



Washington State Nonprofit Conference

Virtual
May 14-16

Tri-Cities
May 17

Spokane
May 20

Seattle
May 22

Schedule Overview

Tuesday
May 14

Keynote
Leveraging Nonprofit Power

Dr. Akilah Watkins, Independent Sector  

- ▶ Morning Sessions
- ▶ Afternoon Sessions
- ▶ Partner Showcases

Wednesday
May 15

Keynote
Conspire and Align: Managing for Equity, Sustainability, and Results

Jakada Imani, The Management Center 

- ▶ Morning Sessions
- ▶ Afternoon Sessions
- ▶ Partner Showcases

Thursday
May 16

Learning Year Rewind

On-demand content featuring a variety of webinar recordings from across 2023 and 2024.

Ask Me Anything (AMA)

Through the Conference agenda in Whova, find the AMA topic you're interested in and submit your questions. Experts will respond via the Q&A feature during the set time period. Engage in real-time or read the Q&A thread after the session.

Conference Tracks

The Conference features four tracks. Create your own learning journey by attending sessions tied to one track or mix-and-match across tracks. Look for these track icons or filter the agenda by track in Whova to help you plan your learning experiences.



Moving Beyond Resilience

Nonprofit Leadership



Building Collective Power

Diversity, Equity, Inclusion & Accessibility



A Force for Growth, A Force for Good

Fundraising & Development







Managing for Meaningful Service

HR & Finance

Regional Celebrations

We're celebrating the Conference's 30th anniversary with three in-person Regional Celebrations across the state. Join us in the **Tri-Cities**, **Spokane**, or **Seattle** for featured speakers, networking activities, exhibitor booths, drawings, and food.


Friday May 17	Tri-Cities Regional Celebration Report it Out! Building Trust with Newsmakers to Amplify Your Future Story Tracci Dial, Anna King 	2:00pm-5:00pm Columbia Basin College Cjerde Center, Building H 2600 N 20th Ave Pasco, WA 99301
Monday May 20	Spokane Regional Celebration Nonprofit Boards in a Changing World Pamela Norr, Julie Honekamp, Ian Sullivan 	2:00pm-5:00pm Gonzaga University Globe Room, Cataldo Hall 429 E Boone Ave Spokane, WA 99202
Wednesday May 22	Seattle Regional Celebration Dynamic Relationships: Nonprofits and Funders Katy Corella, Dr. Kimberly Keith  	2:00pm-5:00pm The Museum of Flight 9404 E Marginal Way S Seattle, WA 98108



Celebrating the 30th Anniversary of the Washington State Nonprofit Conference

Started 30 years ago by Mary Stewart Hall at Seattle University, the Washington State Nonprofit Conference has grown into the largest annual gathering of nonprofit leaders across all fields of service. Nonprofit Association of Washington (NAWA) became the lead organizer in 2013, and we are proud to continue building on the Conference's legacy of learning, connection, and action. The Conference is made possible through the contributions of our sponsors, partners, exhibitors, speakers, volunteers, and all of you.

As we celebrate the Conference's 30th anniversary, we will explore the theme **"The Next 30 Years."** Looking at the next 30 years requires us to acknowledge the past, recognize the present, and envision the future. Where does the nonprofit sector need to dream and innovate? How do we uplift and support emerging leaders? What role will nonprofits play over the next 30 years?

Washington's vibrant nonprofit sector is made up of an incredible array of people and organizations. We are stronger when the full breadth and scope of our sector is represented. Thank you for the work you do every day in communities across Washington State and beyond!  **The NAWA Team**

LEARNING TRACKS



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Managing for Meaningful Service

Making the Conference More Accessible

NAWA is committed to making our learning spaces welcoming and inclusive to people of all abilities. If you require accommodations or support, please let our staff know. We will do our best to create a supportive learning space for everyone.

Captioning

Captioning helps everyone, not just people with hearing loss or deafness. It also supports neurodiverse people who may need captions to help focus, assists people for whom English is not their first language, and aids people with normal hearing who may be participating from a noisy space. The Conference will have live captioning for all our online keynote sessions and automated captioning for workshops. For the in-person Regional Celebrations, automated captions will be displayed for the featured speakers.

