

Forum Agenda



Online - Zoom

3 May 2023
8am - 11am PDT

08:00

Opening Remarks

Maya Tussing &
Katharine Earhart

Topic Area: Fundraising

08:05

Presentation: Innovations in Nonprofit Fundraising

Megan Owens

Description: How are nonprofits evolving their fundraising strategies in the digital era & post COVID?

08:15

Expert Panel

Jennifer Byram,
Sarah Haynes,
Marta Grejada

Description: Experts who serve nonprofits through fundraising strategy, support & consulting. Plus, a nonprofit fundraising leader

08:30

Open Q&A | Forum Discussion

Description: Attendees have the option to ask questions live or in chat and / or present their ideas, knowledge and expertise on the topic

Topic Area: Marketing

08:40

Marketing, Communications & Fundraising with a (Racial) Equity Lens

Hana Kamal

Description: How do nonprofits leverage authentic storytelling for social impact? How does an org embed equity values in messaging?

Agenda

Page 2



Topic Area: Marketing

08:50

Expert Panel

Description: What strategies have experts used in this sector to incorporate equity messaging in marketing & communications for their nonprofit clients?

Cory Elliot,
Lisa Salomon,
Sherene Strausberg

09:05

Open Q&A | Forum Discussion

Topic Area: Operations

09:15

Safety Measures & Approaches to Managing Your Cash Reserves

Description: How are nonprofits developing safety measures for managing Cash Reserves? In light of recent banking crisis, what new policies are they employing?

Hugo Bretin

09:25

Expert Panel

Description: What do the experts say about safety measure for managing Cash? We will hear from different perspectives.

Mark Cole,
Caroline McDonald
Timothy Swords

09:40

Open Q&A | Forum Discussion

Topic Area: Finance

09:50

Financial Transparency in Nonprofits: Impact on Donors

Description: With increasing scrutiny on organizations of all kinds, what is the impact on financial transparency for potential donors to philanthropic organizations?

Nadien Robles

Agenda

Page 3



Topic Area: Finance

10:00

Expert Panel

Description: What do our experts think of financial transparency for nonprofits? Does it have the potential to disrupt for good or bad?

Chelsey Souza
Leigh Tucker
Maya Tussing

10:15

Open Q&A | Forum Discussion

Topic Area: Finance & Risk

10:25

Risk Management in the Nonprofit Sector

Description: Can risk management help nonprofits attract donors and bigger gifts? What type of risks should be evaluated?

Sultan
Alabdkarim

10:35

Expert Panel

Description: Hear our experts provide their opinion on how this can help nonprofits, their boards and their donors.

Douglas Burnet
Maya Tussing
Shalom Suniula

10:50

Open Q&A | Forum Discussion

10:58

Closing Remarks

Maya Tussing &
Katharine Earhart