



NPMC 2009

July 15 – 17, 2009 | Chicago, Illinois | Chicago Hyatt Regency
THRIVING IN TIMES OF CHANGE
PROGRAM AGENDA

Wednesday, July 15, 2009

07:30 AM - 08:00 AM

Tutorial Registration
Location: Crystal Ballroom Foyer

08:00 AM - 12:00 PM

PRE-CONFERENCE OPTIONAL TUTORIALS

Tutorial B:

Session Title: TELL YOUR STORY: Essential Tools for Communicating in Tough Times

The need for organizations to tell their stories in a powerful way is increasing exponentially just when the ability to pay for it is vanishing. When your supporters truly understand what your organization does and why it matters, you are far less likely to fall off their priority lists. In this workshop, you'll learn to:

- *Use essential tools such as Brand Equity Questions, a Brand Headline, an Elevator Pitch, and a Brand Framework to bring your story to life*
- *Help everyone in your organization speak with one powerful voice*
- *Ensure that your marketing tactics are highly targeted and efficient*

Facilitator: Venetia Hands, Partner, Director of Research and Organization Development, ClearAgenda
Location: Wrigley

Tutorial C:

Session Title: Marketing from the Inside Out: Engaging Employees for Strategic Advantage

Learn how to take care of the people who most impact your marketing and organizational success.

More than just a 'feel good' session for taking care of employees, this session shares critical insights and examples from nonprofit and for-profit organizations on how to:

- *Gain employee commitment*
- *Create and reinforce a "customer-focused" culture*
- *Strengthen employee-stakeholder relationships.*

Facilitator: Sybil F. Stershic, President, Quality Service Marketing and Author of "Taking Care of the People Who Matter Most: A Guide to Employee-Customer Care"

Location: Soldier Field

12:00 PM – 01:15 PM

Lunch on Own



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(continued)

- 10:00 AM – 06:15 PM
Conference Registration
Location: Crystal Ballroom Foyer
- 12:00 PM – 12:45 PM
FREE COACHING SESSIONS
First-Come, First Serve. Sign-Up Available Upon On-Site Check-In
Location: Crystal Ballroom
- 12:00 PM – 06:15 PM
Exhibit Hall Open
Location: Crystal Ballroom Foyer
- 01:15 PM – 01:30 PM
Conference Commencement
THRIVING IN A CHANGING WORLD
Chairperson's Introduction
Cynthia Round, Executive Vice President, Brand, United Way of America
Location: Crystal Ballroom
- 01:30 PM – 02:30 PM
SESSION 1.0
LESSONS OF VICTORY: HOW TO MAKE ONLINE CAMPAIGNING WORK FOR YOUR ORGANIZATION
*Barack Obama's presidential campaign mobilized individuals on the ground in unprecedented ways across different demographics partly because of effective use of online strategy and methods. As a leader in the use of email, SMS and social networking for political campaigning and a growing portfolio of clients in various other areas (e.g., American Red Cross, film and entertainment, university alumni associations), **Blue State Digital's Managing Partner Thomas Gensemer** will share lessons from the company's work on President Barack Obama's winning campaign, and demonstrate how they can be applied to the nonprofit sector. Focusing on fundamental online best practices – from recruiting and incentivizing grassroots e-advocates to advertising – Gensemer will reveal secrets of online messaging, advocacy and mobilization.*
SPEAKERS: Thomas Gensemer, Managing Partner, Blue State Digital
Location: Crystal Ballroom
- 02:30 PM – 03:00 PM
Break
Location: Crystal Ballroom Foyer
- 03:00 PM – 04:45 PM
SESSION 1.1
MAKING THE 'ASK': ONLINE CAMPAIGNS 101
*Blue State Digital Managing Partner Thomas Gensemer, along with Blue State Digital Vice President of Strategy Rich Mintz, will lead this workshop on how to **create an effective campaign plan for a target audience, utilizing the online strategy model of Barack Obama's presidential campaign.** The workshop will draw on the best practices of email, outreach and advertising used on the Obama campaign. Gensemer and Mintz will guide participants through the processes of defining goals, prioritizing an audience, examining the means of outreach, developing a basic technology prescription, establishing a messaging calendar, and ultimately, how to follow through – and how these methods can be applied to a variety of sectors, with an emphasis on nonprofits.*
SPEAKERS: Thomas Gensemer, Managing Partner, Blue State Digital and **Rich Mintz**, Vice President, Strategy, Blue State Digital
Location: Crystal Ballroom
- 04:45 PM – 06:15 PM
NPMC 2009 Welcome Reception
Location: Crystal Ballroom Foyer



