

NONPROFIT DAY 2006

STATEWIDE CONFERENCE

“Proceed with Caution... Doesn't Mean Yield”

September 27, 2006
Lansing Center, Lansing, MI

Registration Deadline:
September 12, 2006



Michigan Nonprofit Association

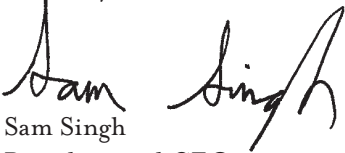
CAUTION YIELD

On behalf of the Michigan Nonprofit Association we invite you to attend the seventh annual Nonprofit Day on September 27th in Lansing. This year's conference will include much discussion on the upcoming elections and our important role in the political process. It is true that nonprofits need to be cautious during an election year - walking the line of maintaining nonpartisanship while also continuing to advocate on behalf of our communities. But being cautious does not mean that we should yield our advocacy efforts. Instead, this is a time when nonprofits should be actively engaged in policy debates.

During the past year nonprofits have faced state and federal efforts to stifle our advocacy work, overly cumbersome regulation on how we are governed and overseen, not to mention continuing efforts to curb government resources. In addition, this November we will vote on ballot proposals that will impact the nonprofit community and our quality of life here in Michigan. To ensure that the voice of the nonprofit community and those we serve are heard, we must be active participants in these debates.

We hope you will join us for this important event.

Sincerely,



Sam Singh
President and CEO
Michigan Nonprofit Association



Rob Collier
Chair, Public Policy Committee
Michigan Nonprofit Association

President and CEO
Council of Michigan Foundations

AGENDA

8:00 a.m. – 8:30 a.m.

Registration

8:30 a.m. – 9:30 a.m.

Keynote – Melissa Flournoy, Louisiana Association of Nonprofit Organizations.

“What we have is an unprecedented opportunity to right many of the social ills that have plagued our state for too long. From unimaginable hardship has come an opportunity for unparalleled success.”

More than a year after Hurricane Katrina hit the Gulf Coast, nonprofits and government are working together to rebuild Louisiana. Dr. Flournoy will shed light on the lessons learned from this experience on partnering with government and each other to serve the needs of Michigan communities during times of uncertainty.



Melissa Scott Flournoy is President and Chief Executive Officer for the Louisiana Association of Nonprofit Organizations (LANO). She has served as CEO of the organization since its formation as an initiative of the Council for a Better Louisiana in 1997. Flournoy began her career of public service in Washington D. C. as presidential management intern with the Civil Division of the Justice Department from 1985 – 1987. She returned to her hometown of Shreveport to serve as Executive Director of the LightHouse Educational Enrichment Center from 1987 – 1990. Her concern for the people of Louisiana led her to the Louisiana House of Representatives as Representative for District Six from 1992 – 1996, where she received numerous awards for her service to children and families. Flournoy then moved to Baton Rouge and served as Director of the Volunteer Baton Rouge Nonprofit Resource Center, before becoming the first staff member of LANO in 1997. She has also served as the chair of the National Council of Nonprofit Associations from 2003 – 2004. Flournoy received her undergraduate degree in History from Hollins College. She holds a Master’s in Public Administration from the School of International and Public Affairs at Columbia University and a Ph.D. in Political Science from Louisiana State University.

9:30 a.m. – 10:30 a.m.

Candidate Forum, Part I

Join candidates for governor, secretary of state and attorney general to discuss the current and future issues facing Michigan nonprofits. Moderator: Jeff Williams, Public Sector Consultants.

10:30 a.m. – 10:45 a.m.

Break

10:45 a.m. – Noon

Breakout Sessions

A. Advocacy for the Busy Nonprofit Professional

This interactive workshop is designed to help busy nonprofit professionals learn how to use simple, effective techniques to advocate for their organizations. You will learn basic advocacy techniques for 501(c)(3) organizations and how to develop grassroots networks. Presenter: Jean Doss, J. Doss Consulting, LLC.

B. The Do's and Don'ts During an Election Year

As nonpartisan organizations, nonprofits need to be cautious during an election year. This session will cover the legal parameters around election-year activities and will highlight the many activities that a nonprofit can do during an election year including advocacy efforts, candidate education, GOTV efforts and more. Presenter: Mitzy Sharp Futro, Michigan Nonprofit Association.