Interpretation and Translation

We are pleased to offer live Spanish interpretation during the online keynote sessions. For online workshops and in-person Regional Celebrations, automated translation services will be offered through [Wordly](#).

Visual Descriptions

As part of their introductions, we request that Conference speakers share a visual description of themselves and their surroundings. This helps give a person who is low vision, blind, or even someone calling in to a virtual session without video, a little more information about the speaker as well as a sense of space and place.

Sharing Your Pronouns

Sharing your pronouns is encouraged. By sharing your pronouns even if you feel your gender identification is obvious, you are showing solidarity with others and communicating that you care about getting everyone's pronouns correct. Asking and correctly using someone's pronouns shows respect.

Accessibility at Regional Celebrations

- ▶ The **Tri-Cities Regional Celebration** will be held in the ADA accessible Gjerde Center in Building H at Columbia Basin College. The north entrance to Building H has a wheelchair accessible ramp, and accessible parking is available in the North H Parking Lot. [Columbia Basin College – Pasco Campus Map](#)
- ▶ The **Spokane Regional Celebration** will be held in the Globe Room in Cataldo Hall at Gonzaga University. Cataldo Hall is a single-story building that is accessible by wheelchair. Accessible parking is available in the lot to the east of Cataldo Hall. There are accessible bathrooms, and a privacy room is available. [Gonzaga University Campus Map](#)
- ▶ The **Seattle Regional Celebration** will be held at The Museum of Flight. All galleries and exhibits in the museum of fully wheelchair accessible, and there are non-gendered ADA accessible bathrooms. There is accessible parking, and a privacy room is available. [Additional accessibility information is available on The Museum of Flight website.](#)

Thank you to our Accessibility Sponsor, PROVAIL, for your support!



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Keynote Speakers



Leveraging Nonprofit Power

Dr. Akilah Watkins Tuesday, May 14, 9:00am-10:15am



12.5 million Americans are part of the national nonprofit workforce and contribute over 5% to the annual GDP; in Washington state alone, nonprofit workers are a significant part of the economy, culture, and civic society. In fact, Washington's nonprofit sector employs more people than the construction industry. Yet so many nonprofits are facing hard times, feelings of isolation, and real difficulty in their

operations and impact. How can nonprofits grow, thrive, and leverage their power for change? Join Dr. Akilah Watkins, President and CEO of Independent Sector (and a changemaker since the age of 14 when she organized the rehabilitation of a vacant property in New York City) for a dynamic talk and discussion with attendees about her point of view on what the charitable sector needs to truly thrive. Hear what Akilah has heard from her recent national Listening Tour, learn more about what nonprofits can be doing to change systems through advocacy and coalition, and discuss more about important public policy reforms Independent Sector leads.

Independent Sector President and CEO Dr.

Akilah Watkins leads the only national membership organization that brings together a diverse community of changemakers, nonprofits, foundations, and corporate giving programs working to strengthen civil society and ensure all people in the United States thrive.

With 25 years as a national thought leader, community organizer, and nonprofit executive, Dr. Watkins' expertise includes nonprofit leadership and advocacy, equity in the nonprofit sector, and community development.

Prior to Independent Sector, Dr. Watkins led the Center for Community Progress, the nation's leading nonprofit dedicated to helping state and local governments turn vacant properties into vibrant places. She has served as an executive leader for nonprofit and community development initiatives in the Obama Administration, NeighborWorks America, The Robert Wood Johnson Foundation, Ford Foundation, and the Center for the Study of Social Policy. She holds a Doctor of Philosophy in Sociology from the University of Illinois at Chicago.



Conspire and Align: Managing for Equity, Sustainability, and Results

Jakada Imani Wednesday, May 15, 9:00am-10:15am



Taken from their new book, [Management in a Changing World: How to Manage for Equity, Sustainability, and Results](#), co-author Jakada Imani of The Management Center will introduce you to a values-centered framework for becoming the manager you aspire to be.

