

14TH ANNUAL NONPROFIT INSTITUTE CONFERENCE

Community Unity

Building a Resilient Nonprofit Sector



CONFERENCE AGENDA

- 8 - 8:30 a.m. Check-in, Continental Breakfast, and Networking (BI 113/113E)
- 8:30 - 8:45 a.m. Conference Opens with Welcome Remarks (BI 113/113E)
- 8:45 a.m. Keynote Speaker
Dr. Yolanda Wilson (BI 113/113E)
- 9:30 - 10:45 a.m. Breakout Session 1
- 11:15 a.m. - 12:30 p.m. Breakout Session 2
- 12:45 - 2:15 p.m. Lunch (BI 113/113E)
- 2:30 - 3:45 p.m. Breakout Session 3

Building Key:

- BI Center for Business and Industry
- CE Community Education Building
- LR Learning Resource Center

Exhibitors are located in BI hallways and rooms 103 and 104.

The powerful linkages that unite the nonprofit sector in Southern Maryland are greater than the divisions. Leaders, professionals, and advocates have leveraged these connections to gain valuable insights, enhance organizational resilience, promote community unity, and tackle challenges head-on. By coming together, we are actively shaping a more robust and interconnected nonprofit community committed to driving positive change and leaving a lasting impact. Join us in this collective effort to strengthen our sector and foster a culture of collaboration and resilience.

CONNECT TO CSM'S Wi-Fi NETWORK




To Connect: **CSM-WiFi**

Password: **wireless@CSM**

(password is case sensitive)

NONPROFIT INSTITUTE

at the  COLLEGE of SOUTHERN MARYLAND

www.csmd.edu/NonprofitInstitute

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Conference Tracks



Leadership *Room BI 009*



Development *Room LR 102*



Communications *Room BI 113*



Strategic Planning *Room CE 101*



Management *Room BI 113E*

Conference speaker biographies and exhibitor information are available on the conference webpage:

www.csmd.edu/NPIconference



SPEAKER BIOS



EXHIBITORS

Breakout Session 1

9:30 – 10:45 a.m.

Keynote

Dr. Yolanda Wilson
President

[College of Southern Maryland](http://www.collegeofsouthernmaryland.edu)

“I truly believe that collaborative visioning truly begins through meaningful connections and conversations,” Wilson said in her address last year. “My goal then and my goal now is to foster a welcoming, inclusive environment that encourages active listening and open dialogue while seeking to understand our unique strengths and collective opportunities. Only then are we truly able to continue building success together for our students, our employees, and our community.”



**Optimizing Potential:
Maximizing Employee Assets for
Organizational Success**

Wendy Wolff

Director of Strategic Engagement

[Maryland Nonprofits](http://www.marylandnonprofits.org)

This workshop is designed for leaders and managers in the nonprofit sector, emphasizing the critical role of employees in achieving mission-driven success. Attendees will discover practical ways to find and grow the strengths of each team member and learn how to create a supportive work environment where everyone can excel, helping their nonprofit be more effective and resilient. When staff are performing at their best using their natural gifts and talents, not only does the organization thrive, but the positive impacts ripple through the community, making it a better place for everyone.



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Building Resilient Fundraising Programs: Retain Your Staff and Your Donors with Burnout-Proofed Systems

Kelly McLaughlin

CEO

[From Scratch Fundraising](#)

A growing crisis in the fundraising sector combined with donor fatigue raises the question – How can leaders build resilient nonprofits when fundraisers and donors are abandoning the field? We will share our Framework for Sustainable Fundraising for building long-term programs that build donor loyalty and trust while creating systems and processes that build efficiency for staff. This framework builds fundraising programs that produce happier fundraisers and more loyal donors, a key foundation for a more resilient organization at large. Built for nonprofit organizational leaders, executive directors, fundraising professionals, and board members, this workshop will provide participants with real, actionable skills that they can use immediately to start building their sustainable fundraising program.



AI for Nonprofits

Dominic Fragman

Communications Director

[AFCEA Southern Maryland](#)

Designed for individuals with little to no prior experience with Artificial Intelligence (AI), this breakout session aims to demystify the technology, highlighting practical applications, ethical considerations, and the potential for AI to positively impact nonprofit operations, projects, and progress. Join us to explore how your organization can leverage AI to drive efficiency, innovation, and greater social impact.



