Heritage & Not-For-Profit Webinars for March, 2014

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

Collections Care & Management

Caring for Yesterday's Treasures - Today A series of FREE, online courses about the preservation of archival and historical collections. Tailored to the needs of staff and volunteers at libraries, archives, historical societies and museums, each course includes four to six webinars presented by preservation experts. All courses have been archives and are available online in their entirety - from webinar recordings to handouts to resources. Feel free to explore at your own pace! Available courses include:

- Collections Care Basics: Where Do I Begin?
- Risk Evaluation: First Step in Disaster Planning
- Protecting Your Collections: Writing a Disaster Response Plan
- Caring for Digital Materials: Preventing a Digital Dark Age
- Caring for Photographic Materials
- Fundraising for Collections Care
- Caring for Audiovisual Materials
- Outreach Activities for Collections Care

When: These are recorded webinars. You can access them any time.
Cost: FREE
To Access: http://www.connectingtocollections.org/courses/about/

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. The 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: March 25, 2014 from 12 PM - 1:30 PM EDT OR March 27, 2014 from 12 PM to 1:30 PM EDT
Cost: $165 plus HST ($25 for each additional person attending from your organization)
To Register: Please complete this form and email it to accounting@archivescanada.ca (in the subject line please write: webinar registration form).

Built Heritage

Using Heritage to Build Strong Dynamic Downtowns This one hour webinar from Heritage BC will explore best practices in heritage conservation for downtown revitalization. Communities are seeing their downtowns become less vibrant as big box stores set up outside of the community centre. The webinar material is based on a thorough analysis of downtown heritage conservation projects throughout BC, and is meant to provide a framework for all communities that are considering heritage as part of downtown revitalization.

Learn about:

• Steps for successful heritage conservation and downtown revitalization
• Other planning tools including zoning and design guidelines
• Best practices of case studies from throughout BC
• Economic impact analysis of heritage conservation projects

When: Thursday, March 6, 2014 10:30 AM (PT)
Cost: $35 Heritage BC members / $50 non-members
To Register: http://www.heritagebc.ca/education/webinars

March Webinars (cont.)

The Economic Halo Effect of Historic Sacred Places: Vulnerability, Public Value, and New Approaches This webinar will focus on the importance of historic sacred places as an economic value in communities. The presenter will be Tuomi Forrest of Partners for Sacred Places. Tuomi has offered technical advice and consultation to thousands of congregations of all faiths on the care and active community use of their historic religious buildings. He has contributed to publications such as *Sacred Places at Risk* (1998), *Open the Doors: A Guide to Serving Families in Sacred Places* (2001), and *Your Sacred Place is a Community Asset: A Tool Kit to Attract New Resources and Partners* (2002), and he has also spoken at many conferences and workshops around the country. He is the developer and co-author of the research paper, *If you do not count it; it does not count: a pilot study valuing urban congregations*. He is a lead designer and trainer for Partners' New Dollars/New Partners program and currently oversees all of Partners' programming and research efforts. Previously, Tuomi worked at the Preservation Alliance for Greater Philadelphia and as an architectural photographer. He received an M.A. in American Studies from the University of Virginia and a B.A. in Political Science from Haverford College.

When: Wednesday, March 12, 2014 1:00 PM - 2:00 PM (EDT)
Cost: FREE
To Register: https://www3.gotomeeting.com/register/879429478

Genealogy

Using Google Earth for Genealogy In this extremely popular class Google Earth Guru Lisa Louise Cooke will teach you how to unlock mysteries in your research: from unidentified photographs, to how an ancestral location looked a hundred years ago or more, to plotting homesteads precisely using land patent legal descriptions. You'll learn how to interpret the genealogical records you already have in new and exciting ways using layers, overlays, forensic analysis, and little known online tech tools. You will be amazed to discover that Google Earth is one of the best free genealogical tools available.

When: Wednesday, March 5, 2014 2:00 PM (EDT)
Cost: FREE
To Register: http://www.familytreewebinars.com/webinar_details.php?webinar_id=199

Sources and Citations Made Simple, Standard, and Powerful If genealogy without documentation is mythology, recording our citations is essential to sound genealogical research. In this webinar, Geoff Rasmussen will explain what makes a good citation and demonstrate how to properly and consistently record the citation. He'll also provide insider tips and tricks for using Legacy Family Tree's SourceWriter. This webinar is suitable for all skill levels.

