

# Heritage & Not-For-Profit Webinars for December, 2013

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

## FUNDRAISING

**Introduction to Fundraising Planning** Learn a basic planning process for diversifying your organization's support. A successful nonprofit organization has diversified funding streams. If your organization has never developed a fundraising plan or calendar, this session is for you. It provides an overview of the process of strategically thinking through the components of a fundraising plan. In this Foundation Center webinar you'll learn how to:

- Conduct an assets inventory
- Develop a case statement
- Identify funding partners
- Prepare a fundraising plan and calendar

When: Monday, December 9, 2013 3:00 PM – 4:00 PM (Eastern)

Cost: FREE

To Register: <http://www.grantSPACE.org/Classroom/training-calendar/online/introduction-to-fundraising-planning-2013-12-09-webinar>

**What Every Non-profit Executive Needs to Know About Storytelling** You know that your organization needs to be telling more stories. But you keep facing resistance from leadership at your non-profit. Maybe you're a non-profit executive who wants to start telling stories, but you don't know where to start. Sound familiar? Overcome the resistance and the fear! Storytelling is truly a collaborative, team effort. To be truly successful, it requires buy-in and support from the executive level. Learn everything you need to know to help facilitate and implement storytelling at your non-profit. In this Philanthropy For All webinar you'll learn:

- The 5 fundamental reasons why every non-profit needs to tell stories
- Proven statistics that show the impact stories have on the community and donors
- Why successful storytelling requires a team effort
- A plan to implement storytelling at any organization

When: Tuesday, December 10, 2013 1:00 PM (Eastern)

Cost: FREE

To Register: <http://pfa-blog.com/home/free-storytelling-webinar/>

**Creating a Culture of Storytelling: How to Collect the Stories You Need and Foster Collaboration** If you're like most of us, you've probably struggled to collect your non-profit stories at one point or another. You know that sharing stories with your donors is an important part of the fundraising process. But your non-profit's best stories are still hidden gems. If you're ready to unearth those stories, it's time to take a new approach to collecting stories – creating a culture of storytelling. In this Philanthropy For All webinar you'll learn:

- Why a culture of storytelling is the most effective way to collect stories
- 5 ways you can promote and facilitate storytelling among your colleagues
- How to develop a system to easily collecting stories
- The 2 tools you need to collect stories

When: Wednesday, December 11, 2013 1:00 PM (Eastern)

Cost: FREE

To Register: <https://www.anymeeting.com/AccountManager/RegEv.aspx?PIID=EA50DA84844C3E>

## December Webinars (cont.)

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### FUNDRAISING (cont.)

**Baby Steps 1: The Heart of a Good Story Is You** We want to empower and educate you to tell amazing stories; stories that have the power to change hearts and minds; stories capable of transforming lives. But before you can effect change with a good story, we realize you need the proper tools and techniques to effectively tell your story first. Join us for this first installment of the Baby Steps webinar series - where we'll go behind the scenes on the Baby Steps campaign for Early Childhood Education with the Dirty Robber production team, we'll take a closer look at what goes into effective storytelling, and we'll hear about a few ways you can integrate storytelling into your nonprofit, library, or charity's mission, now.

When: Thursday, Dec 5, 2013 11:00 AM PST

Cost: FREE

To Register: <https://cc.readytalk.com/cc/s/registrations/new?cid=rjb17a9v1bm8>

### GOVERNANCE

**Leadership For A New Era** Nonprofits today are faced with unprecedented challenges, and yet we continue to approach board leadership using concepts from thirty years ago. As our organizations enter into new territory, so our boards need to lead differently – yet we continue to put our efforts into getting the structure 'right'. But there is no magical number of board members or committees, or use of Robert's Rules of Order or Consent agendas, that will transform our boards into the strategic thinkers or powerful decision makers they need to be. Instead, structure must be seen as only the foundation – and board behavior and dynamics approached in a new way – to lead effectively into the future. Takeaways for this Nonprofit Webinars session include:

- Learn the most important characteristics of effective nonprofit board members
- Explore ways of creating a whole new kind of discourse around the board table
- Learn about the new way of understanding and approaching risk in your organization
- Take away new techniques for turning your board into a powerful leadership team

When: Wednesday, December 11, 2013 1:00 PM – 2:00 PM (Eastern)

Cost: FREE

To Register: <http://nonprofitwebinars.com/webinar/12132013-leadership-for-a-new-era/>