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08:00 AM – 09:00 AM	Continental Breakfast Location: Crystal Ballroom Foyer
08:00 AM – 08:45 AM	FREE COACHING SESSIONS <i>First-Come, First Serve. Sign-Up Available Upon On-Site Check-In</i> Location: Crystal Ballroom
08:00 AM – 07:00 PM	Registration & Exhibit Hall Open Location: Crystal Ballroom Foyer
09:00 AM – 10:00 AM	SESSION 2.0 <u>MULTI-GENERATIONAL RESEARCH INSIGHTS</u> <i>In this session, J. Walker Smith of Yankelovich MONITOR, a leader in consumer market research, will provide valuable insights and data into the changing generational marketing audience for non-profits. You will walk away with a better understanding of the behaviors of each generation that will assist you in building life-long meaningful relationships.</i> SPEAKER: J. Walker Smith , Executive Vice Chairman and President, Yankelovich MONITOR Location: Crystal Ballroom
10:00 AM – 10:45 AM	Break Location: Crystal Ballroom Foyer
10:10 AM – 10:40 AM	AMA Nonprofit SIG Orientation Host: Elaine Fogel, Chair, AMA Nonprofit SIG Location: Picasso Room
10:45 AM – 12:15 PM	SESSION 2.1 <u>BROADENING THE BASE: BUILDING MULTIGENERATIONAL RELEVANCE</u> <i>In this session, you will learn how to successfully engage multi-generations with the trajectory of learning to effectively prepare your constituencies with life-long success. Emilio Pardo of AARP will share the critical success factors in capturing and engaging an organization's base at all life stages to drive long-term, loyal relationships.</i> SPEAKER: Emilio Pardo , Chief Brand Officer, AARP Location: Crystal Ballroom A
	SESSION 2.2 <u>CREATING LIFETIME VALUE & LOYALTY</u> <i>The greater the community awareness your organization creates through increased exposure and identification, the greater the chance of the community's continual participation in, and support of, your efforts. Developing comprehensive awareness and outreach programming will build the infrastructure necessary to ensure the long term growth of your organization.</i> <i>During this session you will learn from three exceptional organizations regarding how they laid the groundwork to develop these life long relationships with their constituents—sharing strategies that were successful and those that had opportunities for continued refinement.</i> MODERATOR: Meme Drumright , Associate Professor, Department of Advertising, College of Communication, University of Texas - Austin Panelists: Jan Albus , Executive Director, Variety the Children's Charity of St. Louis, Angela Geiger , Chief Strategy Officer, National Alzheimer's Association, Carrie Heinonen , Vice President, Marketing & Public Affairs, The Art Institute of Chicago Location: Crystal Ballroom B
12:30 PM – 02:00 PM	AMA Foundation Awards Lunch and Presentation Location: Regency Ballroom A



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02:00 PM – 03:30 PM

SESSION 2.3

WHAT YOU NEED TO KNOW ABOUT SOCIAL MEDIA & BLOGGING

What are the best practices for using social media to promote your cause? Need to know the basics about blogging or want to improve your organization's blog? Learn from a panel of experts on how your organization can use these important social media tools to spread your message and create a buzz for your brand. Whether you're a large or small nonprofit, veteran or newbie in the ever-changing online world, come learn about the latest tips and tactics to promote your message (including Google's special offerings for nonprofits).

