



change is
coming
...Are You Ready?

Nonprofit Day 2005

Statewide Conference

Lansing Center, Lansing, MI
September 21, 2005



Michigan Nonprofit Association

Nonprofit Week

September 18-24, 2005



Over 23,000 charities serve our state each week, offering services from education to health care, from social services to the arts, and from religion to the environment. This special week is designed to raise awareness of the services provided and the resources protected by Michigan nonprofits. A highlight of this celebration is the sixth annual Nonprofit Day in Lansing. At this one-day conference, participants will learn about the public policy topics impacting all nonprofits and how the nonprofit sector can work together to address these concerns. Nonprofit Week is an excellent time to showcase the work of individual organizations and the sector as a whole. The following suggestions will help you celebrate Nonprofit Week in your community.

Tips for 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 at www.mnaonline.org.

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

The key to successful communication is getting the attention of your audience. 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.

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 18-24 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 how nonprofits benefit your community.

welcome

On behalf of the Michigan Nonprofit Association, we invite you to attend the sixth annual Nonprofit Day on September 21, 2005 in Lansing. The Michigan nonprofit sector is experiencing great change influenced by the lagging economy; increased scrutiny from government, the media and the public; enhancement of government oversight; and additional disclosure requirements. We hope that you will join us for this year's conference which will help arm participants with the knowledge necessary for this time of change. Sessions during the day will focus on:

- navigating the state and federal policy changes that will impact how every Michigan nonprofit and foundation is governed, operated and overseen;
- effectively mobilizing boards for advocacy;
- the legal do's and don'ts for charity lobbying and election year activities; and
- advocacy lessons learned during this budget process.

This year's keynote address will be provided by Deborah S. Hechinger, president and CEO of BoardSource, the premier resource for practical information, tools and best practices, training and leadership development for board members of nonprofit organizations worldwide. Ms. Hechinger's keynote will explore how public policy is changing the governance of nonprofits and foundations.

We hope that 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

8:30 a.m. – 9:00 a.m.

Registration/Continental Breakfast

9:00 a.m. – 10:15 a.m.

Welcome

Sam Singh, Michigan Nonprofit Association

Keynote

Deborah S. Hechinger, BoardSource

As federal and state elected-officials consider changes in how organizations operate and are governed, the roles and responsibilities of nonprofit boards are being debated by policymakers, the media and the sector. In her keynote, Ms. Hechinger will discuss how the functions of nonprofit boards may change in the future. After her keynote, there will be an opportunity for questions from the audience.

10:15 a.m. – 10:30 a.m.

Break

10:30 a.m. – 11:45 a.m.

Breakout Sessions

A. Motivating Nonprofit Boards to Advocacy Action

Policy advocacy is an essential component of meeting a nonprofit's mission, and participation from board members is particularly important. This interactive session will cover why boards should be involved in shaping public policy and techniques for engaging boards in this type of work.

Presenter: Sharon Claytor Peters, Michigan's Children

B. Legal Do's and Don'ts for Lobbying and Election-Year Activities

Organizations often say that their reason for not becoming involved in public policy or election work is because they believe their involvement will jeopardize their tax-exempt status. This workshop will put all of these myths to an end and provide an overview of the legal do's and don'ts for lobbying and election-year activities.

Presenter: Lary Wells, Michigan League for Human Services



Deborah S. Hechinger

Deborah S. Hechinger is the president and CEO of BoardSource, the premier resource for practical information, tools and best practices, training and leadership development for board members of nonprofit organizations worldwide.

Debbie joined BoardSource in October 2003, after serving as executive vice president of the World Wildlife Fund, an international conservation organization with revenues of \$117.9 million in fiscal year 2003. At WWF she was responsible for all fundraising, communication, and operations activities and was credited with helping WWF exceed its \$150 million fundraising goal by \$27 million in the course of a three-year campaign.

Prior to joining the World Wildlife Fund in 1994, Debbie was Deputy Comptroller and Director of Securities and Corporate Practices Division at the Office of the Comptroller of the Currency and held senior executive positions in the Division of Enforcement at the Securities and Exchange Commission.