This session is ideal for new and seasoned managers alike. This is an opportunity to learn directly from the co-author and co-creator of a framework developed specifically for social sector managers at this moment, which is our sector's evolution.

Jakada Imani is The Management Center's CEO and co-author of the best-selling book, *Management in a Changing World*. He is a spiritually-rooted coach and trainer with over 30 years of experience in racial, social, and economic justice movements and organizations. Before stepping into the role of CEO, Jakada was a senior coach and leadership team member at The Management Center, where Jakada supported high-performing organizations to reach new heights, including Stacey Abrams' Fair Fight, California Immigrant Policy Center, and Essie Justice Group. He served six years as Executive Director of the Ella Baker Center for Human Rights, taking over from the center's founder. In his 13 years there, he led

the team to stop the construction of one of the nation's largest juvenile halls—an enormous "Super Jail for Kids." Jakada also led two successful statewide ballot measure campaigns (California's No on Prop 6 in 2008 and No on Prop 23 in 2010). Over the last three decades, Jakada has worked to protect and advance racial and economic justice. In 2013, he received a ChangeMaker Fellowship from the Pacific School of Religion, where he served for two years, leading a center for spiritual and social transformation. Born and raised in Oakland, CA., Jakada is blessed to share his life with his partner Laura and their blended family of 6 powerful and creative children.



Welcome and Keynote 9:00 AM – 10:15 AM
Leveraging Nonprofit Power
 Dr. Akilah Watkins

Morning Sessions 10:30 AM – 11:45 AM

- **Building Power from the Margins**
Tiffany Lamoreaux
- **Planned Giving 101: Increasing Revenues for Nonprofits in the Era of the Great Wealth Transfer**
Greg Whitney
- **Common Nonprofit Mistakes, Errors, and Failures — and What to do About Them**
Livio De La Cruz, Khyree Smith
- **Washington: Who We Are and Who We Are Becoming as Communities Build Power for Racial Justice**
Brenda Anibarro, Emma Noyes
- **Transforming Human Resources / People & Culture through Decolonization**
Cassie Whitebread, Jess Ayden Li
- **Leading the Way to Public Service Loan Forgiveness! Practical Actions Every Organization Can Take to Support Employees with Student Debt**
Leigh McIlvaine

Afternoon Sessions 1:00 PM – 2:15 PM

- **Don't Settle for Less: A Workshop for Young People Who Dare to Dream Big**
Ashley Ford
- **Human-Centric AI: Centering Community to Build an Inclusive Future**
Meena Das
- **Making it Safe to Speak Up: The Key to Team Excellence**
Reva Patwardhan
- **Who Holds the Mic? Storytelling Ethics in the Nonprofit World**
Maria Rio, Esther Lee
- **Navigating Excellence: Changing the Dynamic of Financial Stewardship for the 21st Century**
Brenda Stonecipher
- **Nurturing an Agile Organizational Culture: Thriving through Change and Transition**
Justin Camputarò

Partner Showcases 2:30 PM – 3:30 PM

- **Exploring NAWA's Learning Library**
Jennifer Chang, Julia Hunter, Elyse Rickard
- **GovernSmart: State Law Compliance for Nonprofits and Charities**
Constance Parbon, Lynda Atkins
- **Addressing Ableism and Inequities: Building Inclusive Communities**
Mike Hatzenbeler
- **Community Action: 60 Years Fighting Poverty in Washington**
Jeff DeLuca

Daily Closing 3:45 PM – 4:00 PM

LEARNING TRACKS



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Building Collective Power



A Force for Growth, A Force for Good



Managing for Meaningful Service



Keynote 9:00 AM – 10:15 AM

Conspire and Align: Managing for Equity, Sustainability, and Results

Jakada Imani

Morning Sessions 10:30 AM – 11:45 AM

- **How ALICE Can Inspire New Ways to Engage, Collaborate, and Advocate**
Jim Cooper, Patricia Boyce
- **Test Your Website's Accessibility Starting... NOW!**
Mark Root-Wiley
- **Nonprofit Sustainability & Revenue Diversification**
Anthony Petchel, Deborah Steinkopf
- **From Welcoming to Cooperation: Creating Spaces of Belonging and Purpose**
Erin Guinup, Gadine Niyotwizeye-Boutin
- **Preserving Ideas, Protecting Impact: A Workshop on Intellectual Property and Nonprofit Law**
Luis "Adan" Jimenez
- **Equitable Evaluations: A Pathway to Talent Attraction and Retention**
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Afternoon Sessions 1:00 PM – 2:15 PM

