

Heritage & Not-For-Profit Webinars for November, 2013

Please Note: All titles highlighted in pink are available for FREE!

FUNDRAISING

Building Audience Engagement and Public Awareness through Crowdfunding In May 2013, the Smithsonian Freer and Sackler Galleries embarked on the Smithsonian's first major crowdfunding campaign, raising more than \$170,000 for the exhibition "Yoga: The Art of Transformation." Its success depended on much more than fundraising tactics, and involved marketing, branding, messaging across multiple platforms, planting word-of-mouth promotion, and special events. Join the team behind the campaign to learn what worked—and what other organizations can learn from the experience. This webinar will help you:

- Gain insights into the behind-the-scenes structure of the campaign, including staffing, resources and timing
- Work with corporate sponsors and other supporting organizations
- Explore how to use crowdfunding to reach new audiences excited about the organization (whether they give tangible or intangible support)
- Apply "lessons learned" on strategy and maximizing return on investment (ROI)

When: Wednesday, Nov. 20, 2:00 – 3:30 p.m. (ET)

Cost: \$50 US

To Register: <http://www.aam-us.org/resources/online-learning/audience-engagement-and-public-awareness>

Involving Volunteers in Your Fundraising Most nonprofits involve volunteers in program areas and administrative areas. You might not be aware, however, of the many ways you can involve volunteers in your fundraising activities. This webinar will outline ways you can involve volunteers in fundraising, where to find volunteers, how to recruit them, and how to keep them enthused about your organization. Takeaways for this session include:

- List ways your organization can benefit from getting volunteers involved in your fundraising
- Develop a plan to recruit fundraising volunteers
- Develop a structure for a development committee

When: Wednesday, November 13, 2013, 3:00 PM – 4:00 PM (Eastern)

Cost: FREE

To Register: <http://nonprofitwebinars.com/webinar/11132013-involving-volunteers-in-your-fundraising/>

50 Asks in 50 Weeks: How to Create a Development Plan and Raise More Money in Your Small Development Shop Do you want to have a fundraising plan going into 2014? If you want to raise more money for your organization next year with no additional staff or resources, 50 Asks in 50 Weeks is for you! This [GuideStar](#) webinar is a "back to basics" planning tool for organizations with three or fewer paid fundraising staff members. If you are responsible for "doing it all" – writing thank you notes, grant reports, creating newsletters, managing databases, developing budgets, event planning, bulk mail, website development and more – you may not make time for the most important aspect of fundraising – asking! In this session, you will create a basic development plan which ensures a diverse funding stream, a system for asking for gifts in smarter, more efficient ways, and ensuring you ask for gifts all year long. This session will cover how to significantly improve small development shop results by asking more effectively and efficiently.

When: Tuesday, November 12, 2013, 1:00 PM (Eastern)

Cost: FREE

To Register: https://guidestarusa.webex.com/mw03071/mywebex/default.do?nomenu=true&siteurl=guidestarusa&service=6&rnd=0.15546416476096103&main_url=https%3A%2F%2Fguidestarusa.webex.com%2Fec06061%2Feventcenter%2Fevent%2FeventAction.do%3FtheAction%3Ddetail%26confViewID%3D1398893349%26%26%26%26siteurl%3Dguidestarusa

November Webinars (cont.)

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FUNDRAISING (cont.)

Building Nonprofit-Business Partnerships for the 21st Century Learn how nonprofit leaders are crafting new sustainable relationships with businesses and corporations. This [Foundation Center](#) webinar, offered in partnership with the [Center for Nonprofit Management and Strategy](#) at the Baruch College School of Public Affairs, will offer insight and guidance to help you navigate the brave new world of nonprofit and business partnerships. We'll specifically address new trends driving these relationships.