C. Finding a Message that Sticks!

To be an effective advocate we need to do more than just speak up; we also have to develop and frame our messages in a way that elected officials and the public will agree with us. This session will focus on the necessary components of an effective advocacy message and on tactics to add to your toolbox for framing and delivering advocacy messages. Presenter: Roger Martin, Martin Waymire Advocacy Communications.

D. What's happening at the Capitol?

Or better yet, what isn't happening at the capitol? This year has again proven to be another interesting policy year both here in Michigan and in D.C. Join us for a discussion regarding the latest news on changes to regulation of the sector, advocacy rights, the budget and more. Presenters: Rob Collier, Council of Michigan Foundations and Erin Skene, Michigan Nonprofit Association.

E. How the "MCRI" Anti-Affirmative Action Proposal will Impact Communities and Nonprofits

In November, Michigan residents will vote on the "Michigan Civil Rights Initiative," a proposal that eliminates opportunities for women and minorities to have equal access to education, employment and contracting. Similar to proposals enacted in California and Washington, this amendment would immediately eliminate local and state affirmative action and outreach programs. Join in this discussion to learn about the impact of this proposal, including its effect on funding of nonprofit programs and services. Presenters: Kary Moss, ACLU and Sam Singh, Michigan Nonprofit Association.

Noon – 12:15 p.m.

Break

12:15 p.m. – 2:00 p.m.

Luncheon

Pollsters and the Media Face-off on Election 2006

Will the Ballot Measures succeed? Who will be the next Governor? Will the composition of the Legislature change? These and many other questions will be answered by this esteemed panel of pollsters and the media. Moderator: Kelly Rossman, The Rossman Group. Panelists: Bill Ballenger, Inside Michigan Politics; Dawson Bell, Detroit Free Press; and Ed Sarpolus, EPIC – MRA.

2:00 p.m. – 2:15 p.m.

Break

2:15 p.m. – 3:15 p.m.

Candidate Forum, Part II

Join candidates for governor, secretary of state and attorney general to discuss the current and future issues facing Michigan nonprofits. Moderator: Jeff Williams, Public Sector Consultants.

3:15 p.m. – 3:30 p.m.

Break

3:30 p.m. – 4:45 p.m.

Breakout Sessions

A. Ask-the-Experts on Advanced Legislative and Administrative Processes

Ever wonder: how the legislature determines the fiscal impact of a bill; how you can provide input on rulemaking; or can anyone write a bill? *Come to our Ask-the-Expert session on advanced legislative and administrative processes.* This training will answer your most frequently asked questions regarding the Michigan legislative and administrative processes and will highlight resources available at the Capitol which assist advocates in the process. Presenters: Joe Baumann and Evie Zois, Dykema Gossett

B. Get Involved: Increase Nonprofit Participation in Nonpartisan Election Activity

Nonprofits often have unique and trusting relationships with people who are non-voters or infrequent voters, and may be able to get them engaged in new ways. This session will highlight strategies for helping nonprofits get involved in voter registration, voter education, and get-out-the-vote (GOTV) activity. Presenters: Tiffany Aurora, Michigan Nonprofit Association and Ryan Friedrichs, Center for Civic Participation.

C. Capitol Tour

Back by popular demand, this VIP tour of the Capitol building will introduce you to the history and workings of state government. In addition, expert tour guides will give you the insider's perspective on being an advocate at the Capitol.

D. Defend Michigan: The Impact of the "SOS" Ballot Proposal

Join us for a discussion on how this proposal, which will be on the ballot in November, will impact nonprofits and the overall quality of life in Michigan. Presenters will shed light on how the "Stop OverSpending" measure will affect the ability of government to provide critical services. Presenters: Sharon Parks, Michigan League for Human Services and Erin Skene, Michigan Nonprofit Association.

REGISTRATION

Nonprofit Day
September 27, 2006
Lansing Center, Lansing MI

REGISTRATION DEADLINE:
September 12, 2006

Registration Notes:

1. Please submit a separate form for each participant.
2. Easy option: Registration online at www.mnaonline.org.
3. Conference capacity is limited – register today!
4. Please print or type.
5. The registration form may be copied if needed.
6. Registration fees are nonrefundable; you may designate an alternate registrant if needed.
7. Submission of registration is a commitment to pay. Payment must be received prior to the conference.
8. A confirmation notice will be sent to all registrations received by September 12, 2006.

