

**Workshop Request for Proposals (RFP)**

**Deadline:** May 15, 2014

**Purpose**

This Workshop RFP is designed to explain what we are seeking for the 2014 Annual Conference, so that you are fully equipped to submit a workshop proposal. **Please read this RFP thoroughly. It will provide important information and instructions on what we are looking for in this year's workshop proposals.**

**Conference Background**

**2014 Conference Theme:** Leading Today, Transforming Tomorrow

**Overview:**

We are living in a rapidly changing world that presents nonprofits with unique challenges, but also unique opportunities. This conference is designed to provide the information and tools that nonprofit leaders need today so that we can return to our organizations with new information, ideas and strategies to better achieve our missions. We also want to explore emerging practices, innovations, and strategies to help us think and strategize for the future. To this end, this conference is designed to open up our thinking to new possibilities, opportunities and innovations, and to leverage our potential as learning organizations. We want to have new tools and approaches to our current work while being prepared and poised to lead into tomorrow. This will help ensure that we are meeting our obligations to best serve our constituencies and to strategize and plan appropriately for the future.

**Conference Audience:**

- 500+ nonprofit professionals and affiliates
- Executive directors, CEOs, Senior Management, Program Directors, Development Staff
- Though most attendees represent mid-sized nonprofits (Budget>\$250k), approximately 25% represent smaller nonprofits (Budget<\$250k). To address this audience we are also looking for a few workshops that speak to the unique needs and abilities of small organizations

**General Workshop Information**

**The 2014 MNN Conference Committee is seeking RFPs for 20 workshops.** This year will be more competitive than ever to ensure a strong set of workshops that provide strong, relevant, new, cutting edge, and useful information in an engaging and instructive format.

**Schedule:**

Each workshop is 75 minutes long. The conference has a morning and afternoon workshop block of ten workshops each.

**Format**

Past conference surveys have provided information about formatting elements that are most helpful to attendees in a workshop. The following are the elements that we will consider in our workshop selection:

- Clear & compelling workshop title
- Effective use of interactive learning format(s) to engage attendees
- Successful workshop content will achieve many of the following goals:
  - Nurture new ways of thinking
  - Introduce new concepts/information
  - Promote use of data for accountability and organizational learning
  - Leverage the potential of technology
  - Provide practical tools to meet organizational challenges
  - Clearly illustrate how participants will use material in bringing their work to the next level
- MNN will not accept workshops that seem like advertisements or a sales presentation for a particular organization or product. If you have a product or service to advertise, please visit <http://www.massnonprofitnet.org/Conference2014> to join us as a sponsor/exhibitor.

### Workshop Categories

This year's workshops will be organized into four major categories:

- Communications
- Development
- Governance & Management
- Innovation & Strategy

Using input from the Conference Committee and feedback from a nonprofit survey, below are some possible workshop topics within these four categories. **The suggestions are included to provide a better sense of the kind of topics that the Committee is seeking; workshop topics are not limited to these suggestions.**

As you review the list below, please keep in mind that you will need to demonstrate in your proposal how your workshop matches this framework. This will be a major factor in the selection process.

### Communications

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| <ul style="list-style-type: none"> <li>• Using data to tell your story</li> <li>• How technology can strengthen both internal and external communications</li> <li>• New ways of reaching people, such as social media, mobile communications</li> <li>• Reaching new audience and marketing to specific communities, such as ethnic minorities</li> </ul> | <ul style="list-style-type: none"> <li>• Creative storytelling – social media, video marketing</li> <li>• Integrating communications with websites and donor bases</li> <li>• Online communication management</li> </ul> |
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### Development

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| <ul style="list-style-type: none"> <li>• Using data to tell financial story and attract funders</li> <li>• Role of board in fundraising</li> <li>• Communication strategies for development</li> <li>• Online fundraising, using social media, crowdfunding</li> </ul> | <ul style="list-style-type: none"> <li>• Reaching new donor pools</li> <li>• Public private partnerships</li> <li>• Donor retention</li> <li>• Diversifying funding streams</li> </ul> |
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### Governance & Management

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| <ul style="list-style-type: none"> <li>• Using data to better serve clients</li> <li>• Implementing outcomes management – what and how to measure, how to engage staff, technical skills</li> <li>• Recruiting and training board members</li> <li>• Leveraging strengths and weaknesses using financial statements</li> <li>• Retaining and recruiting the right staff</li> </ul> | <ul style="list-style-type: none"> <li>• Planning for executive transitions</li> <li>• Mentoring, nurturing new staff</li> <li>• What does a small organization need from its board</li> <li>• Role of technology in improving efficiency and effectiveness</li> <li>• When does it make sense to outsource programs/processes</li> </ul> |
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### Innovation & Strategy

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| <ul style="list-style-type: none"> <li>• The sharing economy – space, staff, resources</li> <li>• Planning for growth</li> <li>• Finding and assessing innovative and research based initiatives</li> <li>• Thought leadership strategies and initiatives</li> <li>• Role of board in fostering innovation and emerging practices</li> </ul> | <ul style="list-style-type: none"> <li>• New revenue streams, such as social enterprise and pay for success</li> <li>• When and how to use data to make important decisions, including financial and program data</li> <li>• How to create a strong learning environment</li> <li>• Collaborations, partnerships – advantages and pitfalls</li> <li>• Strategic management – from start up to sustainable</li> </ul> |
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**Proposal Contents**

RFPs must be submitted online at [www.massnonprofitnet.org/Conference2014](http://www.massnonprofitnet.org/Conference2014). You can save your progress on the online form and return to it later. In order to prepare, all the information requested in the proposal is listed below.

**WORKSHOP INFORMATION**

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1. Workshop Title
2. Workshop category - Communications, Development, Governance & Management, Innovation & Strategy,
3. Workshop Description (1000 character limit)
4. What is the goal of this workshop? What are the outcomes that attendees will be able to apply directly to their work? (1000 character limit)
5. How does your workshop address the conference focus on new information, ideas, and strategies as outlined in the Conference Overview section of the RFP? (1000 character limit)
6. Please outline the learning formats that will be used and the approximate length of each portion. Clearly explain how these formats will be used to engage participants. (Learning format examples: Case study, Panel, Discussion, Q&A, Experiential Learning Activity, Lecture/Presentation, etc)
7. What size of organization is the workshop geared toward? Small (Budget<\$250k) or Mid to Large (Budget>\$250k)
8. Do you plan to use any supplemental materials in your presentation? (Handout, Powerpoint, etc)
9. Have you presented or facilitated on this topic in the past? If so, please list when/where and provide a link to any sample content.

**PRESENTER INFORMATION – Required for each presenter**

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1. Contact information – Name, Phone, Email
2. Organization or affiliation
3. Presenter Bio – 500 characters or less, use third person
4. References (Name, Email, Phone, Relationship to presenter) and/or links to previous presentations

**Questions & Additional Information:**

Please contact Emily Tamanaha at [etamanaha@massnonprofitnet.org](mailto:etamanaha@massnonprofitnet.org) or call 617-330-1188x281. Refer to the Conference Workshop FAQ page on the MNN website for more information about the MNN Annual Conference and the conference workshop selection process.

All RFPs must be submitted at [www.massnonprofitnet.org/Conference2014](http://www.massnonprofitnet.org/Conference2014) by **Thursday, May 15th**.