

# ACTcon 2020: Request for Proposals

The questions you will be asked in the online survey proposal form are:

1. Session title (8 word maximum)
2. Session description: Write a description of your session as it could appear in the conference program (150 word maximum). Please provide detail about the knowledge, skills, tools or strategies participants will gain by attending your session.
3. What content will be covered? Provide three learning objectives participants will walk away with after attending this session.
4. Which of our three key audiences will find value in your session? (Select all that apply.)
  - People who do marketing and communications for their organization(s).
  - People who do fundraising for their organization(s).
  - People who do technology planning and implementation for their organization(s).
5. Which of our three key audiences is your session PRIMARILY geared towards? (Choose one.)
  - People who do marketing and communications for their organization(s).
  - People who do fundraising for their organization(s).
  - People who do technology planning and implementation for their organization(s).
6. Each session must include one or more ways to engage the attendees in their learning. How will you engage attendees?
  - Quizzes or polls: "Please raise your hand if your organization..." or "Please use this phone app to indicate your response..." or "Please place a sticky dot to indicate your response..."
  - Neighbor conversations: "Turn to your neighbor to discuss this idea."
  - Group discussion: "Our panel will talk for 15 minutes. And then, we want to hear from all of you gathered here today."
  - Individual reflection: "Now please take 3 minutes to write your own idea for how you could implement this concept in your own organization."
  - Small group activities/questions: "In groups of 3 or 4, please do this brief activity or answer these questions."
7. What level of prior knowledge is required for success in your session? The conference seeks all levels of learning although most accepted sessions will focus on advanced or intermediate levels.

- Advanced Prior Knowledge: Attendees should have advanced knowledge of the subject area before arriving (this means presenters will not define all words; will not include basic information on the subject; and will answer basic questions after the end of the session)
  - Intermediate Prior Knowledge: Attendees should have intermediate knowledge of the subject area before arriving (this means the presenters will define words, as requested, but will generally assume that attendees understand most concepts presented)
  - General Prior Knowledge: Attendees will not need significant prior knowledge of the subject area; this level would be good for beginners and anyone interested in the topic
8. Session length: What is your preferred length of session? 60 minutes, 75 minutes, 90 minutes. (Most sessions will be 75 minutes in length.)
9. Room layout (optional): In most cases, breakout rooms will be set theater style (chairs without tables) to ensure maximum capacity for conference attendees. In limited cases, we may be able to accommodate other room layouts. Please describe if you would like to request a different room layout and we will attempt to meet your need.
10. Which workshop tags best describe your session's content (pick no more than 3)?

<input type="checkbox"/> Annual Giving	<input type="checkbox"/> Marketing and/or Communications Strategy
<input type="checkbox"/> Board Engagement	<input type="checkbox"/> Marketing/Communications
<input type="checkbox"/> Career Planning/Personal Leadership	<input type="checkbox"/> Media Relations
<input type="checkbox"/> Community Engagement/Organizing	<input type="checkbox"/> Organizational Leadership
<input type="checkbox"/> Demonstration/Skill-building	<input type="checkbox"/> Planned Giving
<input type="checkbox"/> Donor Relations	<input type="checkbox"/> Program Delivery or Evaluation
<input type="checkbox"/> Fundraising Trends/Strategy	<input type="checkbox"/> Sector Leadership and Critical Conversations
<input type="checkbox"/> Grantseeking/Grantwriting	<input type="checkbox"/> Social Media
<input type="checkbox"/> Graphic Design	<input type="checkbox"/> Technology Strategy and Planning
<input type="checkbox"/> Institutional Funding	<input type="checkbox"/> Websites
<input type="checkbox"/> IT/Data Security	<input type="checkbox"/> Special Events
<input type="checkbox"/> Major Gifts	<input type="checkbox"/> Other (please specify)

11. Contact information for main contact person: Please include the full contact information for the session presenter who will be MCN's main contact during the planning process. This must be one of the session presenters. First name, Last name, Title, Organization or company, Email address, City, State, Phone number
12. Co-presenter information (Optional): If you will have one or two co-presenters, please include their information below. (Please note that 3 total presenters (inclusive of any moderator) may

be admitted to the conference with free registration. Any additional presenters will pay the full conference registration fee. We discourage including more than 3 presenters for any session.) Include each co-presenter's name, title and organization.

13. Background information: If any speaker listed above has never presented at any of MCN's conferences, please include brief background information highlighting his/her expertise on the topic and experience as a workshop presenter.