**

Nikki will focus on Anishinaabe teachings of abundance and lessons we can tangibly apply to our work, including cultural values and defining other forms of wealth and sustainability in our work like cultural wealth, relationships as prosperity, community as an asset, the natural world we live in, and spirituality.

Get ready to push yourself to rethink the larger systems and practices within philanthropy and the nonprofit sector.

Lunch Dietary Restrictions: If you have dietary needs including vegan and gluten free, please notify a server during lunch.

Wellness Activities, Exhibitors, Snacks & More



During conference breaks, don't miss wellness activities like a fidget station, coloring supplies, Notes of Abundance sticky wall, conference exhibitors with services and tools to support your work, and snacks.

Keep your learning going beyond today. **Scan the QR Code to visit the Conference Download Center** where you can download session handouts and PowerPoints.

THANK YOU, 2023 CONFERENCE PLANNING COMMITTEE

Steve Boland, Next in Nonprofits

Jan Castillo, Dot the Line Collaboration and
GPA North Star Chapter

Christine Durand, Mission Animal Hospital

Grace Fogland, Lutheran Social Services of Minnesota

Courtney Gerber, Minnesota Council of Nonprofits

Hannah Holman, Department of Public
Transformation

Laura (Lenny) Jones, Minnesota Council of Nonprofits

Genessis Lopez, Missions Inc. Programs

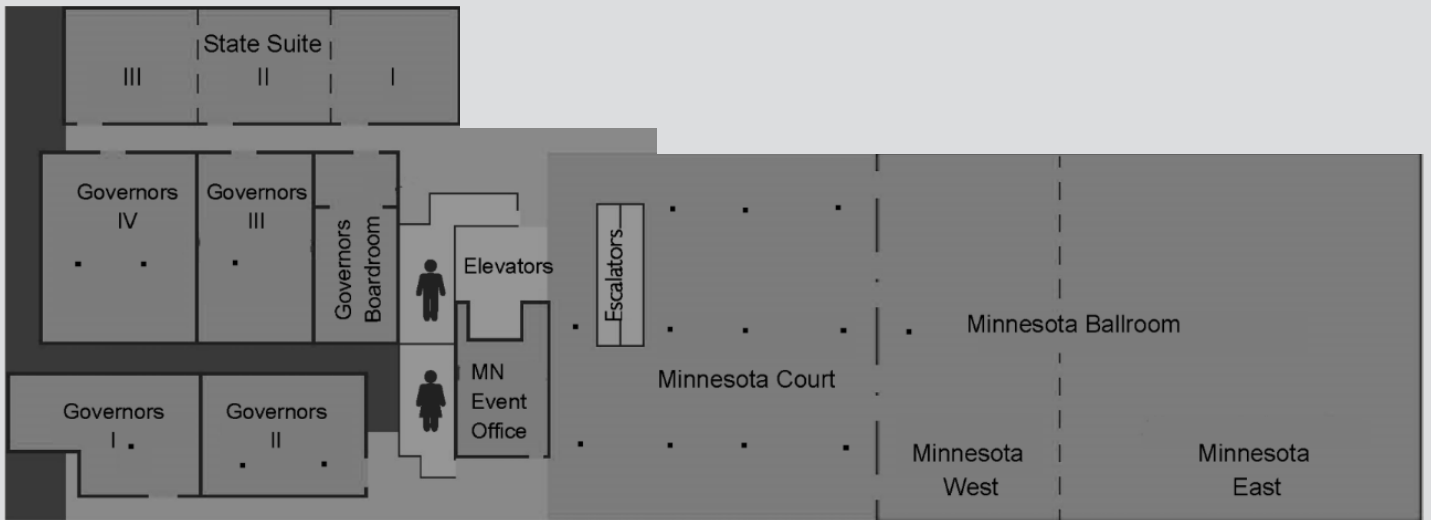
Khou Lor, Southwest Initiative Foundation

Tyra Payer, Tiwahe Foundation

Clayton Smith, University of Minnesota and AFP-MN

Melia Smith, YES! Magazine

Alyssa Whalon, Science Museum of Minnesota
and AFP-MN



Creating a Welcoming and Accessible Space

MCN is committed to creating a welcoming event, free from harassment or bullying. We seek to create an inclusive environment for everyone to participate. Please help us to nurture a space where everyone feels included and where civility grows. Please let MCN staff know if you hear or see anything that needs our attention.

Please inquire at the Registration Desk about accessibility requests that are not mentioned on this page.