### TRENDS & TECH

**Hoverboards and Videophones: Idealware Looks to 2014** What's on the horizon for nonprofit technology? What will be the most talked about, tweeted about, hashtagged about topics in our next trip around the sun? 2014 may still sound like the future, but it's only a few weeks away. Fear not, Idealware has kept our ears to the ground so you don't have to. In this webinar Idealware staff will run down their predictions for nonprofits, and the technology that keeps them running. Some of the topics up for discussion:

- Websites
- Cloud Services
- Donor Management
- Fundraising
- Email, Social Media, & Blogs
- Graphic Design and Multimedia

When: Thursday, December 5, 2013 1:00 PM – 2:30 PM (Eastern)

Cost: FREE

To Register: [http://org.salsalabs.com/o/957/p/salsa/event/common/public/?event\\_KEY=81056](http://org.salsalabs.com/o/957/p/salsa/event/common/public/?event_KEY=81056)

## December Webinars (cont.)

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### TRENDS & TECH (cont.)

**The Top 2014 Nonprofit Communications Trends, Priorities and Goals: Dive In and Plan Next Year** It's the time when people are wrapping up their year and planning for the year ahead. What are going to be the most important priorities for nonprofit communicators next year? What are the most (and least) important communication channels? In this GuideStar webinar, Kivi Leroux Miller, president of NonprofitMarketingGuide.com, will share the biggest challenges nonprofits will be faced with while implementing their communications plans, and what excites and what scares nonprofit communicators about the coming year. She will also provide a sneak peek of the 2014 Nonprofit Communications Trends Report results, which will be released by NonprofitMarketingGuide.com in early January.

When: Thursday, December 12, 2013 1:00 PM – 2:00 PM (Eastern)

Cost: FREE

To Register: [https://guidestarusa.webex.com/mw04011/mywebex/default.do?nomenu=true&siteurl=guidestarusa&service=6&rnd=0.5739063584586356&main\\_url=https%3A%2F%2Fguidestarusa.webex.com%2Fec0701%2Feventcenter%2Fevent%2FeventAction.do%3FtheAction%3Ddetail%26confViewID%3D1399681047%26%26%26%26siteurl%3Dguidestarusa](https://guidestarusa.webex.com/mw04011/mywebex/default.do?nomenu=true&siteurl=guidestarusa&service=6&rnd=0.5739063584586356&main_url=https%3A%2F%2Fguidestarusa.webex.com%2Fec0701%2Feventcenter%2Fevent%2FeventAction.do%3FtheAction%3Ddetail%26confViewID%3D1399681047%26%26%26%26siteurl%3Dguidestarusa)

### COLLECTIONS

**Community Webinar: Handling and Exhibition of Potentially Hazardous Artifacts in Museum Collections** Danger can lurk on any museum or archives shelf—firearms, antique medicine bottles, arsenic in natural science specimens, dangerous mold, and more. The American Association for State and Local History's Technical Leaflet, "The Handling and Exhibition of Potentially Hazardous Artifacts in Museum Collections" addresses these challenges and can help put your mind at ease or get you started on correcting a possible problem. Neil Cockerline, author of this Technical Leaflet and Director of Preservation Services and Conservator, Midwest Art Conservation Center, Minneapolis, Minnesota recently joined us for a live Question and Answer session about items of concern in your collection.

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

Cost: FREE

To Access: <http://www.connectingtocollections.org/community-webinar-dangerous-collections/>

**Preserve and Protect: Archives Security** Many archives and special collections libraries are experiencing operational challenges. As a result, physical security of collections in the face of theft or vandalism of collections can be a growing concern. Materials stolen are often rare, valuable and irreplaceable. Security is a fundamental, integral component of archival management that is in part tied to appraisal, arrangement and description, reference and preservation. Protection of records includes: deterrents to theft; identification of missing items; environmental control; protection from fire, flood and other disasters; safe exhibition and loan procedures; and insurance for valuable items. This Canadian Council of Archives webinar on Archival Security will provide an introduction to risk assessment, policies and procedures to minimize risks and prevent loss of records, security training for staff, security systems and equipment and crisis management.

When: December 19, 2013 from 12pm to 1:30pm EST

Cost: \$165 plus HST. \$25 for each additional person attending from your organization

Registration is limited and advance registration will be required. To register, please complete [this form](#) and email it to [accounting@archivescanada.ca](mailto:accounting@archivescanada.ca) (in the subject line please write: webinar registration form).

## December Webinars (cont.)

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### COLLECTIONS (cont.)

**Coping With Mold Outbreaks** This live 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. Who should attend? Both professionals and non-professionals interested in developing a broad understanding of mold and its effects on paper-based collections are encouraged to participate. The webinar focuses on preservation within a cultural heritage organization.

