

2024 WSCN Ways to Get Involved Video

Jennifer Chang 00:00:00.000 --> 00:00:15.000

Welcome to the thirtieth anniversary Washington State Nonprofit Conference Ways to Get Involved video. My name is Jennifer Chang and I'm the Director of Learning at Nonprofit Association of Washington.

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I'm a light skinned multiracial woman wearing a dark purple sweater. I have dark brown hair that's pulled back and behind me is a light blue curtain.

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NAWA is working to make our learning spaces welcoming inclusive to people of all abilities, which includes at the Washington State Nonprofit Conference.

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I provided a visual description of myself to give a person who may be low vision or blind a sense of space and place.

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Another accessibility practice we will do during this video is to describe the slides on the screen. On this slide, there is an image of Mount Rainier along with the video title, the presenters' names, and December 2023 to indicate when the video was recorded.

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On this slide, titled in annual statewide gathering, there are information points that I will cover now.

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In May 2024, we are celebrating the thirtieth anniversary of the Washington State Nonprofit Conference.

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The conference is the largest gathering of non-profit leaders across all fields of service. On average, over 800 attendees make this annual conference the must attend event for learning and networking.

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As we mark the thirtieth anniversary of the conference, 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.

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Where does the nonprofit sector need to dream and innovate? How do we uplift and support emerging leaders?

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What role will nonprofits play over the next 30 years? We will have a unique experience of online and in-person opportunities for learning, connection, and celebration.

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At the conference we want to make sure attendees have online access to live and on-demand learning.

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May 14th and 15th are full days of live virtual workshops, powerful keynote speakers, and much more.

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By design, we've created space on Thursday, May 16th to check out on-demand offerings or ask an expert questions through the Ask Me Anything feature.

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Recordings of live workshops and on-demand content will be available in the Whova app for 3 months following the conference.

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In the days that follow the online content, 3 regional celebrations will take place in Western, Central, and Eastern Washington.

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We want to increase access across the state to this in-person component as we celebrate 30 years of the conference.

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The celebrations will include a featured speaker, networking, and exhibitor booths. We will share dates and more details soon.

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Lastly, we will have the popular organizational rate exclusively to Nonprofit Association of Washington members available again this year.

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There are many ways to get involved at this year's conference. This slide has a list of information points that I will quickly review.

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The first is to attend the conference. You can also submit a proposal to present a workshop. NAWA business members can host and ask me anything.

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There's the always popular community board as well as sponsor and exhibitor opportunities. We will share more about each of these ways to engage during this video, starting with the workshops.

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We seek to present a conference that serves both new and seasoned nonprofit leaders. Through the workshops, we aim to create spaces for attendees to learn, practice, and take action.

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The conference is guided by 3 values. On this slide, there are 3 columns at least that list each of the values in details.

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Stories from the field. We want to learn from the lived experiences of nonprofit leaders across Washington state.

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We want to hear from practitioners. Lastly, we want to create opportunities for attendees to learn from each other and to problem solve together.

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Increasing equity. We want to continue building everyone's commitment to an action for equity within our organizations and our communities.

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And lastly, staying current. We want to engage with current events and strategies for leading in uncertain times.

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The conference features 4 distinct learning tracks for attendees to explore. The learning track titles are listed on the slide and I will share a bit about each of the tracks.

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Moving Beyond Resilience focuses on nonprofit leadership. Nonprofit leaders work tirelessly to build resilient organizations that can navigate uncertain times.

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How can nonprofits summon the creativity to forge new pathways to social impact and organizational stability?

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Next, Building Collective Power. This focuses on diversity, equity, inclusion, and accessibility. We must work together to achieve justice, building just and equitable communities requires moving away from the traditional, more isolated ways that service organizations attempt to solve problems.

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How do we deepen our understanding around systemic inequities, strategize together, and devise necessary solutions to achieve concrete change?

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As we think about fundraising and development, we have a track titled, A Force for Growth, a Force for Good.

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Resource development is a constant challenge that organizations of every size face. In our quest for effective fundraising, how do we ensure the resources develop create positive impact in the communities we serve?

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Last, we have Managing for Meaningful Service and this looks at HR and finance. Human resources and finance play a key role in an organization's outcomes.

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More than ever before, these essential functions face increased demands and constraints. From keeping on top of the newest regulations to attracting and retaining top talent, how do we approach with intentionality the functions that can serve as an engine to a thriving nonprofit.

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I would now like to cover a few logistics and key dates. The details I will review are in 2 columns on the slide, one for workshop specifics and the other for the key dates.

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Workshops will be no longer than 75 min and we ask you to think intentionally about how much time is needed based on your content and desired presentation format.

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The workshops will be hosted through Zoom meeting rooms, and we anticipate having up to 6 sessions at one time.

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Concurrent workshop sessions will take place in the morning and afternoon on Tuesday, May 14th and Wednesday, May 15th.

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Also, all the wonderful workshop proposals submitted are reviewed and selected by a committee of nonprofit leaders from across the state.

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Nonprofit Association of Washington staff only play a supporting role in this process. The proposal process opened Tuesday, December 5th and it closes on Monday, January 22nd at 11:59 pm.