Nursing Room, All Gender Restroom, and Prayer Room

There are designated spaces for prayer / meditation (Kellogg Suite 3, lobby level) and for nursing people (Governor's Boardroom, lower level). There is an All Gender and Women's Restroom near registration on the lower level, and a Men's Restroom one floor up on the lobby level. Please see the map above or inquire at the Registration Desk for details.

Dietary Requirements

If you have special dietary needs including vegan and gluten free, please notify a server during lunch. In many cases, these items have been prepared ahead of time and are available upon request.

Get Connected

Wireless Access: Please use the InterContinental Hotel guest network: IHG ONE FREE REWARDS. Access Code: MSPSP.

Twitter: Network with attendees on Twitter by sharing your session insights and takeaways using the conference hashtag, [#NPFundraising23](https://twitter.com/NPFundraising23).

COVID-19 Considerations

While COVID-19 remains with us, despite the formal end to the national health emergency, we have reached a period in the pandemic where we possess more tools and resources than ever before to better protect ourselves and our communities.

MCN is no longer requiring masking at events. However, as we gather, we recognize that our members, friends, and colleagues are coming from different personal circumstances. Therefore, we ask event attendees to help us create a supportive environment for anyone wearing a mask, and we encourage all to feel free to wear a mask, if needed, to protect the health of the community, themselves, and/or loved ones.

MCN is also lifting its proof of vaccination/negative COVID-19 test requirement. If you feel ill at any point during this event, we ask that you exit the conference in order to care for yourself and respect the health and safety of others in attendance.

Conference Download Center

Continue your learning after today's conference. Find session handouts, PowerPoints, and other resources provided, all available for download, at the Conference Download Center: www.minnesotanonprofits.org/fundraisingDC

Resource Exhibitors

Nonprofit partners with tools and services to support your work are looking to meet you in the Main Hall (Minnesota Court). Stop by and learn more about their offerings and past work with Minnesota nonprofits. [To learn more about conference exhibitors, see page 11.](#)

Audit Your Online Donor Experience

Track: Relationship Building
Room: Governors II (Cap. 106)

Is your online donor experience leaving supporters feeling warm and fuzzy or confused and frustrated? Together we will use two or more case studies from nonprofit panelists and deconstruct how their online donor experience could be improved. We will look at the entire user pathway from entry point to email receipt and you will leave with concrete ideas for how you can audit and improve your own online experience.

Karen Graham, founder, Karen Graham Consulting;
Cary Lenore Walski, nerd-in-chief, Copilot: Web Development & Ongoing Support for Nonprofits

Demystifying Donor Advised Funds

Track: Grantmaking
Room: State Suite II & III (Cap. 164)

While donor advised funds (DAFs) have become much more mainstream across the nonprofit sector, there are still a great deal of questions and confusion around these flexible giving vehicles. In this session, the presenters will share a brief history of DAFs, discuss exactly how DAFs work and why different individuals, families, and organizations may choose to use them to accomplish their charitable giving goals. They will look at the various types of DAF providers out there and discuss some of the critiques and public policy discussions currently surrounding DAFs. Most importantly, they will share information on how nonprofits can do a better job of working with DAFs, both through the individuals and organizations that use them as well as with community foundations. This aims to be a very interactive session, so bring your great questions as well!

Heidi Tieszen, philanthropic advisor, and Jeremy R. Wells, senior vice president of Philanthropic Services, Saint Paul & Minnesota Foundation

Telling Your Story with Data

Track: Research & Trends
Room: Governors III (Cap. 70)

You have an important story to tell. Whether it's to a funder, policymakers, or your clients, data can help you paint a clearer picture of your community or those you serve. In this session, learn how to use data in ways that tell a story. Topics will include why we use data, how to construct a story with data, and how to make sure you are using data in ways that are meaningful. Presenters will share free tools and resources available on Minnesota Compass (www.mncompass.org) that you can use to tell your story.

Allison Liuzzi, research manager and project director, Wilder Foundation

Values-Based Donor Qualifications

Track: Relationship Building
Room: Governors IV (Cap. 88)

We know you're searching for ways to center your community and move as much money to mission as possible. You want to be sure that your donors are part of your community—not the center of it. You're committed to fundraising in a way that creates a more just and equitable community. Join us for Values-Based Donor Qualification. We'll share our framework for how you can use your organization's values to guide your decisions about who you include in your one-to-one fundraising portfolio.