When: Tuesday, November 12, 2013, 1:00 PM – 2:00 PM (Eastern)

Cost: FREE

To Register: <http://grantspace.org/Classroom/training-calendar/online/building-nonprofit-business-partnerships-2013-11-12-webinar>

GOVERNANCE

Required Elements of an Institutional Plan Planning is necessary for your museum's continued survival—not only to increase the chances that you are going in the right direction, but to leverage support. Few foundations, corporations or granting agencies are going to provide your museum financial support without an institutional plan in place that is current and timely, comprehensive and formal, relevant and realistic and inclusive of internal and external stakeholders. Join us in this moderated 90-minute webinar as we discuss the required elements of an institutional plan based on national standards; the most common plan shortcomings; and different approaches to the plan, process and implementation. Topics include:

- Identifying essential elements of a strategic institutional plan
- Determining if the institution's strategic plan meets national standards
- Accessing resources to create or strengthen their institution's plan

Cost: \$50 US

When: Wednesday, Nov. 6, 2:00 – 3:30 PM (ET)

To Register: <http://www.aam-us.org/resources/online-learning/required-elements-of-an-institutional-plan>

A Brief Introduction – How to Be An Awesome Nonprofit Board Member What does it take to be an awesome board member? It might surprise you. How about board meeting agendas, strong staff support with data and visuals, and clear expectations? And that's just the beginning. Join Lori L. Jacobwith for a brief, powerful introduction to her popular webinar: How to Be An Awesome Nonprofit Board Member. The questions you'll be asked and the information Lori has to share can shift your board experience from average to awesome. This session has something important for BOTH board members and staff.

Cost: FREE

When: Thursday, November 7, 2013 3:00 PM (Eastern)

To Register: http://www.charityhowto.com/nonprofit_webinar/Being-an-Awesome-Nonprofit-Board-Member

What's a Mission Statement Worth? Could your mission statement describe any of several other organizations that are similar to yours? Do you just haul it out once a year for your annual report? If you've been around for many years, you're clear about your nonprofit's value to your community, your stakeholders and/or your cause. Why bother to revisit your mission statement? The answers to these questions can make the difference between sustainable success and failure in several ways. Join us and see what a rigorously crafted mission statement can do for marketing, fundraising, stakeholder loyalty, strategy, and managing change.

Cost: FREE

When: Wednesday, November 13, 2013 1:00 PM – 2:00 PM (Eastern)

To Register: <http://nonprofitwebinars.com/webinar/11132013-whats-a-mission-statement-worth/>

November Webinars (cont.)

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GOVERNANCE (cont.)

Barriers to Change: Understanding Roadblocks to Progress in Organizations and Communities We all say that we desire change yet, it seems so difficult for it to actually occur. In this webinar, learn more about the barriers to change that keep us from moving forward in our personal, professional and organizational lives. Takeaways for this session include:

- Learn more about the role of meaning making in creating change
- Understand the differences between a socialized, self-authoring and self-transforming mind
- Recognize the different lens we use daily and their application in creating change

When: Wednesday, November 6, 2013 1:00 PM – 2:00 PM (Eastern)

Cost: FREE

To Register: <http://nonprofitwebinars.com/webinar/1162013-barriers-to-change-understanding-roadblocks-to-progress-in-organizations-and-communities/>

COLLECTIONS

Involving the Public in Your Preservation Efforts This hour-long webinar showcases the exemplary work of museums, archives, libraries, and historical societies that are reaching out and engaging the public on preservation issues. The webinar also shares tips on publicizing your work and events through media and social networking.

When: This is a recorded webinar. You can access it anytime.

Cost: FREE

To Access: <http://www.connectingtocollections.org/outreach/>

Protecting Collections During Special Events Join Barbara Heller, director and conservator of special projects at the Detroit Institute of Arts (DIA), as she shares the steps her institution took to better protect collections during the planning and hosting of special events.

When: This is a recorded webinar. You can access it anytime.

Cost: FREE

To Access: <http://www.connectingtocollections.org/eventsrecording/>

Caring for Originals During Scanning Projects This class will review the basics of materials care and handling of paper based collections and explores how digitization provides an opportunity to stabilize, re-house and even repair those materials in your holdings. Environmental controls, equipment guidelines, and the preservation issues that need to be considered before embarking on a digitization project will also be discussed in this two hour webinar. This class is funded in part by the National Endowment for the Humanities (NEH) Division of Preservation and Access.

When: November 12, 2013 4:00PM – 6:00 PM (ET)

Cost: \$130 US

To Register: <http://www.lyrasis.org/Pages/EventDetail.aspx?Eid=E126F42D-ADCE-E211-8247-002219586F0D>

Coping With Mold Outbreaks This webinar will cover the various types of mold and the criteria and parameters for mold development, with a special emphasis on molds specific to indoor environments that house collections and artifacts. Practical methods for controlling and preventing mold blooms are discussed, as is response to mold outbreaks.