Make Checks Payable to:

Michigan Nonprofit Association

Mail Registrations to:

Michigan Nonprofit Association
1048 Pierpont, Ste. 3
Lansing, MI 48911
Fax: 517/492-2410

Direct questions to:

Arlyn King
Phone: 517/492-2400
Email: aking@mnaonline.org

NONPROFIT DAY 2006

NAME

TITLE

ORGANIZATION

ADDRESS

CITY

STATE

ZIP CODE

COUNTY

PHONE

FAX

EMAIL (required for confirmation)

Accommodations or special needs (*please describe*):

Vegetarian

-
- Yes, I am a member of the Michigan Nonprofit Association (MNA) and I'm eligible for the discounted registration fee.
- I would like to JOIN MNA NOW and begin my discounts today! Complete application on next page or join online at www.mnaonline.org.

Conference registration rates per person:

- Nonprofit Day – MNA Member \$40
- Nonprofit Day – Non-Member \$55
- Nonprofit Day – Full-time Student \$20

Payment Method:

- Check Enclosed Credit Card (*check one below*)
- VISA MasterCard
- Discover American Express

Credit Card Number

Exp. Date

Name on Card

Signature



Michigan Nonprofit Association

Membership Application

NAME TITLE

ORGANIZATION TAX ID

ORGANIZATION TYPE: 501(C)(3) OTHER: _____

ADDRESS

CITY STATE ZIP

COUNTY

PHONE FAX

WEBSITE EMAIL

<p>Membership Dues Structure (effective January 1, 1999) Nonprofit/Tax-Exempt Organizations</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">Annual Operating Budget Dues</td> <td style="width: 50%;">Annual</td> </tr> <tr> <td>\$0 - 100,000</td> <td>\$75.00</td> </tr> <tr> <td>\$100,001 - 250,000</td> <td>\$150.00</td> </tr> <tr> <td>\$250,001 - 500,000</td> <td>\$250.00</td> </tr> <tr> <td>\$500,001 - 750,000</td> <td>\$350.00</td> </tr> <tr> <td>\$750,001 - 1 Million</td> <td>\$450.00</td> </tr> <tr> <td>\$1,000,001 - 2 Million</td> <td>\$550.00</td> </tr> <tr> <td>\$2,000,001 - 4 Million</td> <td>\$750.00</td> </tr> <tr> <td>4 Million +</td> <td>\$1,000.00</td> </tr> </table> <p>Friends of MNA For-Profit Organizations</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">Category Dues</td> <td style="width: 50%;">Annual</td> </tr> <tr> <td>Individual Consultant</td> <td>\$250.00</td> </tr> <tr> <td>Consulting Firm/Partnership Corporations</td> <td>\$500.00 \$1000.00</td> </tr> </table>	Annual Operating Budget Dues	Annual	\$0 - 100,000	\$75.00	\$100,001 - 250,000	\$150.00	\$250,001 - 500,000	\$250.00	\$500,001 - 750,000	\$350.00	\$750,001 - 1 Million	\$450.00	\$1,000,001 - 2 Million	\$550.00	\$2,000,001 - 4 Million	\$750.00	4 Million +	\$1,000.00	Category Dues	Annual	Individual Consultant	\$250.00	Consulting Firm/Partnership Corporations	\$500.00 \$1000.00	<p>Payment Method</p> <p>Total Amount Enclosed: _____</p> <p>Check <input type="checkbox"/> Enclosed, payable to Michigan Nonprofit Association (mail to the address below)</p> <p>Charge</p> <p><input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover <input type="checkbox"/> American Express</p> <hr/> <p>Card #:</p> <hr/> <p>Name on Card:</p> <hr/> <p>Expiration Date:</p> <hr/> <p>Signature:</p> <hr/>
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Mail or Fax to:
Michigan Nonprofit Association
1048 Pierpont, Suite 3
Lansing, MI 48911

Toll Free: (888) 242-7075 (MI only)
Phone: (517) 492-2400
Fax: (517) 492-2410

www.mnaonline.org

Directions

FROM FLINT AND EAST:

Follow I-69 West to US-127 South to the 496 Downtown Exit. Continue on 496 to the exit for Cedar/Larch/Pennsylvania. Follow the Cedar/Larch signs and exit right onto Larch Street (north). Follow Larch to Shiawassee. Turn left on Shiawassee and go one block to Cedar. To park under the Lansing Center, turn left on Cedar, then right on Museum Drive, just past the Lansing City Market. Follow signs for Lansing Center parking.

