



## “Building Blocks for Nonprofits”

Interactive Seminars That Will Help Your Nonprofit Thrive

### 2020 Schedule

Staff development is an important element in helping a nonprofit fulfill its mission by making each team member more efficient and effective. OneSource’s “Building Blocks for Nonprofits” seminars are a great way to learn the specialized skills every nonprofit needs.

**NEW LOCATION!** OneSource Center’s “Building Blocks” seminars are offered monthly from January through November, on the 3<sup>rd</sup> Thursday of the month from 9:00a.m. to noon at the TriHealth Baldwin Building. (Address below.)

TriHealth Baldwin Building  
12th floor, Legacy Room 1  
625 Eden Park Drive, Cincinnati, Ohio 45202

Map and Parking guide: <https://onesourcecenter.org/parking-guide-for-building-blocks/>

	Workshop Fees	
	Early Bird*	Regular
	Half-Day Session	
Member	\$25.00	\$35.00
Non-Member	\$35.00	\$45.00
	Full-Day Session – June (Includes lunch)	
Member	\$60.00	\$80.00
Non-Member	\$80.00	\$100.00

*Note: Additional surcharge added at checkout for credit card handling fee*

\*Early Bird registration is 7 days prior to date of session.

Register online at [www.OneSourceCenter.org](http://www.OneSourceCenter.org)

#### January 16, 2020 9-Noon

##### **Fundraising Nuts & Bolts to Rev Up Your Development Engine**

Presented by **Jordan Huizenga**, Senior Director of Development, Children, Inc.

*Description: Maximize fundraising success through this timeless course that teaches the tried-and-true practical skills of effective fundraising. Strengthen fundraising abilities by learning proven fund development tools, and draft a specific fundraising plan to grow your organization’s development efforts.*

#### February 20, 2020 9-Noon

##### **Weaving a Path Through the Rich Tapestry of Diversity and Inclusion**

Presented by **Gail Manley**, President and CEO of the Manley Group

*Description: The world is growing increasingly diverse as communication, social media and life experiences increase our exposure to varied backgrounds, belief structures and points of view. How do we prepare ourselves, our clients and our constituents to face the realities of a world that is becoming increasingly multi-faceted? By session end, attendees will be able to identify the work that needs to be done in their own organization to understand and recognize how unconscious bias and other behaviors create barriers for an inclusive environment.*

### **March 19, 2020 9-Noon**

#### **Mastering the Grants Dance: All the Right Moves for Securing Grant Funding**

Presented by **Anna Hehman**, Director of Development, Cincinnati Observatory

*Description: Grant writing got you down? In this workshop you'll learn how to position your organization and its needs to funders in a way that better ensures success! We will delve into not just how to make the ask but how to build and maintain relationships with funders and how to make sure the ask is right for the funder being approached. For all the time that grant writing takes, be sure you are investing that time wisely by learning more about how to ensure the proper fit between you and a funder. Also, learn how to track your grant to provide robust reporting that will lead to a continued funding partnership!*

### **April 16, 2020 9-Noon**

#### **Financial Literacy for Non-Finance Professionals**

Presented by:

**Mark Anderson**, licensed securities executive with special expertise in the retirement financial services industry and OneSource Center consultant

**Phil Schneider**, Founder and Principal of Queen City Strategic Consulting and OneSource Center consultant

*Description: Without a solid understanding of basic finance, organizations may struggle to provide consistent services, retain staff, and deliver on their mission. This presentation will include an overview of foundational topics of finance and will promote participation through thoughtful Q&A and discussion breakouts.*

Among topics present will be:

- Alignment of financial strategy with organizational mission
- Budget preparation
- The importance of reserves
- Organizational dashboards
- Internal controls

### **May 21, 2020 9-Noon**

#### **Story-Selling: How Storytelling Can Attract Funders**

Presented by **Linda Neenan**, founder iSPACE and OneSource Center consultant

*Description: While it's important to have data to show the effectiveness of your organization's programs, it's equally important to have a "hook" that gets funders' attention. Good storytelling helps you relate to funders and invites them into your intimate circle. This workshop will help you WOW your funders with stories that demonstrate your passion, success, or perhaps illustrate the problems some of your clients' face. Using real examples and having you work on the delivery of your own story, you will walk away with the tools to be an effective Story-Seller.*

### **June 18, 2020 9-Noon**

#### **Building a Powerhouse Board**

Presented by **Dave Wallace**, US Sixth Circuit Court of Appeals, OneSource Center consultant and board member/chair of numerous organizations

*Description: Nonprofit boards should be one of its organization's greatest assets. However, too often, nonprofit executives struggle to find the right board members and determine the best roles for them in order to maximize their impact. This session will discuss how to identify, recruit, and engage nonprofit board members. Further, the program also will address the important topic of board leadership succession planning.*

### **July 16, 2020 9-Noon**

#### **The Key to Success: YOU. 6 Ways to Unlock Your World of Possibilities**

Presented by **Mary Miller**, internationally recognized professional speaker, author of “Changing Direction: Ten Choices That Impact Your Dreams,” and CEO JANCOA Janitorial Services.

*Description: Bring your friends and co-workers to this motivational and inspirational workshop! Get excited about your life and attract others to do the same! You have what you need to achieve & enjoy the success of your dreams. Too often we look outside ourselves for the secret to success. Together, let's discover what is hidden, just below the surface, and open the door to achieve results. You will learn six ways to uncover your potential, find clarity, and create a plan to move toward the success you desire. Take time out to get re-energized about your life so you can better serve others.*

### **August 20, 2020 9-Noon**

#### **The Art and Science of Event Planning**

Presented by **Betsy Zelek**, owner of BZMS and **Martha Steier**, OneSource Center Development Director

*Description: Join us for a full morning of content and discussion around design, planning and production of engaging and successful events. A key feature of the morning will include a presentation by Martha Steier, Development Director for OneSource. Martha will share tips and best practices for maximizing results at fundraising events. Other topics will include: organizing and tracking event tasks and responsibilities; managing an event budget; working with committees and event volunteers; coordinating food/beverage, décor, and audio visuals; venue selection; tips for invitations and response gathering; best practices for sponsorships and fundraising; promoting your event and much more!*

### **September 17, 2020 9-Noon**

#### **Mastering Social Media to Propel Your Nonprofit**

Presented by **Lauren Vogel and Jamie Glavic**, Scooter Media

*Description: Social media can be a cost-effective and powerful avenue for nonprofits to share an organization's mission, recruit volunteers, educate audiences, engage with board members, and even to fundraise. This seminar will provide those managing social media channels for nonprofits with the right strategies to grow their social presence and effectively make an impact on their organizations' overall goals.*

### **October 15, 2020 9-Noon**

#### **From Conflict to Collaboration – Key Skills and Behaviors**

Presented by **Wayne Owens**, Human Resource Consulting's (HRC) Master Trainer

*Description: In this workshop, participants will explore 2 key skills and 2 key behaviors that promote the management of conflict at work. Through a series of individual and group activities, participants will experience a deeper understanding of the dynamics of conflict and develop effective strategies for conflict resolution. The workshop is designed to assist participants recognize collaborative opportunities, remove barriers, and maximize positive working relationships for continuous improvement.*

### **November 19, 2020 9-Noon**

#### **Making Your Marketing Plan for 2021**

Presented by **Jackie Reau**, CEO of Game Day Communications

*Description: In this session, we will discuss how to align your business and revenue goals to your marketing efforts by reaching targeted audiences with strategic tactics. We will review timelines, budgets and how to best measure success.*