When: December 5, 2013 2:00 PM Eastern (2 hrs) Please Note: Registration deadline: December 4, 2013

Cost: \$95 US

To Register: <http://www.nedcc.org/preservation-training/registration?p=112>

**Preservation of Photographic Materials** Photographic materials present significant preservation concerns in cultural heritage collections. They are often heavily used and are fragile and susceptible to damage due to improper handling and storage conditions. Visual examples of photographic processes and deteriorated photographs will be identified and discussed. Taught in two two-hour sessions over the course of two days, topics covered will include:

- Early photographic through contemporary print processes
- Issues with prints, color, film, glass, and albums
- Environment and storage guidelines
- Handling, housing, and security guidelines

When: December 18, 2013 4:00 PM – December 19, 2013 6:00 PM

Cost: \$180 US

To Register: <http://www.lyrasis.org/Pages/EventDetail.aspx?Eid=6EBE5F50-ACCE-E211-8247-002219586F0D>

**Small Museums, Libraries and Archives Advocating to Preserve Our Heritage** Small museums, historical societies, libraries and archives share a common mission: preserving our cultural heritage. To accomplish this, archivists, librarians and museum professionals must be effective not only in the technical aspects of preservation but also in the areas of communication and advocacy. In this webinar, presenters will discuss the issues that our organizations are advocating for, including preserving historical records, copyright issues, privacy concerns and funding for efforts such as the Institute of Museum and Library Services (IMLS) Connecting to Collections initiative, the National Historical Publications and Record Commission, the National Endowment for the Humanities and the National Archives and Records Administration.

When: December 4, 2013 1 - 2 PM Central

Cost: \$50 US

To Register: <http://www.aam-us.org/resources/online-learning/small-museums-libraries-and-archives-advocating-to-preserve-our-heritage>

**Introduction to Audio Visual Digitization** This class will enable students to create an outline of a digital project management plan for audio visual collections and understand the resources available for next steps. This class will cover the differences in Machine-based AV Collections, review the history of recording devices, and acknowledge preservation issues. This class is funded in part by the National Endowment for the Humanities (NEH) Division of Preservation and Access.

When: December 9, 2013 1:00PM – 3:00PM (EASTERN)

Cost: \$130 US

To Register: <https://www.lyrasis.org/classes-and-events/Pages/LYRASIS-Digital-Classes.aspx>

## December Webinars (cont.)

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### COLLECTIONS (cont.)

**Archival Appraisal Webinar** Archival appraisal is the foundation for building collections of long-term historical value. Careful selection of material for permanent retention ensures that institutional resources support only those holdings that meet acquisition criteria and contribute to the documentary heritage. Decisions leading to what is kept have immense consequences for how histories are written, and lie at the heart of archival professional practice. The Canadian Council of Archives webinar on Archival Appraisal will provide an introduction to appraisal strategies and the elements of an archival appraisal report. As archivists, our decisions are informed by the principles and tools of current practice. The archival appraisal report not only records what informed the selection process, but also leaves an essential trace of what was eliminated so that future generations of researchers can judge those decisions. This webinar also compliments the content of the NAAB Bootcamp.

When: December 17, 2013 from 11am to 12:30pm EST

Cost: \$165 + HST. \$25 for each additional person attending from your organization

To Register: Please **complete this form** and email it to [accounting@archivescanada.ca](mailto:accounting@archivescanada.ca) (in the subject line please write: webinar registration form).

Registration is limited and advance registration will be required.

**Introduction to Digital Audio** This class taught in two, two-hour sessions over the course of two days will enable students to create an outline of a digital project management plan for audio collections and understand the resources available next steps. This class will cover the differences in Machine-based AV Collections, review the history of recording devices, and acknowledge preservation issues. Students leaving the class will have a solid understanding of digital audio files, modes of capture, best practice for digital audio, quality control procedures, storage and preservation and metadata considerations for audio materials. This class is funded in part by the National Endowment for the Humanities (NEH) Division of Preservation and Access.

When: December 10, 2013 11:00AM – December 11, 2013 1:00PM

Cost: \$180 US

To Register: [http://www.rap-arcc.org/educational\\_opportunities/2013/12/10/introduction-to-digital-audio-live-webinar-1](http://www.rap-arcc.org/educational_opportunities/2013/12/10/introduction-to-digital-audio-live-webinar-1)

**Preserving Your Digital Portfolio** Digital assets represent a significant investment of both time and resources for content creators, and these collections are often more fragile than we realize. Your digital portfolio, made up of images, documents, web-resources, and even tweets, may represent the bulk of your professional work and likely has personal significance as well. This live webinar will cover tools and strategies to protect your digital assets as well as tips on preparing for donation to a collecting institution.