When: November 21, 2013 2:00PM – 4:00PM (ET) Registration deadline, November 20, 2013

Cost: \$95 US

To Register: <http://www.nedcc.org/preservation-training/registration?p=111>

November Webinars (cont.)

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COLLECTIONS (cont.)

Protecting Your Collections: Writing a Disaster Response Plan The most comprehensive disaster plans cover the four facets of the emergency management cycle—prevention, preparedness, response, and recovery—which correspond to before, during, and after a disaster. If you have been meaning to write a disaster plan but your efforts have stalled, the webinar recordings and course materials found below will help you establish the crucial first steps following a disaster. The Pocket Response Plan, or PReP™, developed by the Council of State Archivists and customizable by all institution types, was featured as a resource that will help you respond when—not if—disaster strikes. This course followed [Risk Evaluation: First Step in Disaster Planning](#), which provided an overview of the disaster planning process.

Webinar 1: Response: One Facet of the Emergency Management Cycle

What you do—and do not do—following a disaster can spell the difference between success and failure. Do you know who to call? Are you familiar with your facility's emergency systems? What type of supplies do you have on hand to immediately address the situation? Which staff members have been trained to respond and to work together as a team? This overview introduced participants to the Pocket Response Plan.

[Webinar 1 Complete Handouts](#) (pdf, 2 MB)

Includes: PowerPoint presentation, generic PReP™ plan, and sample PReP™ plans

Webinar 2: PReP™ Side A: Communications

The top priority following any disaster, large or small, is human safety. Knowing how to contact or notify staff, volunteers, and patrons is key to ensuring a safe evacuation and a safe response. Who else should be on your contact list besides staff and volunteers? If the event is beyond the your institution's capacity to address, to whom should you reach out?

[Webinar 2 Complete Handouts](#)

Includes: PowerPoint presentation and additional handouts

Webinar 3: PReP™ Side B: Action Steps

When disaster strikes, confusion and chaos often replace thoughtfulness and deliberation. By having action steps outlined in advance, you don't have to think about every detail; you can use these steps for guidance and to ensure that you are not overlooking any important activity. What are these action steps? How do you prioritize them? In many cases, it may not be possible to save all your collections. What goes into determining salvage priorities for collections?

[Webinar 3 Complete Handouts](#) (pdf, 3.3 MB)

Includes: PowerPoint presentation, additional handouts and [Guidelines for Establishing Salvage Priorities](#)

Webinar 4: Recovery

Once your collections have been stabilized, you will then have to spend many months—and perhaps even years—dealing with the consequences of the disaster, deciding what to save, what to throw out, rehabilitating the building, and treating the affected materials. This final session explored collections salvage techniques, working with a disaster recovery company, inventory control, and the importance of addressing the emotional toll that disasters can take on staff, volunteers, and other supporters of your institution.

[Webinar 4 Complete Handouts](#)

Includes: PowerPoint presentation and additional handouts

When: These are recorded sessions. You can access them anytime

Cost: FREE

To Access: <http://www.connectingtocollections.org/courses/writing-a-disaster-plan/>

November Webinars (cont.)

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COLLECTIONS (cont.)

Exercising Your Disaster Response Plan Even the best written disaster response plan can be greatly compromised if staff members have not been trained on how to carry it out. Conducting drills and exercises of your institution's response plan is critical for testing procedures, identifying problems, and discussing solutions. Tabletop exercises, which are dedicated to discussion, and functional exercises, which are focused on hands-on activity, are two especially effective training approaches. In this 90-minute webinar, we discuss techniques for testing your institution's plan and training staff. Led by Julie Page, this webinar was a follow-up to the course Protecting Your Collections: Writing a Disaster Response Plan.

When: This is a recorded session. You can access it anytime.