MODERATOR: **Kate Emanuel**, Moderator, SVP, Nonprofit & Government Affairs, The Ad Council

PANELISTS: **Megan Danielson**, Team Manager of Google Midwest Travel, Google, **Robert Lalasz**, Associate Director of Digital Marketing for the Nature Conservancy **Alex Nelson**, Interactive Strategist, Home Front Communications, **Steve Rubel**, Senior Vice President, Director of Insights, Edelman Digital

Location: **Crystal Ballroom**

03:30 PM – 04:00 PM

Break

Location: **Crystal Ballroom Foyer**

04:00 PM – 05:30 PM

SESSION 2.4

ONLINE ACTIVISM FOR NONPROFITS OF ALL SHAPES AND SIZES

Social networking is changing the game for nonprofits, and it presents an opportunity for all of us. Small organizations can be large, mobilizing online supporters all over the world. Large organizations can be small, facilitating direct personal connections between supporters everywhere. Attend this workshop to gain the insights and step-by-step knowledge necessary for social networking and to reach out to the 36 million Causes users on Facebook and MySpace. Joe Green, co-founder and president of Causes, the largest online platform for activism in the world, facilitates this session that proves social networking is for nonprofits of all shapes and sizes.

SPEAKER: **Joe Green**, Co-Founder & President, Causes

Location: **Crystal Ballroom**

05:30 PM - 07:00 PM

NPMC 2009 Evening Reception: Sponsored by the AMA Foundation

Location: **Crystal Ballroom Foyer**

07:10 PM

NPMC 2009 Dine Around



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Friday, July 17, 2009

08:00 AM – 11:00 AM

Registration
Location: Crystal Ballroom Foyer

08:00 AM – 08:30 AM

Continental Breakfast
Location: Crystal Ballroom Foyer

08:30 AM – 09:45 AM

SESSION 3.0 **THREE UNIQUE CASE STUDIES: DOING MORE WITH LESS**

Moderator: Jay Aldous, Chief Marketing and Communication Officer, US Fund for UNICEF

CASE 1: Best Friends Animal Society: Something from Nothing

Twenty-five years ago, a group of friends came together in a remote canyon in southern Utah with nothing but a dream and a love for animals. Join Julie as she talks about how BAFS built its membership base, the creative marketing and strong brand-building efforts hallmarking the Sanctuary today, and its unique initiatives including a National Geographic's TV Series and tremendous celebrity support.

Panelist: Julie Castle, Director, Community Programs & Services, Best Friends Animal Society

CASE 2: Girl Impact

Girl Impact is on a Mission: To prepare 12 girls from five schools for a Mount Kilimanjaro ascent. These bright young women will be trained, coached and mentored for nine months while working alongside their executive mentors to collectively raise \$50,000 to send 10 girls to secondary school through UNICEF's Kenyan girls' scholarship programme. Listen to Girl Impact Co-Founder, Leanne Nicolle, on how the organization successfully executed its strategy on a shoestring – and the lessons that have resulted.

Panelist: Leanne Nicholle, Co-Founder, girl Impact Youth Empowerment Inc.

CASE 3: UNICEF Tap Project

UNICEF Tap Project is an interesting case study of doing more with less. With a very modest investment, UNICEF received pro bono creative from 13 top competing ad agencies, received \$14MM in donated media, recruited 10K new volunteers, and secured thousands of new donors. The Tap Project represents a new business model for UNICEF where they are letting people engage with UNICEF on their terms – rather than on the organization's.

Panelist: Ryutaro Mizuno, Asst Marketing Director, US Fund for UNICEF

Location: Crystal Ballroom

09:45 AM – 10:00 AM

Break
Location: Crystal Ballroom Foyer

10:00 AM – 11:00 AM

SESSION 3.1 **CAUSE MARKETING: HOW TO LEVERAGE BUSINESS AND CONSUMER RELATIONSHIPS FOR YOUR MISSION**

*In this session, Kurt Aschermann, COO, Charity Partners (formerly CMO, Boys and Girls Club of America) will provide you with **hands-on tools for assessing the viability of win-win relationships between you and your prospective corporate partnerships**. His 'Got It, Need It, Can't Do It' approach will equip you with valuable resources to optimize your organization's exposure.*

SPEAKER/FACILITATOR: Kurt Aschermann, Chief Operating Officer, Charity Partners

Location: Crystal Ballroom