Sarah Staiger and Laura Vitelli, partners, Staiger | Vitelli and Associates



ROUND II BREAKOUT SESSIONS

Believe: Working Together with Prospect Research & Frontline Fundraisers

Track: Grantmaking
Room: Governors III (Cap. 70)

Whether you've worked frequently with prospect research professionals or never heard of them, let's talk about how frontline fundraisers can incorporate prospect research into their everyday work. We will discuss how to use this information in or out of a campaign. If your organization does not have resources for a researcher, participants will also learn how to conduct basic research.

Angela Bernhardt, director of major gifts, Hammer & NER; Sarah Price, managing director, Research Services, BWF

Equity in State Grantmaking: Accessing State Dollars for Your Nonprofit

Track: Grantmaking
Room: State Suite II & III (Cap. 164)

The state of Minnesota disburses over \$1 billion annually in grant awards to nonprofits whose work has profound positive impacts on communities and individuals throughout all of Minnesota's regions. The ability of culturally grounded nonprofits and those serving remote areas to meet their specific community needs is particularly vital, yet these organizations often face barriers in applying for and managing state grant awards. This workshop will assist participants in assessing their readiness to access state grants and help demystify the application process, with the goal of increasing the number of small, rural, and/or culturally grounded organizations that feel prepared to respond to state funding request for proposals.

Laura Jones, development manager, Minnesota Council of Nonprofits

Grow Your Own: Elevating BIPOC Staff via Grantwriting

Track: Relationship Building
Room: Governors IV (Cap. 88)

This session will focus on the opportunity for nonprofits to lead by example as they work towards equity in their work and workplaces. We will discuss the importance of BIPOC grant writers to increasing awards, educating funders, and offering avenues for access to the power and privilege of foundations. The presenters will tell their stories of their professional paths as white and Black grant professionals and demonstrate the power of writing from the standpoint of lived experience. The session will include guidance on how to leverage the skills and experiences of staff who are interested in becoming grant writers and the internal benefits to an organization of "growing your own." This session is beneficial to managers and directors who oversee grant writing as well as new grant writers and staff who are interested in entering this field.

Tiffany Dykes, principal, TM Dykes Consulting and senior writer, Tikkun Grant Advancement; Emily Greenwald Johnson, principal, Tikkun Grant Advancement



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Duluth | September 20 & 21

How Ethical Creative is Transforming Fundraising Best Practices

Track: Philanthropic Reform
Room: Governors II (Cap. 106)

Fundraising best practices are changing rapidly, from the way we refer to our donors to the words and photos we use to describe our work. It's a lot to take in, and it can seem overwhelming. However, as fearless fundraisers and champions for the common good, it's our responsibility to move our industry forward, and that means focusing on inclusion, equity, and human dignity in every step of our fundraising process. In this session, you'll learn how a focus on ethical creative can help facilitate more authentic connections with your community – and drive fundraising results. We'll discuss new best practices for storytelling and photo use and consider the role of AI within the ethical creative framework.

Zoe Clarke and Maggie Flanagan, senior account executives, Mal Warwick Donordigital

Planned Giving for Nonprofits

Track: Grantmaking
Room: Governors I (Cap. 50)

Planned giving, or legacy giving, is a long-term strategy to support your mission. Larger nonprofits may have entire departments dedicated to soliciting and stewarding planned gifts (most colleges for example). Smaller, younger organizations may rightly think they should focus first on more immediate giving to sustain their work. There comes a time when the urgency of the present needs to give way to planning for a more sustainable future. The East Side Freedom Library is just beginning its legacy giving effort. Learn from their co-founders how they went from traditional efforts like grants and individual donors, to recurring donors, to the planning process for the long term in their legacy giving effort. Groups like Leave a Legacy Minnesota have great information on these tools. Come with your questions for a great discussion of a 10-year-old nonprofit beginning this work.

Steve Boland, managing partner, Next in Nonprofits; Beth Cleary and Peter Rachleff, directors, East Side Freedom Library

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[creativefundraisingadvisors.com](https://www.creativefundraisingadvisors.com)

Raise More with Gambling the Legal Way

Track: Research & Trends
Room: State Suite I (Cap. 72)

Does your organization have a fundraising event with a raffle, wine pull, or other game? Are you looking to add something exciting to your next event? Games can be a great way to create fun, excitement, and inclusivity at a fundraising event, but you need to understand what is required from the Minnesota Gambling Control Board to execute these types of revenue at your event. In this session, you will learn the basics of what is and isn't allowed, how to design games that fit within the law, and some tips on best practices for required reporting.

