NOW & BEYOND
Cultivating Advocacy
Collaborating for Action
Creating the Ask

Presented by

MIDSOUTH NONPROFIT CONFERENCE

AUGUST 10-14 VIRTUAL SUMMIT
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We are more excited than ever to welcome you to this year’s Mid-South Nonprofit Virtual Summit. So much has changed since the 2019 conference, but we are so proud of the strength, resilience, and adaptability displayed by our local nonprofit sector and beyond. Our hope is that the Mid-South Nonprofit Virtual Summit would be a motivating tool to support the work that is already being done in our great communities.

Momentum Nonprofit Partners and The Institute for Philanthropy and Nonprofit Leadership in the UM Department of Public and Nonprofit Administration are joined in the mission of strengthening organizational capacity for nonprofits. This year’s curriculum examines the dynamic and uncharted trajectory for nonprofits amid civil unrest and the COVID-19 pandemic — Now & Beyond. Whether, during triage in a crisis, sustaining in recovery, or thriving with resilience, organizations and leaders will always be required to engage in Advocacy, Action, and Asking. Over the course of the week, join us as we explore content, rooted in Diversity, Equity, and Inclusion, that guides us in cultivating advocacy, collaborating for action, and creating compelling asks!

Kevin Dean
CEO
Momentum Nonprofit Partners
We are so excited about the Mid-South Nonprofit Virtual Summit. Like many other organizations around the world, we’ve had to pivot since the start of the COVID-19 pandemic. We understand that this shift comes with a lot of questions. We’ve put together a list of our most frequently asked questions and provided answers below.

**Virtual Summit FAQs**

**Sessions**

**Is the Virtual Summit 9 A.M. — 4 P.M. everyday?**

The Virtual Summit will offer sessions throughout the day in hour increments. Registrants can select which sessions to attend throughout the day.

**Am I required to attend all the sessions everyday?**

No, but you are welcome to. Each day offers one “All Attendees” session (i.e. Keynote Speaker or Panels) and a daily Track focus with two relevant sessions (i.e. Fundraising & Resources or Marketing & Communications).

**Do I have to register for each session separately?**

No. One paid registration allows you to attend all sessions. A link will be provided to each session. You must log into Zoom with the email address used at registration in order to be granted access to each session.

**Will the sessions be recorded?**

At the request of presenters, not all sessions will be recorded. Select presentation materials may be available to registrants after the Summit, but is not guaranteed.

**What are bonus sessions?**

Bonus sessions are offered to registrants as a way to engage in community, have dialogue about the day’s content, or connect with Sponsors to discover service solutions relevant to your organization.

**Attending Summit**

**What device do I need to attend the Virtual Summit?**

The Virtual Summit will be presented on the Zoom platform. Zoom is compatible with most Desktops, PCs, Androids, iPhones, Tablets, and iPads. Access to high-speed internet is also required.

**Can someone else use my registration information to attend?**

No. Each registrant will have a unique, single access to each virtual summit session. Only one device is able to log in at a time under a verified email address.

**Is the Catalyst Awards included in Registration?**

Yes! Access to the Catalyst Awards Red Carpet Happy Hour is included with each Virtual Summit registration.

**What if I have trouble accessing the session links?**

Please be sure you are using the latest version Zoom and all updates are current. If you continue to have issues, you may contact kate@momentumnonprofit.org.

**Will I be required to share video?**

No. Participants are not required to have their webcam videos active during the Virtual Summit.

In a virtual setting, with a theme tied to onscreen performances like movies, television, reality programming, streaming content AND of course Zooming, organizers have planned four days of content to address the information and training needs for nonprofits in the Mid-South — and Beyond. Audiences (participants) can explore four content areas highlighted each day:

- Leadership, Talent, & Culture
- Fundraising & Resource Development
- Advocacy, Engagement, & Collaboration
- Marketing & Communication

All content, with a foundation of Diversity, Equity, and Inclusion, will be framed with the intention of helping participants and organizations cultivate advocacy, collaborate for action, and create compelling asks.
VIRTUAL SUMMIT SCHEDULE

Monday, August 10th
Leadership, Talent, & Culture Track
Sponsored by Cushman & Wakefield | Commercial Advisors LLC

8:45 A.M. - 8:59 A.M.
• Virtual Summit Welcome

9:00 A.M. - 10:00 A.M. — Keynote Address
• Nonprofits: Will We Be Agents of Change or Custodians of Oppression
  Donna Murray-Brown, Michigan Nonprofit Association
  Sponsored by Adams Keegan

10:15 A.M. - 11:15 A.M.
• Embracing Emergent Governance and Holding on to Effective Practices
  Dr. Adriane Johnson-Williams, Standpoint Consulting