Who should attend? This webinar is intended for digital content creators (for example, digital photographers and videographers) or anyone stewarding small digital collections.

When: December 10, 2013 2:00PM – 4:00PM EASTERN Please Note: Registration deadline is December 9, 2013

Cost: \$95 US

To Register: [http://www.rap-arcc.org/educational\\_opportunities/2013/12/10/preserving-your-digital-portfolio](http://www.rap-arcc.org/educational_opportunities/2013/12/10/preserving-your-digital-portfolio)

### GENEALOGY

**Miracles, Mysteries & Mayhem: Online Family Trees** We want to build on the research of others but those online family trees often contain miracles, mysteries and mayhem. Does the tree need to be pruned? Learn effective techniques to determine if branches on a tree are diseased or if they are healthy.

When: Tuesday, Dec 10, 2013 8:00 PM - 9:00 PM CST

Cost: FREE

To Register: <https://attendee.gotowebinar.com/register/8253902195291921152>

## December Webinars (cont.)

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### VISITOR EXPERIENCES

**Listen Up! Providing accessible interpretation with audio** Audio tours and audio descriptions provide distinct ways of achieving goals for interpretation and accessibility. Join us for a webinar to discuss when, where, and how to use audio tours and descriptions most effectively.

When: December 5 2:00 PM Eastern (one hour)

Cost: \$35 NAI Member/\$50 Nonmember

To Register: <https://www.interpnet.com/Core/Events/eventdetails.aspx?iKey=WEB120513&TemplateType=A>

**Wayfinding: Europe** Join us as we look at how European designers are approaching the art and science of wayfinding. We'll focus on two recently completed projects in the United Kingdom situated in the urban and civic context. Joining us for the conversation will be the design teams who are planning, designing, and making these new information experiences.

Lucy Homes and Alexandra Wood head up the Holmes Wood consultancy based in London. Holmes Wood recently completed a comprehensive interior and exterior wayfinding scheme for the central London Somerset House. Built in the 18th century to house government offices, Somerset House is now a publicly accessible venue for art, culture, and creative exchange. The wayfinding scheme, featuring a blend of contemporary graphics and placemaking, nods to the historic colors and materials of the neoclassical structure and surrounding site. Mike Rawlinson is the Director of Bristol- (UK) and New York-based City ID. City ID has been instrumental in numerous urban cartographic wayfinding schemes, most recently in New York and in Southampton, Bath, and Birmingham in the UK. The Birmingham wayfinding scheme takes its organizational cues from the other legible city schemes that integrate neighborhood maps with information for multi-modal transit and walkability. The scheme is tied together with a unique system of information design that speaks to the landmarks and visual geography of the city while integrating custom typography and symbol design to define a memorable identity.

This webinar will focus on the processes, objectives, and unique challenges these two European public wayfinding projects presented the clients, and ultimately these design teams. You will learn about how the designers worked with their public clients to align and integrate brand standards, while providing meaningful, memorable, and relevant information, identification, and direction to public users. We will also examine the process of how the projects were prototyped through the design process and how the systems were designed to integrate into the urban landscape. This public wayfinding-focused webinar is geared for designers, architects, and planners looking to increase their awareness of current standards and trends in information and experience design methodology and to gain insights into the process from a uniquely European-centric perspective.

When: December 12, 2013 at 2:00 PM EST (60 minutes)

Cost: \$75.00 for SEG D Members/\$95.00 for Non-Members

To Register: <http://eo2.commpartners.com/users/segd/session.php?id=10138>

### BUILT HERITAGE

**Best Practices: City of Victoria's Heritage Tax Incentive Program** In 1998, the City of Victoria introduced a program of tax exemptions for Heritage-Designated buildings in the Downtown core to stimulate the conversion of vacant or underutilized upper floors to residential use. In partnership with the Victoria Civic Heritage Trust, the Program has been a very successful revitalization strategy for Victoria's stock of superb Nineteenth Century commercial heritage buildings and for attracting new life to Victoria's central core area. To date, 34 heritage buildings have been completely rehabilitated and seismically upgraded and 600 new residential units have been created Downtown. A total of \$205 million in new private investment is revitalizing the historic centre of the City. Join us to hear how the program is administered and the advantages of replicating a similar program in your district!

When: December 11, 2013 at 3PM EST

Cost: \$70

To Register: <https://www.ida-downtown.org/eweb/DynamicPage.aspx?expires=yes&WebKey=4f3d15ae-20cd-4d79-a478-ed3fa816a9fd>