Mallory Evans and Amanda Skorich, partners, Fundraising Solutions by A&M

ROUND III BREAKOUT SESSIONS

Five Foolproof Steps to Every Non-Cash Gift

Track: Grantmaking

Room: Governors II (Cap. 106)

We know that very little of America's wealth is held in cash; however, few nonprofits are ready to accept gifts of things like real estate, farm equipment, or privately-held stock. These assets can feel intimidating, but with some practical skills, every nonprofit can do it confidently. This session will outline a five-step process that can be applied to every non-cash gift to make it go smoothly from beginning to end. You'll walk away understanding how to: confidently discuss non-cash assets with donors; collect the right information about the asset; evaluate the asset for opportunity and risk; accept or decline the asset respectfully; and manage or liquidate the asset.

Dana Holt, CEO & philanthropic strategist, HOLT Consulting, LLC

Lessons Learned from Practicing Community-Centric Fundraising

Track: Philanthropic Reform

Room: State Suite II & III (Cap. 164)

Commonly misunderstood as the opposite of donor-centric fundraising, community-centric fundraising (CCF) is a movement that encourages fundraisers to re-examine the philosophy and practice we've been taught and approach the work in ways that reduce harm and further social justice. We'll hear stories and lessons learned from a variety of fundraisers about how they practice CCF in their respective roles as consultant, front line fundraiser and executive director. Attendees will leave this session with a better understanding of what CCF seeks to accomplish, the ways in which it makes our field better for everyone and actionable steps fundraising firms can take towards furthering social justice.

Clara Jung, associate director of philanthropic giving, Macalester College and fundraising coach, Aligned Strategy Group; Mallory Mitchell, co-founder, Aligned Strategy Group; Sarah Staiger fundraising coach and consultant, Staiger | Vitelli and Associates LLC; Aaron Zimmerman, executive director, PFund Foundation



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Kristen Sheehan, ks@k2andcompany.com
Brenna Wood, bw@k2andcompany.com
Stacie Starnier, stacie@k2andcompany.com

Leveraging AI Technology to Optimize Efficiency and Maximize Impact

Track: Research & Trends

Room: Governors III (Cap. 70)

This introductory presentation aims to demystify Artificial Intelligence (AI) and highlight its potential benefits for nonprofits. We will delve into the ways in which AI can help you save time, reduce costs, and enhance your communication efforts. By the end of this session, you will gain practical insights and feel empowered to leverage AI to improve your nonprofit's work and drive its mission forward in achievable ways.

Carly Kortuem, executive director, Qué Tal

Practical Pre-Planning Steps for Your Capital Campaign

Track: Grantmaking
Room: State Suite I (Cap. 72)

Think you might want to embark on a capital or comprehensive campaign? Confused or overwhelmed about where to start, if your organization is ready, if you have capacity, or if a campaign is the answer? This session will help shed light on campaign readiness, explain three critical things you must do prior to embarking on a campaign, and how to pivot if a campaign isn't the right next step. Get your questions answered and leave with a toolkit to help you prepare if and when the time is right.

Melissa Cuff, director of development and communications, Avenues for Youth;
Frances Roen, founder, Fundraising Sol

Radical Philanthropy: The Waterers Advocacy for Fundraising Reform

Track: Philanthropic Reform
Room: Governors IV (Cap. 88)

Session description unavailable at time of print.

Keila Anali Saucedo, executive productions assistant, Pangea World Theater and assembly member, The Waterers.

There All Along: Fundraising Coaching for Replicable Success

Track: Relationship Building
Room: Governors I (Cap. 50)

When Minnesota nonprofits told GiveMN they weren't confident their current fundraising strategies could meet their missions, we responded with something different from a traditional consultancy. RaiseMN fundraising coaching fills the critical gap identified by our partners by helping nonprofit leaders to build their organizational sustainability and a stronger sector in the process. Coaches believe nonprofit leaders are the experts on their missions and supporters. They guide partners through questions and exercises designed to help them build their confidence to realize and repeat success year after year—and help organizations discover that the skills they need to be effective fundraisers were there all along. GiveMN staff will lead participants through a group coaching session designed to build fundraising knowledge, confidence, and outcomes. Attendees will walk away with concrete and accessible tools for strengthening their capacity beyond the conference.

Jenna Ray, deputy executive director for Community Impact; Clara Lind, director of coaching, GiveMN

**Bigger Isn't Always Better:
Year-End Mailing Tips**

Track: Grantmaking
Room: Governors IV (Cap. 88)

Direct mail for fundraising has been around for decades, but is sending out thousands of letters and emails a thing of the past? Have you ever thought of challenging your current fundraising strategy and diversifying your tactics? In this session, you will hear about how one organization took a huge risk to change year-end mailing and increase year-end giving by 400 percent.

