



WASHINGTON COMMUNITY FOUNDATION CONVENING

October 4 - 6, 2016
Sleeping Lady Resort
Leavenworth, WA



AGENDA

DAY ONE TUESDAY, OCTOBER 4TH

4:00 – 6:00 p.m. | Flicker

SMALLDOG PRE-CONFERENCE SESSION

This session will be an open forum to discuss and explore new features of Smalldog Software and its use for all sizes of community foundations. Focus will be on recent system updates, grant catalog gamification and event organization.

6:00 – 8:00 p.m. | Kingfisher Restaurant

DINNER (For Smalldog pre-session participants only)

DAY TWO WEDNESDAY, OCTOBER 5TH

7:30- 9:00 a.m. | Kingfisher Restaurant

BREAKFAST

10:00 a.m. | Salmon Gallery

REGISTRATION OPENS

Light snacks available

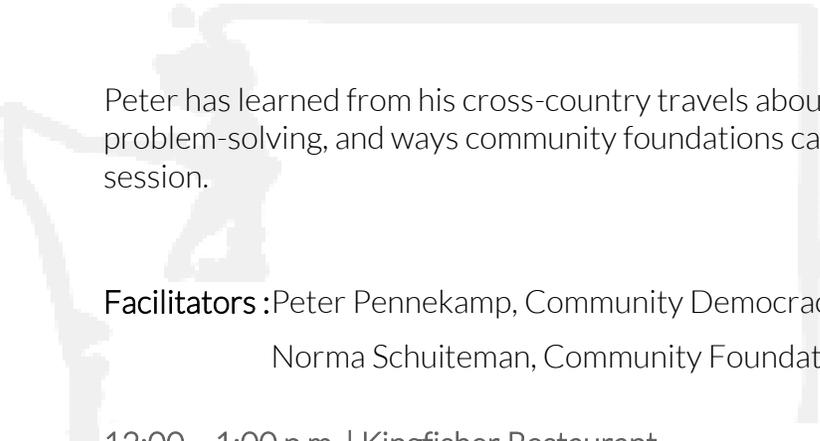
10:15 - 10:30 a.m. | Chapel Theater

WELCOME REMARKS

10:30 a.m. - 12:00 p.m. | Chapel Theater

SESSION 1: OPENING SESSION

Engaging Around Engagement. Community engagement--it's a tool, as are collective impact and focus groups. Often we jump to tools without knowing the "why" or the "what". What are the questions the tools help us answer? During opening remarks, Peter and Norma will discuss what



Peter has learned from his cross-country travels about citizen-involvement, democracy and problem-solving, and ways community foundations can be involved. This will be an interactive session.

Facilitators: Peter Pennekamp, Community Democracy Workshop
Norma Schuiteman, Community Foundation of South Puget Sound

12:00 – 1:00 p.m. | Kingfisher Restaurant
LUNCH

1:00 – 2:30 p.m.
CONCURRENT SESSIONS II (A - B)

1:00 – 2:30 p.m. | Salmon Gallery

A. Community Development Financial Institutions (CDFIs) & Community Foundations

Learn about partnerships between CDFIs/community development loan funds and community foundations to advance impact investing. Hear how some community foundations have invested and considering partnership opportunities with CDFIs/loan funds and building an impact investment strategy. You'll have an opportunity to learn about experiences, interests and opportunities for increasing impact investing and the shared community outcomes institutions are looking to achieve through these partnerships.

Facilitators: Moderated by Allison Parker, Seattle Foundation
Maggie Kirby, Craft 3
Gina Anstey, Greater Tacoma Community Foundation
Linda Moore, Yakima Valley Community Foundation

1:00 – 2:30 p.m. | Flicker

B. The Architecture of Action: How to Strategically Build the Capacity of Your Grantees

You want your funding to solve a community problem or capture an opportunity. You want your grantees to have what they need to succeed. In this interactive, hands-on session, we will review the research behind effective capacity building and how to turn that learning into action. We will talk about how training, nonprofit networks, cohorts, and coaching fit together, and you will hear a case study about one Washington community that strategically, and successfully, invested in capacity building to solve a community problem. Come to this session prepared to roll up your sleeves and build a plan ready to take home and implement.

Facilitators: Nancy Bacon, Washington Nonprofits
Erica Mills, Claxon Marketing and Evans School of Public Governance,
University of Washington

2:30 - 2:45 p.m.

BREAK

2:45 – 4:15 p.m.

CONCURRENT SESSIONS III (C - D)

2:45 – 4:15 p.m. | Flicker

C. Ethical Wills Part 1

The first of the two workshops explores ways that ethical wills/legacy letters can help community foundation donors enhance and explain their contributions. These documents can include stories from the past, values in the present and hopes for the future. Though they're not legally binding, they provide a wonderful tool for enriching financial gifts.

In the second session, you'll have the opportunity to do some of the exercises. You can write about your own experiences, beliefs, and tributes. You can also use the time to capture the story of a donor or family member.

Facilitator: Margi Fox, Western Washington University

2:45 – 4:15 p.m. | Salmon Gallery

D. Words Revolutionized: A Research-backed Approach to Creating Captivating Communications

Imagine a world where clearly written grant proposals, compelling websites, and captivating fundraising appeals were the norm. Where annual reports brought you to tears (the good kind). Where every single organization had an irresistible mission statement. This session will make that imaginary world a reality for all who attend. Participants will learn a research-backed approach to creating messaging that motivates, inspires, and engages. They will put that approach to work straight away through a series of interactive exercises. Participants will get a behind-the-scenes look at the only primary research done to date that focuses exclusively on language usage and the social sector. They will find out things like how many words, on average, nonprofits use on their websites, what the 50 most used words are (by sub-sector) and what the most unusual words are. In short, this session will revolutionize how participants—and eventually the sector—use their words.