In addition to her extensive national and international experience, Debbie also has held key leadership positions on the boards of Sidwell Friends School and the Children's National Medical Center, and has served on the boards of the Washington Scholarship Fund and the Black Student Fund.

Debbie received a B.A. from Brown University and a J.D. from Georgetown University Law Center. She is currently a member in good standing of the District of Columbia Bar.

C. Following the Dollars: Lessons Learned from this Year's State Budget Process

As Michigan's fiscal year comes to a close, join us for a dialogue regarding what advocacy techniques worked and didn't work in impacting the appropriations process this year.

Mike Boulus, Presidents Council, State University of Michigan; Dale Fickle, Michigan League for Human Services; Dave Finkbeiner, Michigan Health & Hospital Association

Moderator: Tom Clay, Citizens Research Council of Michigan

D. 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.

Presenter: Alyssa Macy, Center for Civic Participation

**11:45 a.m. – Noon
Break**

Noon – 1:45 p.m. Luncheon

Welcome: David Seaman, Chair, MNA Board of Trustees; Michigan Health & Hospital Association

Are You Ready? What's on the Horizon for State and Federal Regulation of Michigan Nonprofits

Changes are afoot! Federal and state elected-officials are considering significant changes to the oversight, governance and transparency requirements of nonprofit organizations. During this session, panelists will alert you to the latest happenings in DC and Lansing and will give you some advice on how organizations should start preparing for changes! Following comments by the panelists, the microphones will be open for comment and questions.

Panel: Alex Brodrick, Volunteers of America Michigan; David O. Egner, Hudson-Webber Foundation; Sam Singh, Michigan Nonprofit Association.

Moderator: Susan Herman, Michigan Jewish Conference

**1:45 p.m. – 2:00 p.m.
Break**

**2:00 p.m. – 3:15 p.m.
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Presenter: Lary Wells, Michigan League for Human Services

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D. 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. (See *Making The Most of Your Trip to the Capitol on the next page.*)

Making the Most of Your Trip to the Capitol

Individual Meetings with Legislators

We encourage you to make an appointment with your legislator or legislator's office prior to the conference and to meet with them during the day. Making an appointment with your legislators can be accomplished in three easy steps:

1. Go to the MNA website (www.mnaonline.org) to find out who your legislators are and how to contact them.
2. Copy the letter on the MPPI website at www.mnaonline.org and send it to your legislators.
3. Call your legislator a week after you send the letter to set up an appointment to meet.

Reminder: You may not be able to make an appointment with your legislators between 3:15 p.m.–5:00 p.m. Please feel free to make an appointment with your legislators any time during the day. You can easily come and go from the conference. The Capitol is only a block away from the Lansing Center.

registration

Also available online at www.mnaonline.org

Nonprofit Day
September 21, 2005
Lansing Center, Lansing MI

REGISTRATION DEADLINE: September 12, 2005

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, 2005.

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

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

Fax: _____

E-mail: _____

(Required for confirmation)

- 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! Application available online at www.mnaonline.org.

Conference registration rates:

- | | |
|----------------------------------------------|------|
| <input type="checkbox"/> MNA Member | \$40 |
| <input type="checkbox"/> Non-Member | \$55 |
| <input type="checkbox"/> Student (Full Time) | \$20 |

TOTAL \$ _____

- Check Enclosed Payable to: Michigan Nonprofit Association
- Credit Card Credit Card Number _____
- VISA Exp Date _____
- MasterCard Name On Card _____
- Discover Signature _____
- Am Express

Vegetarian

Special Needs (please describe): _____

Please be sure to keep a copy of directions to the Lansing Center (on the reverse side of this page).

Nonprofit Day is September 21, 2005

Registration Deadline:
September 12, 2005

Registration form inside



Michigan Nonprofit Association

1048 Pierpont, Suite 3
Lansing, MI 48911

directions

The Lansing Center is located at 333 E. Michigan Avenue in Lansing. Parking cost is \$4.00 per vehicle.

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-27 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.

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