Lindsey Hemker, development manager, SPARK Children's Museum of Rochester

**Challenging Philanthropy:
Asking for Game-Changing Gifts**

Track: Philanthropic Reform
Room: State Suite II & III (Cap. 164)

A few years ago, *Winners Take All* by Anand Giridharadas shook the nonprofit world and emboldened fundraisers to push back on the power imbalance between grantors and grantees. Philanthropy has failed to solve most of the problems that perpetuate poverty. After a century of giving the core issues of housing, healthcare, education, and food insecurities have only gotten worse. Building on the successful push back by GrantAdvisor and #FixTheForm, this session will give you a better understanding of the systemic issues that keep money in the hands of those in power. You'll practice challenging privilege in a bold and respectful way to land meaningful gifts that make real change possible.

Daryl K. Yankee, owner/operator, Daryl K Yankee Consulting LLC

**Creative Fundraising Tips & Tricks
for Smaller Nonprofits**

Track: Grantmaking
Room: Governors II (Cap. 106)

When fundraising is only one of your many hats, just making the grant deadline or getting the year-end appeal written is often all that matters. But what if...there were little tricks and tips that upped your game and helped you freshen your pitch, added some new sparkle to your annual event, spotted some unspotted low-hanging fruit, deepened your connections to your donors, or helped you get things done better and faster? Little things, simple things, that made it easier and (gasp) more fun to raise funds. This workshop is a face-paced "share" of tried-and-true creative tips and tricks to help you enhance your fundraising work. We'll cover things like how YOU are most creative, ideas for each fundraising basket, simple and clever ideas for individual giving, ways to know and love your donors better, and how to get your donors to share their love of your organization.

Terre Thomas, former executive director, Small Sums; Sierra Hegstrom, owner and photographer, Sierra Madre Photography




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A full-service, fundraising consulting firm with more than 100 years of collective experience in philanthropy.

Creative Fundraising Advisors helps position you for success, bringing their knowledge and skills to bear on the complex business of planning and fundraising. They listen carefully, work collaboratively, and deliver results on time and with care.

Delaware North

www.careers.delawarenorth.com/npo-registration

Looking for spirited, service-oriented volunteer groups to provide first-class guest service in Target Field and Allianz Field concession stands. If your nonprofit is interested in earning a minimum \$10,000 donation while building teamwork and engaging the community, stop by their booth in the exhibit hall!

Do Good Better Consulting

www.dogoodbetterconsulting.com

A Fargo-based firm that helps nonprofits solve their seemingly unsolvable fundraising problems. Whether it's assistance through curating & developing special events, facilitating board solicitation strategies, or developing annual & major gift plans that are actually achievable, they can't wait to help you Do Good. Better.

K2 & Co.

www.k2andcompany.com

An experienced event management, fundraising, and public relations team. K2 will help you build great events and sustainable revenue growth through coaching, coordination, and delivering quality work that exceeds expectations.

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The complete donor management solution that helps thousands of small and medium-sized nonprofits deliver a better giving experience and create stable, thriving organizations. Combining robust, simple-to-use technology with people-powered support and training, Bloomerang empowers nonprofits to work efficiently, improve their donor relationships and grow their donor bases.

Minnesota Council of Nonprofits

www.minnesotanonprofits.org

Founded in 1987 to meet the increasing information needs of nonprofits and to convene nonprofits to address issues facing the sector, MCN is the largest state association of nonprofits in the U.S. Through MCN, nonprofits join together across interest areas to work on issues of common concern to all.

ResultsPlus from Metafile

www.resultsplussoftware.com

Stronger connections are just a keystroke away. This CRM (Constituent Relationship Management) software supports the way you work; from planning your day to interacting with your donors to tracking your dollars and reporting your results. (Even down to how you personalize your system and from your mobile device!)

Soderberg's Floral & Gift

www.soderbergsflorist.com

Set the perfect tone for your next fundraiser! Since 2015, their "Flowers for Good" program helps nonprofits succeed in their good works. When you order charitable bouquets through their flowers FFG program, a generous discount is applied to all orders.

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The Minnesota Council of Nonprofits (MCN) is the largest statewide association of nonprofits in the country.

MCN is a trusted ally and advocate for you, providing relevant workshops and programming, timely sector research, state and federal advocacy, and a strong member network and benefits.

Visit our website to discover how MCN can support your mission and professional development.

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