Facilitator: Erica Mills, Claxon Marketing and Evans School of Public Governance,
University of Washington

4:15 - 5:30 p.m.

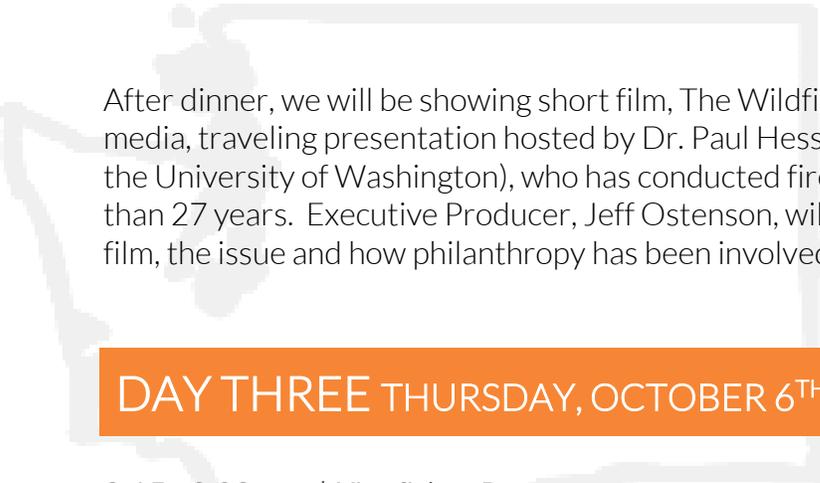
BREAK

5:30 – 7:00 p.m. | Kingfisher Restaurant

DINNER & COCKTAILS

7:30 - 8:30 p.m. | Chapel Theater

WEDNESDAY NIGHT AT THE MOVIES



After dinner, we will be showing short film, The Wildfire Project. The Wildfire Project is a multi-media, traveling presentation hosted by Dr. Paul Hessburg (Pacific Northwest Research Station and the University of Washington), who has conducted fire and landscape ecology research for more than 27 years. Executive Producer, Jeff Ostenson, will join us for a fireside chat to talk about the film, the issue and how philanthropy has been involved in the creation of this documentary.

DAY THREE THURSDAY, OCTOBER 6TH

8:15 - 9:00 a.m. | Kingfisher Restaurant
BREAKFAST

9:00 - 10:30 a.m.
CONCURRENT SESSIONS IV (E - F)

9:00 - 10:30 a.m. | Flicker
E. Ethical Wills Part 2

The first of the two workshops explores ways that ethical wills/legacy letters can help community foundation donors enhance and explain their contributions. These documents can include stories from the past, values in the present, and hopes for the future. Though they're not legally binding, they provide a wonderful tool for enriching financial gifts.

In the second session, you'll have the opportunity to do some of the exercises. You can write about your own experiences, beliefs, and tributes. You can also use the time to capture the story of a donor or family member.

Facilitator: Margi Fox, Western Washington University

9:00 - 10:30 a.m. | Salmon Gallery
F. Business Models: Refining strategy, attracting donors & engaging the community

Refining strategy, attracting donors, and engaging the community- you play many roles, yet how can you support your activities and stay sustainable? What does sustainability mean anyway? Every community foundation has a business model, most simply explained by how you raise funds and spend money to achieve your mission and goals. But it can be easy to lose sight of some of the most important questions that drive your chosen business model, such as: what value does your community foundation create, deliver and inspire? How are you aligning your strategies and activities with your resource allocation? How does the money you work hard to bring in support, or take you away from, your goals and mission? Join us for an interactive session to review different frameworks for thinking about the business of your community foundation and also to share the different strategies and choices each community foundation makes in service of their mission.

Facilitators: Audrey Haberman, The Giving Practice, Philanthropy Northwest
Sindhu Knotz, The Giving Practice, Philanthropy Northwest

10:30 - 10:45 a.m.

BREAK

10:45 a.m. - 12:15 p.m.

CONCURRENT SESSIONS V (G - H)

10:45 a.m. - 12:15 p.m. | Salmon Gallery

G. Sparking Innovation

Community Foundations work hard to do great work with modest resources. How do you identify and tap into the resources you ALREADY have to lead an innovative culture, not just a hard working culture? How to you lead your customer base, rather than react to it? Godfrey will introduce practical tools for uncovering hidden assets in organizations by analyzing the often undetected human, social, and intellectual assets that complement the more familiar financial assets in your organization.

Facilitator: Joline Godfrey, Godfrey Partners

10:45 a.m. - 12:15 p.m. | Salmon Gallery Terrace

H. Trustees Only Session

This session, for trustees only, will allow board members to meet one another and engage in a discussion about their roles and working in this field.

Facilitator: Ted Lord, The Giving Practice, Philanthropy Northwest

12:15 - 1:15 p.m. | Kingfisher Restaurant

LUNCH

1:15 - 2:30 p.m. | Chapel Theater

SESSION VI: REFLECTIVE PRACTICE SESSION

Good philanthropy requires people with content expertise. But we also need a second discipline: knowing how to navigate the vast and roiling seas of getting work done, by knowing ourselves and being able to examine our behaviors in relationship to others. Join us to discover how you can use reflective practices to get to better outcomes and become better leaders in our organizations and partners with the communities we serve.

Facilitators: Audrey Haberman, The Giving Practice, Philanthropy Northwest

Ted Lord, The Giving Practice, Philanthropy Northwest

2:30 - 3:00 p.m. | Chapel Theater

CLOSING SESSION