FROM DETROIT AND EAST:

Follow I-96 West to the 496 Downtown Exit. Continue on 496 to the exit for Cedar/Larch/Pennsylvania. Follow the Cedar/Larch signs and exit right onto Larch Street (north). Follow Larch to Shiawassee. Turn left on Shiawassee and go one block to Cedar. To park under the Lansing Center, turn left on Cedar, then right on Museum Drive, just past the Lansing City Market. Follow signs for Lansing Center parking.

FROM THE JACKSON AREA:

Follow I-275 North to the 496 Downtown Exit. Continue on 496 to the exit for Cedar/Larch/Pennsylvania. Follow the Cedar/Larch signs and exit right onto Larch Street (north). Follow Larch to Shiawassee. Turn left on Shiawassee and go one block to Cedar. To park under the Lansing Center, turn left on Cedar, then right on Museum Drive, just past the Lansing City Market. Follow signs for Lansing Center parking.

FROM KALAMAZOO AND WEST:

Follow I-94 East to 69 North to the 496 Downtown Exit. Continue on 496 to the exit for Cedar/Larch/Pennsylvania. Follow the Cedar/Larch signs and exit right onto Larch Street (north). Follow Larch to Shiawassee. Turn left on Shiawassee and go one block to Cedar. To park under the Lansing Center, turn left on Cedar, then right on Museum Drive, just past the Lansing City Market. Follow signs for Lansing Center parking.

FROM THE GRAND RAPIDS AREA:

Follow I-96 East to the 496 Downtown Exit. Continue on 496 to the exit for Cedar/Larch/Pennsylvania. Follow the Cedar/Larch signs and exit right onto Larch Street (north). Follow Larch to Shiawassee. Turn left on Shiawassee and go one block to Cedar. To park under the Lansing Center, turn left on Cedar, then right on Museum Drive, just past the Lansing City Market. Follow signs for Lansing Center parking.

The Lansing Center is located at 333 E. Michigan Avenue in Lansing.

Parking cost is \$4.00 per vehicle.



Nonprofit Week September 24-30, 2006

This special week is designated to raise the awareness of the services provided and the resources protected by Michigan nonprofits. Over 23,000 charities serve our state. These organizations work in the fields of education, health care, social services, arts and humanities, religion the environment and more. As an excellent time to showcase the work of individual organizations and the sector as a whole, the following are suggestions for celebrating Nonprofit Week in your community.

Tips on Celebrating Michigan Nonprofit Week

Use the Nonprofit Week logo

On mailings, newsletters, letterhead, and envelopes, feature the Nonprofit Week logo to remind your community what services nonprofits are providing. The logo is available on the MNA website at www.mnaonline.org/nonprofit06.asp

Say Thanks

Write personal thank-you notes to your board members, donors, other volunteers, and support staff.

Target Your Clients

Hold a celebration recognizing your clients.

Spotlight Your Organization's Initiatives

Nonprofit Week allows you to easily grab their attention and it's a great time to promote some of your nonprofit's goals and how you are accomplishing them.

Target the Media

Invite the members of the news media to talk with board members or even clients about the valuable service you provide. For suggestions on working with the media check MNA's publication "Guide to Getting Good Media Coverage."

Schedule a Tour

Invite legislators, business leaders, and elected officials to visit your agency. Take them on a tour and explain your services. Be sure to have a camera to record this activity.

Involve your Constituents

Include information about Nonprofit Week in your newsletter or publication.

Educate the Community

- Seek opportunities to speak to civic or business organizations about your nonprofit and the nonprofit sector in Michigan.
- Get your city or county council to pass a resolution declaring September 24-30 Michigan Nonprofit Week.
- Organize a special exhibit of nonprofits in a local government building, community center, mall or bank foyer.
- Host a lunch or breakfast where nonprofits and elected officials can get to know each other and discuss important topics.
- Share stories about the added value nonprofits bring to your community.
- Bring together local business leaders and elected officials to learn about how nonprofits benefit your community.

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September 27, 2006
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Michigan Nonprofit Association

1048 Pierpont, Suite 3
Lansing, MI 48911

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