Building Stronger Communities Through Collective Impact

Walter Simmons

Board Chair, [Maryland Nonprofits](#)

President & CEO, [Employ Prince George's](#)

With the influx of the COVID Relief Act and American Rescue Plan Act funds leaving Maryland, the complex socioeconomic issues that Marylanders face will remain. How will nonprofit organizations meet the needs of our residents and communities with less funds? The answer to that question is unity. Yes, unity, through collective impact.

Discover what collective impact is and how to implement a collective impact approach to partnership. Collective impact describes an intentional way of working together and sharing information to solve a complex problem. While collective impact seems very simple and can be similar to plain old “collaboration,” there are certain characteristics that distinguish collective impact initiatives and make them successful.



Being Ethical in an Unethical World

Corae Young

President

[Young Consulting Services, LLC](#)

Part of being a resilient nonprofit is having the stamina to withstand changes and the ability to show sustainability. As agencies are becoming more challenged with showing sustainability, nonprofits should remain true to their mission and ensure that their practices maintain the ethics they proclaim.

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Breakout Session 2

11:15 a.m. - 12:30 p.m.



Top 10 Essentials for a Thriving Nonprofit

Tom Brush

CEO

[Advancement Designs](#)

No one is trained how to run a nonprofit; most founders just want to make a difference. Then they get started and can't figure out why things aren't going the way they thought. Your board is disengaged, your staff is frustrated, you are overwhelmed, and you can't make the difference you wanted. It is hard to be resilient when nothing seems to go as planned and you can't figure out why. You just keep running into roadblocks and become more frustrated. The biggest challenge is that it is hard to find answers and you feel like giving up even though the challenges you wanted to address become bigger and more impactful each day. This interactive session will provide you with the key essentials that can help eliminate or at least reduce your challenges and provide some steps you can take to keep moving forward and achieve your mission.



Stating the Case for General Operating Funds

Maria McDonald

Development Director

[Annmarie Sculpture Garden & Arts Center](#)

Learn more about solving the mystery of finding general operating funds. McDonald will share clues on how to find a winning strategy to secure general operating funds in almost any grant application. Join her as she sleuths her way to uncovering funder priorities and how they relate to your mission. Bring your questions for a robust 20 minutes of Q&A.



Meet the Media

Angela Small, Moderator

Director of Media Relations/Public
Information Officer

[College of Southern Maryland](#)

Panelists:

Michelle Gordon

Southern Maryland Radio Network

Vanessa Manago

CSM TV

Michael Reid

Southern Maryland News

A panel discussion with representatives of local print, broadcast, and online media. Find out how to bring your organization's news, events, and accomplishments to the attention of media outlets in Southern Maryland.



Charting a Resilient Course: Strategic Planning and Operations for Impactful Nonprofits

Kristan Smith

CEO

[MND Suite Consulting](#)

This interactive workshop will equip both established and emerging organizations with the tools and strategies to navigate complex environments, focus on collective impact, prioritize strategic action, and optimize operations for efficiency.



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Data Analytics for High-Performing, Resilient Nonprofits

Tom Morley

Managing Director

[Snowflake Consulting](#)

All nonprofits should be employing data analytics. This session will teach nonprofit leaders key performance measurement, analysis, and intervention concepts they can apply immediately in their specific environments. Participants will take home potential metrics they can apply to their nonprofits, a framework for monitoring performance, and a to-do list that will help them bring their data to life.

Lunch and Networking 12:45 - 2:15 p.m.

Pick up lunch in BI Rooms 103/104.

Conference speaker biographies and exhibitor information are available on the conference webpage:

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SPEAKER BIOS



EXHIBITORS

Breakout Session 3 2:30 - 3:45 p.m.



Adaptive Leadership in the Age of Disruption

Anthony Dicks

Senior Leadership Consultant

[180 Management Group](#)

Nonprofit leaders must be adept at adapting. Economic, political, and cultural dynamics in the modern day have ushered leaders and organizations into an age of disruption. Adaptive leadership is a leadership theory whose practices can facilitate unprecedented outcomes amid unprecedented disruption. This session will encourage, empower, and equip participants to become adaptive leaders, engage in adaptive practices, and build adaptive cultures in their organizations to thrive in an age of disruption.