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We plan to have workshop selections made by Tuesday, February 13th. For the workshops selected, we will hold a presenter orientation on April 23rd from 12 - 1:30 PM.

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To support with presenter preparations and to ensure our technology is in place for smooth virtual sessions, we will hold short presentation check-ins with each presenter the week

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of April 29th. Lastly, we do provide presenters with free registration to the conference. This conference is produced by a nonprofit organization and our goal is to keep the cost as low as possible for our attendees.

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At this time we are unable to provide stipends or cover other expenses associated with presenting at the conference.

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We want the conference workshops to be interactive, inspiring, informative, and memorable. This slide shares a summary list of workshop evaluation criteria.

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As you prepare your proposal and consider the evaluation criteria, ask yourself these questions. Relevant information. Does my proposal include relevant and tactical information?

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Specific audience and appropriate level of information. Did I identify a specific audience and do I have the appropriate level of information for that audience?

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Then think about your interactivity and virtual tools. What are the opportunities for participants to interact? What digital tools or online platform features will support that interactivity?

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Next, consider diverse perspectives. Does my proposal create space for perspectives and learnings from underrepresented communities or bring forward experiences and points of views not commonly addressed?

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Practitioner perspectives. If I'm a consultant, did I think about how I could include the voices of nonprofit staff or other practitioners in the workshop?

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Tangible takeaways. If I attended my proposed workshop, what tangible learning takeaways would I leave with?

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And lastly, no marketing, please. Simply, do I avoid self-promotion or selling of products?

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As we shared earlier, our conference serves new and experienced nonprofit leaders. As we advance through our nonprofit journeys, we have different learning needs throughout our career or as we work to develop new skills or explore new approaches.

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When you consider your audience think about where they may be on their journey. This slide has a stair step graphic along with some information that I'll review.

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On the lowest step, we consider attendees with beginner learning needs. We want participants to increase their understanding and be able to apply foundational practices.

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On the next step, we think about those with intermediate learning needs. We want participants to expand their toolbox of practices and deepen strategic insights at the individual and organizational levels.

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Lastly, on the top step we think about attendees with more advanced learning needs. By integrating their experience, and experiences and perspectives from all

parts of life, we want participants to innovate their practices and move beyond traditional systems and approaches.

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I hope this has been helpful as I've reviewed some key pieces of the workshop. Request for proposal process and what we're looking to present at the conference.

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Now my teammate Julia will share more about Ask Me Anything community board and sponsor an exhibitor opportunities.

Julia Hunter: 00:11:43.000 --> 00:11:51.000

Thank you, Jennifer. Hello, I'm Julia Hunter, Learning Manager at NAWA.

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I'm a white millennial woman with a long light blue hair wearing a black top and my background is blurred out.

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This year we are bringing back the Ask Me Anything, otherwise known as AMA, feature to the conference, where nonprofit experts will have the opportunity to virtually connect with attendees and share their knowledge on their specific fields.

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Through the conference app, Whova, attendees will be able to submit questions through the Q&A feature connected to each AMA session.

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There will be a set 3 hour time period in the afternoon on Thursday, May 16th when the experts will respond live.

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Conference attendees are encouraged to network and connect through various features in the Whova app. There will be opportunities for more conversation and to deepen connections after the AMA.

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NAWA business members who are attending the conference will be invited to sign up as an AMA expert.

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Members also get a discount on conference registration.

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On this next slide, you can see a screenshot with an example of an Ask Me Anything.

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The AMA expert will include details about their expertise and experience in the session description. This session is titled, Ask Me Anything About Nonprofit Financial Management.

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In the weeks leading up to the AMA live session, attendees will ask relevant questions in the Q&A feature like this one

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asking about how soon after starting to operate do organizations hire their first staff? During the live response time, the AMA expert will respond in the Q&A feature answering the question and engaging with attendees.

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AMA topics in the past are widely varied, including HR, fundraising, equity, board development, and much more.

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The community board is a great space open to all attendees that is similar to a discussion board. You can create your own new conversation topics or join existing conversations.

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If you prefer to talk to others about a specific topic instead of typing. You can directly message them in Whoava or schedule a meetup using your own Zoom account.

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The community board is a very popular feature. With 2,500 messages posted in the 2023 conference.

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It's a fantastic way to connect with other attendees, ask questions, and hopefully spark some new ideas.

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The conference also has opportunities for sponsors and exhibitors. For sponsors. The support of sponsors is vital to continuing this event, which is one of the best and most affordable professional development opportunities available to nonprofit board members, staff, and volunteers in our state.

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To maximize your exposure as a sponsor in the lead up to the conference, we encourage you to secure your place today.

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For exhibitors, being part of the virtual exhibitor center and in-person regional celebration exhibitor spaces provides opportunities to make connections with potential new clients.

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Share information about your services and more, all while learning alongside attendees at the conference. For questions or to discuss a customized sponsorship package,

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contact Laura Pierce. NAWA's executive director at laura@nonprofitwa.org.

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Or call us at (855) 299-2922.

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If you have any questions about the workshop request for proposals, the Ask Me Anything feature, or anything else shared in this video, please email us at learning@nonprofitwa.org or call us at (855) 299-2922.

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Thank you for watching!