Cost: FREE

To Access: <http://www.connectingtocollections.org/exercisingyourplan/>

ENGAGEMENT

Award-Winning Interpretive Installations, Multimedia and Interactive Kiosks Part of a four-part series showcasing winners from the 2013 Muse Awards. Explore current trends in technology and exemplary practices in award-winning interpretive installations, multimedia, and interactive kiosks as we highlight the processes, successes, challenges and audience impact of 2013 Muse Awards projects selected by the Media and Technology Professional Network (M&T). Participants will engage with technologists, education/interpretation specialists and other expert practitioners in a series of brief presentations as we examine technology and new media projects that utilize existing data and resources to transform content and offer immersive, interactive, visitor-friendly experiences and views of information.

When: Wednesday, Nov. 13 2:00 – 3:30 p.m. (ET)

Cost: \$50 US

To Register: <http://www.aam-us.org/resources/online-learning/award-winning-interpretive-installations-multimedia-and-interactive-kiosks>

The Visitor Experience: Customer Service Meets Programming Many factors contribute to the satisfaction of your museum visitors' experience, from amenities to programmatic offerings. This webinar will take a holistic look at the visitor experience through communication, training, awareness, assessment, and evaluation. Megan Wood, of the Ohio Historical Society, will discuss how to stay forward-looking and positive in order to focus on changes that can be made within limited resources. This webinar will help you understand what effects the visitor experience and who on your staff needs to be actively engaged in improving and maintaining it.

When: November 13, 2013 2:00 - 3:30 PM (ET)

Cost: \$20

To Register: <http://www.creativelearningfactory.org/Login?path=programming%2Fwebinars-workshops%2F83>

November Webinars (cont.)

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ENGAGEMENT (cont.)

Interactive Engagements: Immersive Experiences that Connect People to Place The shift towards digital storytelling is creating more options for users to experience information and content in ways not possible with traditional static media formats. Today, designers are able to craft immersive experiences that connect people to place through the use of interactive engagements in the built environment. These experiences augment the physical environment by allowing users to have more personally scaled and unique interactions with content, stories, and the spaces they occupy. We are upon a paradigm shift where digital has become a more capable, more flexible and responsive platform than traditional surfaces and materials. Join us as focus on the current trends and state of interactive technology in the built environment. Learn what interactive digital experiences can offer today that can't be accomplished by traditional formats and how designers can integrate them into various project types. We will hear from both industry and design leaders on not only what they are doing, but what the shift will mean for spaces and users now and in the near future. Discover how sensor and gesture-based interactions can augment content and the overall user experience. Designers and integrators are shaping the platforms and expanding the defined boundaries of what can be possible through physical communicative experiences. Be a part of this conversation and join us for this unique look into this expanded scope of EGD practice.

Panelists for this include Jeffrey Dumo of Array Interactive and Denys Lavigne of Arsenal Media. Co-moderated by Justin Molloy, Director of Education and Professional Development, SEG D and Bryan Meszaros, Managing Partner, OpenEye.

When: November 7, 2013 2:00 - 3:00 PM (EST)

Cost: \$95 US

To Register: <http://eo2.commpartners.com/users/segd/session.php?id=10137>

MISCELLANEOUS

Where do I go from here? Engage Volunteers in New Ways How long do volunteers usually stay with your program? Do you struggle with keeping them interested, involved and engaged? This [VolunteerMatch](#) webinar will help you think about new strategies and help you evolve your program to include new roles and responsibilities for volunteers, pathways for more involvement and leadership positions in your program, how recognition plays a role in retention, and the importance of including continuing education and professional development to keep your volunteers engaged. Tools to help you evaluate your program implement new ideas will be provided.

When: Wednesday, November 6, 2013 2:00 PM – 3:00 PM (Eastern)

Cost: FREE

To Register: <https://www1.gotomeeting.com/register/747025217>

Creative Repurposing – Unlocking the Past for Our Sustainable Future Can the technology inherent in heritage neighborhoods help us in a future of urban densification? How can engaging the public and the private sectors through user interface design, peer-to-peer challenge programs and gamification help? This webinar explores the role of heritage repurposing in today's bustling communities and looks at how best practices from the past and today's cutting edge technologies can reshape the future of sustainability. Our experts will discuss practical lessons from heritage districts as well as the potential offered by user interface design and gamification to transform the future of sustainable cities.

When: This is a recorded webinar. You can access it anytime.

Cost: FREE

To Access: <http://cityminded.org/cal/golder-associates-webinar>