

Workshop Request for Proposals (RFP)

Deadline: Friday, May 27, 2016

Purpose

This Workshop RFP is designed to explain what we are seeking for MNN's 2016 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

MNN's Annual Conference: Looking Back and Moving Forward

Using past lessons to form the future of the nonprofit sector

Overview:

The nonprofit sector is constantly evolving, growing, innovating, and reforming to meet the ever-changing needs of those it serves.

This year's conference, *Looking Back and Moving Forward*, will tap into the collective expertise of the nonprofit sector and take a look at what's working, and what needs to work better. Topics will include: tried and true best practices; innovative technologies and techniques; tools to adapt to the changing funding landscape; supporting the next great nonprofit leaders; and moving diversity and inclusion from talking points to cornerstones of our organizations.

As the Massachusetts Nonprofit Network enters its second decade as the only association that unites and strengthens the state's entire nonprofit sector, we look to our community of nonprofits and the leaders who have shaped the sector. What are nonprofits doing right? What are organizations and leaders still struggling with after all these years? And what can we learn from the past to shape how we exist in the days, months, and years ahead?

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 approximately 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

2016 MNN Annual Conference: LOOKING BACK AND MOVING FORWARD

Wednesday, November 2, 2016
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 eight 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.

Advocacy & Public Policy

An organization's efforts around advocacy and public policy can have a huge impact on a nonprofit or cause, but many organizations lack the capacity or training to get started. This category will include a range of topics such as building coalitions and alliances, planning and executing a public affairs strategy, and grassroots messaging.

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.

Diversity and Inclusion

Smart nonprofit leaders recognize the need to develop and formalize efforts related to diversity and inclusion in the organization. Topics may include efforts to reach and engage diverse employees and board members, teaching staff to work with diverse populations, and the skills and tools needed to implement a business strategy related to these efforts.

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. 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

1. **Workshop Title**
2. **Workshop category** - Advocacy & Public Policy, Communications and Marketing; Development; Diversity & Inclusion; 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)

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 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 by **Friday, May 27, 2016**.