

**Workshop Request for Proposals (RFP)**

**Deadline:** Friday, May 29, 2015

**Purpose**

This Workshop RFP is designed to explain what we are seeking for MNN's 2015 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**

**2015 Conference Title and Theme:** ADVANCE

*Advancing the sector's workforce for a deeper impact and a stronger Commonwealth*

**Overview:**

The nonprofit sector is built on its human capital. Employees in the sector are smart and innovative, and their passion is matched only by their ability to find creative solutions to tackle historically persistent challenges as well as the new ones that emerge every day. By focusing on recruiting, retaining, and developing a strong and stable workforce, nonprofits are able to carry out their mission more effectively.

This conference is designed to help nonprofits invest in their most valuable asset: their staff. Whether the attendee is an experienced executive, seasoned practitioner, or emerging leader, this conference will provide them with the skills and tools needed to succeed at every stage of their career.

**Conference Audience:**

- 600+ nonprofit professionals and affiliates
- Executive Directors/CEOs, senior management, program & development staff, and emerging leaders
- Attendees represent a wide range of organizations from various nonprofit sub-sectors, regions, and organization sizes. We are seeking proposals to address different parts of our diverse audience.

**General Workshop Information**

**The Massachusetts Nonprofit Network is seeking proposals for 20 workshops.** This year will be more competitive than ever to ensure a strong set of workshops that provide relevant, cutting-edge, and tangible information in an engaging and instructive format.

**Schedule:**

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

**Format:**

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:
  - Introduce new concepts, information, and/or ways of thinking
  - Offer practical, ready to use tools and techniques

## **2015 MNN Annual Conference: ADVANCE**

**Wednesday, October 21, 2015  
Sheraton Framingham**

- Provide attendees with the capability to advance their work and career
- Give attendees skills to build capacity within their organization and make a deeper impact
- Share innovative techniques to help attendees leverage and strengthen their organization's human capital
- Present broad strategies to help leaders advance their organizations and the sector

**Please note:** 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 share with the sector, please visit <http://www.massnonprofitnet.org/Conference> to join us as a sponsor/exhibitor.

### **Workshop Categories**

This year's workshops will be organized into six major categories. Please use the categories below as a guide to shape your workshop proposal. These are suggested parameters but workshops are not limited to these topics.

#### **Communications and Marketing**

This category focuses on strengthening an organization's brand and increasing visibility through topics such as marketing plan development, social media, storytelling, analytics, and media relations.

#### **Development**

This category covers various forms of fundraising and includes topics such as event planning, grant writing, working with major donors, online fundraising, and donor retention.

#### **Impact Measurement**

Workshops within this category will help nonprofit professionals learn to leverage data and use it to advance their mission. Topics include logic models, defining your mission statement, building a performance management system, and identifying/tracking metrics.

#### **Leadership, Governance, and Organizational Strategy**

These workshops are specifically designed for professionals charged with leading organizations. Topics include board development and engagement, strategic planning, and executive transitions.

#### **Management and Supervision**

Workshops in this category strengthen a professional's ability to manage and support a staff of any size with topics including hiring best practices, staff development, conflict resolution, and working with millennials.

#### **Personal Development**

This category will feature workshops that highlight fundamental professional and personal best practices to help employees advance their career. Topics may include time management, goal setting, and learning from leaders.

**Proposal Contents**

RFPs must be submitted online at [www.massnonprofitnet.org/Conference](http://www.massnonprofitnet.org/Conference). 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 and Marketing; Development; Impact Measurement; Leadership, Governance & Organizational Strategy; Management & Supervision; Personal Development
3. Workshop Description (200 word limit)
4. What is the goal of this workshop? How will attendees be able to apply what they learn from your session directly to their work? (200 word limit)
5. Who is the ideal audience for this workshop? Please address experience level, professional category, and organization size (e.g. Communication professionals with any level of experience from small to mid-sized organizations). (75 word 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.). (100 word limit)
7. Do you plan to use any supplemental materials in your presentation (Handout, Powerpoint, etc.)?
8. 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 (max of 3)**

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1. Contact information – Name, Phone, Email
2. Organization or affiliation
3. Presenter Bio – 100 words or less, use third person
4. References (Name, Email, Phone, Relationship to presenter) and/or links to previous presentations
5. Upload a photo (either a headshot or photo of you presenting)

**Questions & Additional Information:**

Please contact Emily Tamanaha at [etamanaha@massnonprofitnet.org](mailto:etamanaha@massnonprofitnet.org) or call 617-330-1188 x281 with any questions. 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/Conference](http://www.massnonprofitnet.org/Conference) by **Friday, May 29, 2015**.