

Event & Workshop Schedule

Presenters

7:30 a.m. Light Breakfast and Round Table Registration

8:00 a.m. – 8:50 a.m. Keynote Address Samantha Schroth, Ms. Wheelchair America 2015

9:00 a.m. – 9:50 a.m. Workshops #1: (Select 1 of the 3)

1) Strategic Planning: Like It or Not! Kelly Kohlbeck, Ministry Health Care

Kelly is an award-winning, lean six sigma professional with over 20 years of nationally recognized expertise and outcomes within the health care industry utilizing strategic planning and performance excellence methods to improve outcomes and increase revenue generation. **Participants in this session will learn the basics of creating a strategic plan and the value of sticking to it!**

2) "What Philanthropy Means to Us: Diverse Donor Voices" Celebrate Diversity Fox Cities, facilitated by Nancy Heykes

Hear from several involved local citizens of diverse backgrounds who will share perspectives from the philanthropic traditions of their cultures, and have an opportunity to consider how your practices might help or hinder your relationship building with potential donors in these communities.

3) Leveraging Social Media for Your Organization: Is the Ice Bucket Challenge for All of Us?

Lisa Cruz, Red Shoes PR

Lisa Cruz has worked in the public relations industry since 1994 and launched Red Shoes PR in 2008. Lisa provides strategic consulting in a number of areas for clients such as crisis communications, media relations, internal communications, image management and more. **Participants attending this session will gain insight into how to reach a specific donor audience and how to better communicate the philanthropic story and needs via social media channels.**



Samantha Schroth
Keynote Speaker



Kelly Kohlbeck
Workshop Presenter



Workshop Presenter

9:50 a.m. – 10:15a.m. Networking

10:15 a.m. – 11:15 a.m. Workshop #2 or Roundtables (Select one of the following)

4) Goals, Goals, and Metrics- OH MY! Setting Realistic Goals and Measuring Success Adam Wilhelm, Campbell & Company

A hands-on collaborator, Adam Wilhelm engages organizational leadership and volunteers at the strategic level, and translates their visions into implementable activities for fundraising staff.

Participants in this session will gain an overview of performance metrics and learn which metrics are truly motivational.

5) Leader/ Learner Round Tables 1 & 2

Roundtables will have two different Tracks of Focus: Leading and Learning. The Leader Tables will be for seasoned professionals who desire to actively share ideas and experiences with other professionals. The Learner Tables will be for participants who desire to learn more about the specific topic, review practical "take-aways", and ask questions to facilitate learning.



Lisa Cruz
Workshop Presenter



Adam Wilhelm
Workshop Presenter

11:55 a.m. Welcome and Lunch

12:30 p.m. Award Presentation

1:30 p.m. Presentation Concludes

National Philanthropy Day (NPD) is the special day set aside to recognize and pay tribute to the great contributions that philanthropy – and those people active in the philanthropy community – have made to our lives, our communities and our world.

More than 125 communities and 50,000 people around the world will participate in NPD events and celebrations. Donors, volunteers, corporations, foundations, small businesses, youth in philanthropy and others will be honored on NPD in recognition of their work in improving their communities and their world every day.