- **Afterschool Programs and their Potential to Improve Behavioral Health Outcomes**
Lauren Day, Katya Miltimore
- **The Shift: From Racial Inequity to Racial Equity in Programming**
Toni Belcher, Nora Karena, Michelle Osborne
- **A Proven Pathway for Accelerating Small to Midsize Nonprofit Growth and Impact**
Jennifer Fischer, Donald Summers
- **Girls on the Rise: A Multi-Generational Approach to Nonprofit Leadership**
KD Hall
- **Beyond One-Size-Fits-All: Tailoring No-Code Tech for Nonprofit Success (AKA F* Salesforce)**
Elizabeth Geri, Nam-ho Park
- **From Theory to Practice: Integrating Trauma-Informed Care into Policies & Procedures**
Tatiana Stone

Partner Showcases 2:30 PM – 3:30 PM

- **Nonprofit Cybersecurity Awareness: Protecting Mission Outcomes from Phishing Attacks, A Panel Discussion**
Kai Dailey, Kisha-Marie Schnereger, Annie Layer
- **Advancing Equity in Washington State's Procurement Systems**
Ernesto Perez, Karen Gonzalez
- **Show Me the Money: The Case for Transforming Human Services Government Contracting**
Michael Heinisch, Heather Fitzpatrick

Daily Closing 3:45 PM – 4:00 PM

LEARNING TRACKS



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Managing for Meaningful Service

Learning Year Rewind 9:00 AM – 12:00 PM

Each year thousands of nonprofit leaders and sector colleagues attend virtual learning events through Nonprofit Association of Washington. Now we'd like to share some of this great content as an on-demand feature of the Conference. The Learning Year Rewind features a variety of webinar recordings from across 2023 and 2024.

- **Re-visioning Finance**
Nonprofit Innovation Summit
- **Liberatory Boards**
Nonprofit Innovation Summit
- **Centering Equity in Fundraising**
Nonprofit Innovation Summit
- **Boards in Gear**
Available in English and Spanish
- **Finance Unlocked for Nonprofits**
Available in English and Spanish
- **Let's Go Legal**
- **Advocacy Building Blocks**
- **Federal Grants 101**
- **Racists Roots of Nonprofits**
- **Nonprofits and Elections 2024**
National Council of Nonprofits

Ask Me Anything 12:00 PM – 3:00 PM

Ask Me Anything about...

- **Accessibility**
Elizabeth Ralston
- **Fundraising**
Nicole Plastino, Elizabeth Dale
- **IT and Cybersecurity**
Jack Myers
- **Marketing Materials**
Amy Weiher
- **Nonprofit Bookkeeping & Accounting**
Charlotte Moss
- **Nonprofit Websites**
Mark Root-Wiley
- **Organization Development**
Justin Camputaro
- **Resources in Eastern Washington**
Marijke Fakasiieiki
- **Risk Management**
Michael Johnson, Grant Sutherland

"The Conference is *the* place to be to learn about progressive nonprofit ideas and be inspired by leaders in the sector! It's so fun to meet people from all over the state who get just as excited as I do to learn about nonprofit topics."

– Julia Hunter, Learning Manager, NAWA

"As a relative newbie to the nonprofit sector and a 2023 WSNC scholarship recipient, I'm looking forward to connecting with other professionals in our state who are also at the beginning of their nonprofit career journey and absorbing the wisdom of those who've walked this path before me!"

– Tia Harris Dalton, Marketing Specialist, NAWA

Ways to Engage!



Whova – Conference Platform

You can [use your browser](#), or [download the free Whova app](#) on your phone or tablet.

