



MNN Annual Conference

Wednesday, October 16, 2019

Sheraton Framingham

Workshop Request for Proposals (RFP)

Deadline: Wednesday, June 14, 2019

Purpose

This RFP is designed to explain what we are seeking for MNN's 2019 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:

Each year MNN holds a conference, bringing together over 600 nonprofit and business professionals for a day of learning, networking, and celebrating the sector.

Conference Audience:

- 600+ nonprofit and business professionals
- Typical conference demographics include 33% Executive Directors/CEOs and senior management, 22% development and program staff
- Attendees represent a wide range of organizations from various nonprofit sub-sectors, regions, and organization sizes.

General Workshop Information

The Massachusetts Nonprofit Network is seeking proposals for **25-30 workshops** to address our diverse audience. This year will be more competitive than ever as we want to ensure a strong set of workshops that provide relevant, cutting-edge, and actionable information in an engaging and instructive format.

Criteria for Evaluation:

- 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 each in blocks one and two, and three larger breakout sessions in block three
- 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 **seven major categories**, listed below. These are suggested parameters, but workshops are not limited to these topics. We are also planning to highlight sessions in each workshop block geared towards **Young Professionals**. You will be able to indicate this on the RFP form.

We may also include **larger breakout sessions** for the last block of the day. These will each involve up to 150 participants. If you feel that your workshop would be well-suited for this breakout block, you can indicate that on the RFP form.

Topic Areas:

1) *Advocacy & Public Policy*

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

2) *Communications*

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

3) *Development*

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

4) *Equity, Diversity, and Inclusion*

- Introductions to EDI topics
- Board governance and EDI
- Incorporating EDI in nonprofits or varying sizes, stages in the process

5) *Leadership*

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

6) *Measurement & Evaluation*

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

7) *Operations*

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

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 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 14, 2019.