2:00 P.M. - 3:00 P.M.
• The Wheel of Disillusionment: What it is and How it Affects Morale and Culture
  Vu Le, Nonprofit AF

Tuesday, August 11th
Fundraising & Resource Development Track
Sponsored by Network for Good

9:00 A.M. - 9:14 A.M.
• Welcome & Announcements

9:15 A.M. - 10:15 A.M.
• The Art of Fundraising: Advocate, Action, ASK!
  Rachel Ramjattan, Network for Good

2:00 P.M. - 3:00 P.M.
• Foundations 101
  Dr. Jan Young, Assisi Foundation of Memphis

Wednesday, August 12th
Advocacy, Engagement, & Collaboration Track
Sponsored by Duncan Williams Asset Management

9:00 A.M. - 9:14 A.M.
• Welcome & Announcements

9:15 A.M. - 10:15 A.M.
• Policy and Politics: Amplifying Nonprofit Work to Elected Officials
  Freda Player-Peters, Emerge Tennessee

11:30 A.M. - 12:30 P.M.
• Race to Lead: Confronting the Nonprofit Racial Leadership Gap
  Sean Thomas-Breitfeld & Tessa Constantine, Building Movement Project

2:00 P.M. - 3:00 P.M.
• Equity & Policy: Nonprofit and Philanthropy’s Role in Changing Systems
  Matthew L. Evans, United Philanthropy Forum; Karina Paredes-Arzola, CalNonprofits; Allison Grayson, Independent Sector

Thursday, August 13th
Marketing & Communications Track
Sponsored by LIVEGIVEmidsouth

9:00 A.M. - 9:14 A.M.
• Welcome & Announcements

9:15 A.M. - 10:15 A.M.
• Narrative Change, Arts Activism and Healing for Dialogue and Justice
  Alicia K. Arroche, Initiatives of Change, USA

11:30 A.M. - 12:30 P.M.
• State of the Sector Report, Institute for Philanthropy and Nonprofit Leadership, Department of Public and Nonprofit Administration

2:00 P.M. - 3:00 P.M.
• Why Recovery Must Tap Grassroots Generosity: Lessons from GivingTuesday
  Celeste Flores, GivingTuesday

Friday, August 14th
Catalyst Awards Red Carpet Happy Hour
Presented by Mutual of America Financial Group

4:00 P.M. - 5:00 P.M.
Monday, August 10th
Leadership, Talent, & Culture Track

Donna Murray-Brown  
*Michigan Nonprofit Association*

**Nonprofits: Will We Be Agents of Change or Custodians of Oppression?**
8:45 A.M. – 10:00 A.M.
A case for nonprofits to strengthen communities using racial equity centered policy strategies to create a pathway to much needed reform. Nonprofits are positioned to be at the forefront of change. Now, more than ever, it is our time to collaborate and activate around a ‘real change agenda’. Our communities need us. Will we answer the call?

Dr. Adriane Johnson-Williams  
*Standpoint Consulting*

**Embracing Emergent Governance and Holding on to Effective Practices**
10:15 A.M. – 11:15 A.M.
Examine approaches to governing amid rapidly changing circumstances. Learn about tools to (re-)commit to effective governance practices and simultaneously flex with the times.

Vu Le  
*Nonprofit AF*

**The Wheel of Disillusionment: What it Is and How it Affects Morale and Culture**
2:00 P.M. - 3:00 P.M.
Vu Le and Dorian Spears will discuss why people become disillusioned, what happens when they are, and the impact it has on our sector, especially on BIPOC leaders.

Tuesday, August 11th
Fundraising & Resource Development Track

Rachel Ramjattan  
*Network for Good*

**The Art of Fundraising: Advocate, Action, ASK!**
9:00 A.M. – 10:15 A.M.
Would you like to know the secret to inspiring donors to give? Do you want to learn how to write fundraising appeals that raise more money? Do you know how to calculate the right ask amount for each donor? During this session, you’ll learn what inspires donors to give, how to advocate for the people you serve, and how to raise more money by making the right ask. We’ll explore simple tools like the YOU test and 4 Pillars technique to help you frame your asks in ways that compel donors to take action.

Dr. Jan Young  
*Assisi Foundation of Greater Memphis*

**Foundations 101**
2:00 P.M. – 3:00 P.M.
This session will ground participants in the philosophy and practice of engaging with Foundations. Dr. Young will provide an in-depth overview of how Foundations have pivoted in 2020 and the key steps your organizations should take before submitting your Ask.