Meet the Funders

Elisabeth Hyleck, Moderator

Director of Learning and Partnership

[Maryland Philanthropy Network](#)

Panelists:

Megan D'Arcy

Rural Maryland Council

Maisha Douyon-Cover

CareFirst

Linda Kohler

Chesapeake Charities

Want to get inside the heads of funders? This session will feature a panel of diverse funders who will share current priorities, practical advice for grant-seekers, and insights about how they are thinking about their work.

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Leveraging Generative AI for Nonprofit Marketing Success

Chris Ripley

Assistant Professor

[College of Southern Maryland](#)

In today's rapidly evolving digital landscape, generative Artificial Intelligence (AI) offers unprecedented opportunities for nonprofit organizations to amplify their marketing efforts, maximize outreach, and enhance engagement with their target audience. This session is designed for nonprofit leaders, marketers, and anyone interested in leveraging cutting-edge technology to drive positive social impact. It aims to equip nonprofit professionals with the knowledge and tools to harness the power of generative AI in crafting compelling narratives, generating personalized content, and optimizing digital marketing strategies.



The Operating Challenge for 21st Century Organizations

Stuart White

Chief Learning Officer

[NSWC Indian Head Division](#)

The dynamics of today's working environment challenge the culture of our organizations differently than in the past. Understanding the dynamics and the effects will allow organizations to maximize meeting the wants and needs of the employees with the contribution demand levels the nonprofit requires to thrive.



Fostering Community Unity Through Youth Apprenticeship Programs in Southern Maryland Nonprofits

Laura Wright

Apprenticeship and Training Representative

[Maryland Department of Labor](#)

This session will explore the transformative power of youth apprenticeship programs within the context of Southern Maryland's nonprofit sector. We will illuminate how these programs not only enrich the lives of young people but also strengthen the fabric of our communities. Southern Maryland, with its unique blend of urban and rural areas, faces distinct challenges and opportunities. Attendees will leave this session equipped with insights and practical tools to integrate youth apprenticeship programs into their organizations, thereby fostering community unity and building a more resilient nonprofit sector in Southern Maryland.



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Collaboration in Action

Thank you to our CSM colleagues and departments, and the many volunteers and cheerleaders. Hosting this annual conference takes a village!

Tablecloth rental is courtesy of Poiema Movement. Thank you! Thanks also to Selby's Food Service and Event Planning and Apple Spice Junction for working with us and providing sustenance.

Special thanks to the Nonprofit Institute Conference Advisory Group – Christie Burnett, executive director of the Charles County Charitable Trust; and our Leadership Southern Maryland volunteers Sheebah Smith and Trey Proctor. Their assistance and insight have been invaluable.

And finally, thank you to all of you who work for and support nonprofits in Southern Maryland. Nonprofits are the heart and soul of a community, providing critical services, fostering civic engagement, and contributing to the local economy in myriad ways. We truly are stronger together.

Your input is valued. Please provide your feedback on the conference overall and on each of the sessions you attend. Scan the QR code below.

NPI Conference and Session Evaluation:



Participating Exhibitors

Charles County Charitable Trust

Charles County Chamber of Commerce

Community Mediation Centers of Southern Maryland

CSM Community Education

CSM Work-Based Learning

Maryland Comptroller's Office

Maryland Dept. of Labor

Maryland Insurance Administration

Maryland Nonprofits

Maryland Philanthropy Network

Seedco – Maryland Health Connection

Spring Dell Center, Inc.

United Way of Southern Maryland

WorkForce Center at CSM

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Post-conference Social Gathering

Please join us for a social gathering after the conference. Everyone is welcome!

Copper Compass Craft Distilling Co.
4317 Charles Crossing Dr.
White Plains, MD 20695
4:30 - 7:30 p.m.

Hosted by the Charles County Charitable Trust, the Charles County Chamber of Commerce, and sponsored in part by the Charles County Economic Development Department.

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- Training, webinars, and workshops
- Updates on national, state, and local resources
- Affinity group meeting information
- Community events
- Nonprofit spotlights



RESOURCES for BUSINESSES
www.csmd.edu/Businesses

						
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The College of Southern Maryland strives to help our region's businesses and organizations get the trained staff they need to succeed. We have collaborated with employers to compile specific training and courses for their employees, as well as support programs to help small businesses from start-up to expansion.