



2016 Annual Conference
May 15th - 17th
San Diego, CA
Request for Proposals
Annual Conference Workshop Sessions
PROPOSAL DEADLINE: Friday, September 18th

AJFCA Annual Conference

The AJFCA Annual Conference is a 2.5-day interactive and informative experience for professionals and lay leaders from Jewish human service agencies and partner agencies throughout North America.

Tracks

There are five tracks of workshops, designed to organize conference content and promote attendance. Attendees may choose to attend workshops in any of the tracks (unless otherwise noted in the session description).

Content

AJFCA is seeking workshops that present new and innovative information directly related to the operation of a Jewish human service agency. Successful proposals will be **interactive, clear, and well-organized**, with concrete take-aways for attendees. Sessions should examine challenges and present lessons learned measurable positive impact, and strategies for excellence. Replicable program ideas are preferred.

Presenters

Presenters include professional and lay leaders from member agencies, professionals from partner agencies, both local and international, and guest speakers. Presenters should be experienced and knowledgeable about their subject area and able to facilitate a discussion that is balanced between presenting ideas and solutions and encouraging input from workshop attendees. Presenters will be required to register and pay for the conference. If your proposal is selected, please plan to be available for the **entire conference** as the workshop schedule can shift multiple times during conference planning.

Flexibility: Content & Format

The AJFCA Conference Committee is committed to creating a suite of workshop offerings that meets the needs, interests and expectations of our conference attendees. As such, the Committee may request that the proposed workshop shift or expand to include relevant content or be combined with another proposal to create a panel that will present a more comprehensive session. Please note that session lengths may vary and are TBD.

Multiple Submissions

Presenters may submit more than one proposal. Each proposal must be submitted separately.

You will be notified about the status of your submission in November.

Workshop Tracks

Executive Team Leadership

The Executive Team Leadership track will feature strategy-focused sessions that emphasize the big picture and looking toward the future. Sessions will be geared toward agency executives and senior level management and will focus on topics that relate to sustainable growth, organizational resilience and future-oriented strategies.

Preferred topic areas include:

1. Best practices for CEO's in communication with the Board; executive presence
2. The CEO's role in helping to develop a high impact Board
3. Strategic positioning – how to position your agency to make adjustments in response to a changing landscape
4. Talent development and management; shaping the executive team
5. Building effective business relationships with other agencies in the community
6. Jewish values and leadership

Agency Services

The Agency Services track will feature presentations and interactive, participatory workshops designed to focus on the business side of services. Proposals should highlight the underlying structure and essential elements of program design and nuts and bolts of implementation so participants can take best practices and replicable program models back to their community. Sessions should focus on core programs, including (but not limited to) mental health services and counseling, disabilities services, and older adult services.

Preferred workshop topic areas include:

1. Successful, replicable programs (presentations should give detail on the design, implementation and funding of the program)
2. Business elements (budget, supervisory structure, staffing, outcomes measurement)
3. Program planning and evaluation
4. Collective impact models and collaborative programming
5. Use of technology to enhance service delivery
6. Advocacy and public policy implications on services

Fund Development & Marketing

The Fund Development & Marketing track will feature strategic fundraising and marketing ideas with an eye toward the agency's sustainability into the future. Sessions should feature successful models with concrete positive outcomes in funding and raising awareness about and engagement with the agency throughout the community.

Preferred topic areas include:

1. Donor Solicitation outside Jewish Community (challenges of raising money from the broader community, success stories, how to approach this, new branding ideas)
2. Long-Term Funding Strategies Roundtable (legacy, annual giving, grants, endowments)
3. Annual Event Showcase (challenges & successes, innovations, 50/50, live auctions, text to donate)
4. Capital Campaigns (do's and don'ts)
5. Donor Research (who is using what software? how is the software being used once information is captured? Donor retention, retention rates, success stories)
6. Agency Professionals & Lay Leaders as Ambassadors (board engagement, how to brand yourself in the community, content marketing)

Board Leadership

The Board Leadership track will feature issues of interest to member agency lay leaders. Sessions should focus on ways for board leaders to maximize the impact of their board service for the benefit of their agencies. Interactive workshops are strongly preferred.

Preferred topic areas include:

1. Building an effective board, including effective board structures, committees and task forces, and building a diverse board with broad community representation and skill sets.
2. Growing your agency, including how to apply lessons learned from larger agencies to your own agency, and balancing the need to find sustainable funding for programs while staying mission driven as you grow.
3. Creating healthy lay-pro relationships, including positive communication strategies and best practices in providing feedback.
4. Engaging young adults in the work of the agency, including finding the right role for young leaders and the right way to thank them for their service.
5. Developing the leadership skills you need to lead the board.
6. Engaging the board in generative thinking.
7. Handling common dilemmas that face board leaders, including dealing with difficult people, having difficult conversations, solving ethical dilemmas and resolving the issues that keep you up at night.

Volunteer/Young Adult Engagement

The Volunteer/Young Adult Engagement track will focus on real life experiences and lessons learned from agencies who have pursued meaningful volunteer and/or young adult engagement. Sessions should be geared to address not only volunteer professionals, but a wider audience as well, including CEOs, executive management, lay leaders and volunteers.

Preferred topic areas include:

1. How to collaborate with other agencies in your community working towards the same goal of engaging young adults
2. Engaging the recently retired boomer generation in both skilled & unskilled volunteer roles
3. Core competencies for volunteer engagement: innovative ways to engage, acknowledge and sustain volunteers in the work of the agency
4. Providing a Jewish values framework for volunteer opportunities – putting values into action
5. Metrics/evaluating the impact of a volunteer program – return on investment (ROI)
6. Understanding the unique qualities of Millennials vs. other generations
7. Strategies for identifying promising leaders amongst your volunteer base - creating a pipeline to leadership positions and/or donor engagement