Wednesday, August 12th
Advocacy, Engagement, & Collaboration Track

Freda Player-Peters  
*Emerge Tennessee*

**Policy and Politics: Amplifying Nonprofit Work to Elected**

Officials
9:00 A.M. – 10:15 A.M.
This session will be a fireside chat about the relationship between nonprofits and elected officials. We will also discuss the role that diversity plays in the two groups. First, we will set the stage for the need of diversity among the elected officials, the diversity in nonprofit leadership and the work nonprofits do.

Second, we will have a discussion on the effective ways nonprofits can amplify their issues with elected officials. We will focus on the process to engage a candidate to an elected official to a sponsor of a legislation, resolution, or an executive order.

Sean Thomas-Breitfeld & Tessa Constantine  
*Building Movement Project*

**Race to Lead: Confronting the Nonprofit Racial Leadership Gap**
11:30 A.M. – 12:30 P.M.
The nonprofit sector is experiencing a racial leadership gap. Studies show the percentage of people of color in the executive director/CEO role has remained under 20% for the last 15 years even as the country becomes more diverse. The findings from the survey challenge the way the nonprofit sector has been approaching the racial leadership gap. The prevailing theory of change has been that there needs to be more attention on finding or convincing people of color to consider leadership positions, keeping those who are qualified from leaving the sector, and offering training to the others to prepare them for taking on the top job. Underlying this logic are the assumptions that people of color are less interested in nonprofit leadership than their white counterparts, that qualified leaders of color will leave the nonprofit sector, and that
those who stay do not have the skills to be competitive (without help) for top leadership jobs. The results tell a different story. Join us in the compelling session to learn more.

**Mel & Pearl Shaw, facilitators**
SAAD & SHAW: Comprehensive Fund Development Services

**Matthew L. Evans**
United Philanthropy Forum

**Karina Paredes-Arzola**
CalNonprofits

**Allison Grayson**
Independent Sector

**Equity & Policy: Nonprofit and Philanthropy’s Role in Changing Systems**

2:00 P.M. – 3:00 P.M.

Join us for an in-depth discussion on the role that Nonprofit and Philanthropy play in changing systems and the responsibility to Equity to Policy that we all share. From voter engagement and policy change to stimulus bills and police reform, our panelists, facilitated by Mel & Pearl Shaw, will share what nonprofits and philanthropy can do to advocate for their missions.

**Erin Nelson**
Institute for Philanthropy and Nonprofit Leadership, Department of Public and Nonprofit Administration

**State of the Sector Report**
11:30 A.M. – 12:30 P.M.

In early 2020, nonprofit leaders were asked about some of the successes and challenges they experience in their organizations. In this session, Dr. Erin Nelson will discuss the results of the most recent State of the Sector survey of Mid-South nonprofit organizations, and provide recommendations to both nonprofits and philanthropy based on the data.

**Celeste Flores**
GivingTuesday

**Why Recovery Must Tap Grassroots Generosity: Lessons from GivingTuesday**
2:00 P.M. – 3:00 P.M.

Since 2012, GivingTuesday has worked with its global network of leaders to mobilize grassroots generosity year-round. Celeste will share lessons from this growing movement that can increase community resilience and tackle issues of equity and civic engagement.

**Thursday, August 13th**
Marketing & Communications Track

**Alicia K. Aroche**
Initiatives of Change, USA (IofC ,USA)

**Narrative Change, Arts Activism, and Healing for Dialogue and Justice**
9:00 A.M. – 10:15 A.M.

Alicia Aroche will discuss approaches to racial justice and healing work, during these times of heightened calls for accountability and action. She will share examples of truth-telling, action and healing using the media, arts and community-engagement, both internal and external to organizations.

**Q&A time has passed. Sometimes a deeper dialogue is needed to process the day’s content. Connect with peers during the daily “It’s a Wrap: Review Corner” to have meaningful, open conversation about the day’s content and how it impacts you and your approach to your work.**

**Monday, August 10th:**
3:30 P.M. - 4:30 P.M.

**Tuesday, August 11th:**
3:30 P.M. - 4:30 P.M.

**Wednesday, August 12th:**
3:30 P.M. - 4:30 P.M.

**Thursday, August 13th:**
3:30 P.M. - 4:30 P.M.

**Bonus Sponsor Session**

**People at the Center of HR**
*Presented by Adams Keegan*

**Tuesday, August 11th:**
11:30 A.M. - 12:00 P.M.

What is at the center of your organization’s mission, budget, and policy decisions? People! How do you protect the people in your organization, while protecting the people you serve through key HR practices. Join Adams Keegan for this special bonus session to discuss these topics and more:

- Re-opening and sudden unexpected closures
- Managing / Reassessing the risk of returning to work and layoffs
- Employee Relations: Perils of not addressing employees’ concerns
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- Alan Z. Executive Director
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