



## MNN Annual Conference

Wednesday, November 1, 2017

Sheraton Framingham

### Workshop Request for Proposals (RFP)

Deadline: Friday, June 2, 2017

#### Purpose

This RFP is designed to explain what we are seeking for MNN's 2017 conference so that you are fully equipped to submit a workshop proposal. **Please read this RFP thoroughly.** It will provide important information and instructions on what we are looking for in this year's workshop proposals.

#### Conference Background

##### **Overview:**

2017 marks MNN's 10th anniversary. Our conference will celebrate this milestone by taking stock of the nonprofit sector's position in 2017, and looking at the opportunities and challenges that have arisen in the past decade.

##### **Conference Audience:**

- 600+ nonprofit and business professionals
- Based on 2016 conference demographics: 36% Executive Directors/CEOs and senior management, 25% development and program staff, 12% consultants, 27% other
- Attendees represent a wide range of organizations from various nonprofit sub-sectors, regions, and organization sizes. We are seeking proposals to address our diverse audience.

#### General Workshop Information

The Massachusetts Nonprofit Network is seeking proposals for **approximately 30 workshops**. This year will be more competitive than ever to ensure a strong set of workshops that provide relevant, cutting-edge, and actionable information in an engaging and instructive format.

##### **Criteria for Evaluation:** We are looking for workshops that...

- Are suitable for a 75-minute window
- Are **not** an advertisement or sales presentation. If you have a product or service to share with the sector, please visit <http://massnonprofitnet.org/about/sponsorship-opportunities/> to join us as a sponsor/exhibitor.
- Involve nonprofits as presenters, co-presenters, case studies, or examples
- Have clear and compelling titles
- Effectively engage attendees with interactive elements
- Introduce innovative concepts or new information
- Provide practical, ready-to-use takeaways

##### **Logistics:**

- Workshops are 75 minutes long.
- The conference has three workshop blocks with ten workshops in each block.
- MNN will provide a screen, projector, and PC connecting cables. **You will be responsible for all other materials, including laptops, VGA adaptors, microphones, speakers, flipcharts, and handouts.**

**Workshop Categories**

This year, we are looking for workshops that fall under six major categories, listed below. These are suggested parameters, but workshops are not limited to these topics.

**Topic Areas:**

*1) Leadership*

- Management and supervision
- Diversity and inclusion
- Board development and engagement
- Organizational strategy

*2) Development*

- Individual donors
- Government funding
- Grants and foundation relations
- Corporate sponsorship

*3) Communications*

- Marketing plans
- Branding and visibility
- Social media
- Media relations

*4) Operations*

- Budgeting and financial management
- Human resources (recruitment, hiring, onboarding, transition planning)
- Information technology
- Staff development

*5) Measurement & Evaluation*

- Collecting and using data
- Logic models
- Mission, vision, and values statements
- Performance management systems
- Metrics

*6) Advocacy & Public Policy*

- Coalition and alliance building
- Public affairs strategies
- Grassroots messaging

This year, we are also planning to highlight sessions in each workshop block geared towards Executive Directors/CEOs and towards Young Professionals. Workshops may fall under both a topic area and a lifecycle track.

**Professional Lifecycle Tracks:**

**A. Executive Directors/CEOs**

**B. Young Professionals**

**Proposal Contents**

RFPs must be submitted online [here](#). To help you prepare, all the information requested in the proposal is listed below.

**Workshop Information**

1. **Workshop title**
2. **Workshop category** - Leadership, Development & Communications, Operations, Measurement & Evaluation, Advocacy & Public Policy, Other
3. **Workshop description** (200 word limit)
4. **What is the goal of this workshop?** How will attendees be able to apply what they learn from your session directly to their work? (200 word limit)
5. **Who is the ideal audience for this workshop?** Please address experience level, professional category, and organization size (e.g., communication professionals with any level of experience from small to mid-sized organizations). (75 word limit)
6. **Please outline the learning formats that will be used and the approximate length of each portion.** Clearly explain how these formats will be used to engage participants. Learning format examples include: case study, panel, discussion, Q&A, experiential learning activity, and lecture/presentation. (100 word limit)
7. **Do you plan to use any supplemental materials in your presentation (e.g., handout, PowerPoint)?**
8. **Have you presented or facilitated on this topic in the past?** If so, please list when/where and provide a link to any sample content.

**Presenter Information – required for each presenter (max of 3)**

1. Contact information – name, phone, email
2. Organization or affiliation
3. Bio – 100 words limit, use third person
4. References (name, email, phone, relationship to presenter) and/or links to previous presentations
5. Upload a photo (either a headshot or photo of you presenting)

**Questions & Additional Information**

Please contact Marta Hodgkins-Sumner at [mhodgkins-sumner@massnonprofitnet.org](mailto:mhodgkins-sumner@massnonprofitnet.org) or 617-330-1188 x281 with any questions. Refer to the **Conference Workshop FAQ** page on the MNN website for more information about the MNN annual conference and the conference workshop selection process.

**All RFPs must be submitted by Friday, June 2, 2017.**