When: Friday, March 7, 2014 2:00 PM (EDT)
Cost: FREE
To Register: http://www.familytreewebinars.com/webinar_details.php?webinar_id=201

Some Lesser Known Irish Resources This webinar is an overview of some lesser known Irish resources that may provide additional information about your Irish ancestors. Some of the sources that will be discussed include school records, taxation sources and court records. Suitable for intermediate to advanced skill levels.

When: Wednesday, March 12, 2014   2:00 PM (EDT)
Cost: FREE
To Register: http://www.familytreewebinars.com/webinar_details.php?webinar_id=208

September Webinars (cont.)

Governance

Tools for More Effective Nonprofit Board Meetings While each board situation is unique, there are common challenges facing the conduct of effective nonprofit board meetings. These challenges include board size, use of time, decision-making, and ability to keep members engaged and committed to the work. In this webinar, you'll discover a number of tools that can help boards have more effective meetings. These tools help you structure the meeting and do not require special training or facilitation skills. You can use them to improve your very next board meeting.

When: Wed, March 12, 2014 2:30 PM (EDT)
Cost: FREE
To Register: https://4good.org/rick-lent/tools-for-more-effective-nonprofit-board-meetings

Strategic Planning Part 1: Cultivation & Organizational Development Strategic planning should be a means not only to produce a strategy, but also to engage and cultivate stakeholders, develop leadership, and generate new energy, commitment and consensus around mission. Its primary product is not a written plan, but strategic thinking within the organization, which is achieved through a process of planning followed by a process of implementation. A well-conceived and managed planning process can be the most effective form of organizational development. Takeaways from the webinar include:

- What benefits to expect from an effective strategic planning process
- How to approach and structure a strategic planning process
- How to get broad buy-in in any organization
- Tools to use for assessing your situation, engaging your constituencies, developing an effective plan, and implementing it

When: Wed, March 19, 2014, 2:30 PM (EDT)
Cost: FREE
To Register: https://4good.org/sam-frank/strategic-planning-part-1-cultivation-organizational-development

Improving Non-profit Board Leadership Through Online Technology Picture your ideal Board. What does it look like? Is it one that is fully engaged in the stewardship of your Non-profit's mission? Is it a board that is interactive in its governance role, without relying solely on printed reports for business intelligence? If you answered yes, then this board would also be informed well in advance of each meeting on the key issues to be discussed and resolved. Members would collaborate between meetings and inform the agenda. They would have quick access to current financials, performance benchmarks, policies, and other information. They would be confident that the information they see is accurate, current and reliable. Their decision-making process would be transparent, and members would be accountable for individual and collective actions. At its core, the concept of "E-Governance" is about good governance. With the widespread adoption of online technology by non-profits in today's digital age, there is a paradigm shift as boards move from being passive consumers of historical data to active participants in knowledge creation and management. With E-Governance, your non-profit has the potential to cultivate its ideal board. Join Matrix on Board for a free interactive webinar on E-Governance and discover how your non-profit can leverage low-cost online technologies and E-Governance solutions – such as web-conferencing tools, cloud accounting, online surveys and secure board portals – to strengthen its Board's leadership.

When: March 19, 2014, 10:30 AM - 11:30 AM (EDT)
Cost: FREE
To Register: http://www.mob.com.au/training-and-events/free-webinar-improving-non-profit-board-leadership-through-online-technology-19-mar

Fundraising

Fundraising on a Shoestring Are you trying to fundraise on a small budget? Get tools and tricks you can use to help make the most of your nonprofit dollars. This webinar, led by Mazarine Treyz, author of T*he Wild Woman's Guide to Fundraising*, will talk all about fundraising on a shoestring, including:

- How to get your printing costs down
- Getting volunteer help
- Low-cost/no-cost virtual help
- Finding grants (for free!) and more
- And we'll talk about a new fundraising resource

Attendees will receive:

- The webinar slides
- The webinar recording
- And a list of resources

When: March 10, 2014   1:00 PM (EDT)
Cost: FREE
To Register: https://attendee.gotowebinar.com/register/1781126729778342913

Proactive Fundraising: Uncovering Hidden Potential for Arts & Culture Organizations Learn from a panel of experts at this presentation on building a comprehensive fundraising program to uncover hidden potential. Learn about what types of solicitation are most helpful and how to move single admission purchasers to donors and build a better pipeline. The session will include best practices on managing your data and leveraging your board and other internal organizational stakeholders to grow your "friend-based" fundraising and to increase leadership-level annual fund and major gifts. The session will also cover the importance of research to understand your constituency and community, and how to measure ROI and CRD for special events. Lastly, panelists will share their creative fundraising initiatives that will jump start your cultivation strategies. The Webinar agenda will include:

- Managing Data
- Leveraging Your Board
- Return on Investment and Cost to Raise a Dollar
- Creative Cultivation Strategies

When: This is a recorded webinar. You can access it any time.
Cost: FREE
To Access: https://www.wealthengine.com/nonprofit/community/educational-webinars

How to Use Content to Boost Your Donations Content! Content! Content! If those three words give you mixed feelings of fear and excitement, you're not alone. Creating and sharing content is all the rage with digital marketers, but many nonprofits aren't sure how to get in on the fun. That's where nonprofit marketing whiz Taylor Corrado of HubSpot comes in. Join her in this free session to find out how making content can help you raise awareness for your cause and how doing so can boost your donations.

When: Tuesday, March 4, 2014 1:00 PM EDT
Cost: FREE
To Register: http://learn.networkforgood.org/Nonprofit91103.04.14HowtoUseContent_Registration.html?utm_source=insights&utm_medium=website&utm_campaign=03-04-14-webinar-fn

March Webinars (cont.)

Developing a Membership Marketing Plan Back by popular demand! Join us for a lively discussion about how to develop a membership marketing plan for your organization and increase revenue. Does your organization's membership program need a jumpstart? Are you wanting to grow new members? Everything has changed when it comes to membership and engagement. Learn about the Membership Life Cycle and how to engage your audience to turn them into members, and keep them.

When: March 25, 2014 3:00 PM - 4:15 PM (EDT)
Cost: $40 AASLH members/$115 nonmembers
To Register: http://learn.aaslh.org/event/developing-a-membership-marketing-plan-webinar/

Interpretation & Programming

Making it Stick: Developing and Evaluating Professional Development for Interpreters When reflecting on previous training, were there elements difficult to perfect? As an instructor, did you wonder if the material stuck? Are you evaluating your staff's journey towards professional excellence? Discover innovative, fresh activities to liven up your next training, and ways to review and improve front-line interpretation. April Varn Welch holds a Masters in Resource Interpretation, was awarded NAI Region 3's Most Outstanding Interpreter in 2012, and Tennessee State Park's Ranger of the Year in 2008. She has been a CIG and CIT since 2009 and has worked in Tennessee State Parks as a ranger and regional interpreter for last 15 years.

When: March 4, 2014 1:00 PM - 3:00 PM (EDT)
Cost: NAI Members: $45, Nonmembers: $60
To Register: http://www.interpnet.com/Core/Events/eventdetails.aspx?iKey=WEB-030414&TemplateType=A

Evaluation for Program Improvement Ever wonder if you're asking the right questions when evaluating programs? Are you unsure of the process to follow to ensure success? If so, then join us for this hour-long webinar on program evaluation. Learn how to determine what you really want to know and then match that with the right form of gathering information - questionnaires, online surveys, interviews, quizzes, focus groups, etc. The result is information you can use immediately toward program improvement, all with minimal cost and hassle!

When: March 18, 2014 3:00 PM (EDT)
Cost: NAI Members: $35, Nonmembers: $50
To Register: http://www.interpnet.com/Core/Events/eventdetails.aspx?iKey=WEB-031814&TemplateType=A

Miscellaneous

Project Management for History Professionals This online course instructs heritage professionals in best practices for establishing project requirements and planning and organizing work to meet them. The program teaches skills that strengthen the processes heritage professionals apply in their everyday work including exhibitions, education programs, fundraising initiatives, special events, outreach activities, collections-based projects, etc. These skills are critical to the development of improved processes and, therefore, an institution's improved ability to serve its community. AASLH's Project Management For History Professionals offers professionals that work in museums, historic houses, outdoor museums, historical societies, archives, and related institutions formal project management skills that will lead to better performance and success in the many and various projects and programs that are vital to the field. Participants will provide a project in process or a proposed project to work on during the course, thus enhancing the application of processes and skills learned in the course. Project Management skills can be of great value to heritage professionals and the institutions they serve. Streamlining project processes, evaluation tools from beginning to the end of projects, and creative enhancement skills applicable throughout the institution will become a staple for those who take the workshop. In addition, participants will gain a skill-set for self-improvement through project management methods.

When: April 7 - May 10, 2014 – Registration Now Open
Cost: $350 AASLH members/$425 nonmembers
To Register: http://resource.aaslh.org/view/project-management-for-history-professionals-online/