“The Washington State Nonprofit Conference is a one-of-a-kind event. Where else can you connect with hundreds of nonprofits from across the state?” – *Tiffany Brace*
Policy Director, NAWA

Our team has created opportunities to increase connection, networking, and engagement at this statewide gathering of nonprofits. We need your help to make the Conference come alive. Ask questions, share your wisdom, tell stories, listen deeply, and have some fun!

Click to Engage

It’s easy to engage with other attendees in Whova, and we encourage you to connect. We are a dynamic community – say hello, share what you know, and ask each other questions.

- » **Attendees:**
Browse the list of attendees, view profiles, and send messages through Whova.
- » **Community:**
Visit the Community discussion board to join a lively chat on a variety of topics.
- » **Session Q&A:**
Connect directly with speakers about their session.
- » **Documents:**
Download session handouts and more.

Exhibitors – Online & In-Person

Conference exhibitors are here to help you achieve your mission! In addition to companies that work with nonprofits, you can connect with government agencies and nonprofits that offer valuable services, products, and skills for the nonprofit sector.

The Whova “Exhibitors” feature makes it easy to engage, and you can filter by Regional Celebration location to see where to connect with exhibitors in-person. Check out all the exhibitor offerings and participate in the passport contest to be entered to win free registration for the 2025 Washington State Nonprofit Conference.

- » **Giveaways**
- » **Deals and offers**
- » **Specially recorded videos**
- » **Handouts and resources**
- » **Easy ways to connect and learn more**

Don’t let the connections and learning stop after the Conference. Keep the momentum going through NAWA’s Community Slack, year-round learning opportunities, and NAWA membership.

Keep the Conversation Going

nonprofitwa.org/collaborate/community-slack



Join NAWA’s **Community Slack workspace** to keep the conversations and connections going after the Conference. Slack is free, easy to learn, and a great place to ask questions, share resources, and collaborate.



Throughout the year, we deliver high quality training on a wide range of topics online and in communities across Washington as well as on-demand offerings in [NAWA's Learning Library](#).

Check out what recent participants had to say about their NAWA learning experience:

“It is an amazing informational webinar and so glad I signed up!”

– *Online Tools for Running an Effective Nonprofit participant*

“I am feeling more knowledgeable about the topics we covered and excited to learn more!”

– *Salkum Finance Unlocked for Nonprofits participant*

Become a NAWA Member today!

nonprofitwa.org/membership/join-nawa



NAWA is a membership organization committed to supporting a powerful network of nonprofit organizations across Washington to learn, advocate, and collaborate so that nonprofits like yours can achieve their missions. Our members make this work possible!

To learn more about becoming a member or using your membership to the fullest, please contact Membership Manager, Elyse Rickard, at membership@nonprofitwa.org

Exhibitors

Prime Exhibitors

501 Commons	Nonprofit Association of Washington	Washington State Community Action Partnership
501(c) Services	NPIP	Washington State Department of Enterprise Services
Beneficial State Bank	Office of the Secretary of State	Washington State Department of Labor & Industries — Safety & Health Investment Projects
Commission on Hispanic Affairs	Paul G. Allen Family Foundation	Washington State Housing Finance Commission
Convergence Networks	PROVAIL	Washington State Microenterprise Association
Evergreen Social Impact	The Museum of Flight	Washington Women's Foundation
Gonzaga University Leadership Training & Development	University of Portland, Pamplin School of Business	Wellspring Family Services
Health Equity Solutions	Valtas Group of Washington	Your Part-Time Controller
Heritage Bank	WA529 — Washington College Savings Plans	
HUB International	Washington Health Benefit Exchange	
JPMorgan Chase		
Molina Healthcare		

Essential Exhibitors

Benaroya Hall	GNSA	TriNet
Bilotta CPA LLC	King County Library System	Umpqua Bank
Cloudbreak Collective	NamasteData	UW Continuum College
DZA	Print NW	Washington Association of Child Advocate Programs
EleeHub	Seattle University	Washington State Office of the Attorney General
Garth Purkett Design & Copy	The Apex Law Group PLLC	



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