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Directors of Volunteers of Agencies (DOVIA) of Northwest Ohio is excited to welcome you for a day of learning at our Annual Conference.

The mission of DOVIA is to provide professional development, networking opportunities, and to promote volunteer engagement.

Check out our website [www.dovianwo.org](http://www.dovianwo.org) for future events.

**Schedule At-A-Glance**

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| Time | Activity | Location |
| 8:30 – 9:00 am | **Check-in** | Entrance |
| 9:00 – 9:45 am | **Keynote Address** – Aly Sterling, Aly Sterling Philanthropy | Room 102/103 |
| 10:00 – 11:00 am | **Breakout Session 1**   * Fundraising & Volunteerism: Cultivating Your Next Great Group of Donors, Elaine Jansen * Social Media Possibilities, Grace Gebo * Working with Volunteers Serving Individuals in Crisis, Amanda Billegas, Harley Maddox. | Room 102/103  Room 118  Room 122 |
| 11:15 – 12:15 am | **Breakout Session 2**   * Story Branding Marketing Framework: Stop Wasting Time and Money on Messaging and Marketing that Doesn't Work!, Eric Williams * 5 Languages of Appreciation in the Workplace and with Volunteers, Lynne Beard * Engaging Faith Based Volunteers, Phil Ryburn | Room 102/103  Room 118  Room 122 |
| 12:15 – 1:00 pm | LUNCH | Room 102/103 |
| 1:00 – 2:00 pm | **Breakout Session 3**   * Respecting the Tough Work, Patrice Powers-Barker * National Service 101, Rebecca Verhoff-Kiss | Room 102/103  Room 122 |
| 2:00 – 2:30 pm | **Closing Session** | Room 102/103 |

**Keynote Presentation**

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***Aly Sterling,****Founder and President of Aly Sterling Philanthropy.  Aly's expertise includes fundraising, strategic planning, search consultation and board leadership development for organizations of varying sizes and capacities.  Her keynote address overview is listed below.  This is a great topic for both volunteer coordinators and leadership within nonprofit organizations to consider as they design and implement volunteer strategies.*

**Forecast 2020**:

If you’ve been wondering what cultural, economic and political changes will impact your organization’s fundraising and growth over the next 18 months, you’ll want to join Aly for her 2020 Giving Forecast. Become part of the conversation with Aly as she explores significant shifts that are shaping how we give and how our nonprofits need to adjust to stand out within a more competitive and sophisticated marketplace. In addition to sharing results from this year’s Giving USA research, Aly will spend time discussing topics including de-mystifying donor-advised funds, the power and permanence of cause marketing, creating a new language for asking, and how to respond to protest giving, to name a few.

**NOTES - KEYNOTE**

**Breakout Session 1 – 10:00 – 11:00 am**

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| Room 102/103 | **Fundraising & Volunteerism: Cultivating Your Next Great Group of Donors**  Elaine Jansen, Consultant, Aly Sterling Philanthropy, [elaine@alysterling.com](mailto:elaine@alysterling.com)  Learn how to cultivate volunteers and turn them into your next big donors! This workshop will review fundraising basics, how to identify prospects and make an ask, and will equip attendees with a deeper understanding of their role in donor stewardship. All nonprofit employees are ambassadors for their organization, and a hands-on activity will help put what we’ve reviewed into practice. Learn, grow, and plan for the future! |
| Room 118 | **Social Media Possibilities**  Grace Gebo, Civic Action Leader, BGSU Center for Community & Civic Engagement, [gcgebo@bgsu.edu](mailto:gcgebo@bgsu.edu)  Social media platforms can be effective tools for volunteer recruitment, recognition, and telling the story of the impact of your volunteers. Part of the initial challenge is knowing all the bells and whistles that these platforms offer. In this session a basic review of social media platforms and effective strategies for usage, and common pitfalls will be outlined. We will also tap into the expertise of the audience to find out what methods you have found particularly effective in your social media quest. |
| Room 122 | **Working with Volunteers Serving Individuals in Crisis**  Amanda Billegas, Volunteer Coordinator, Northwest Ohio Psychiatric Hospital, [Amanda.billegas@mha.ohio.gov](mailto:Amanda.billegas@mha.ohio.gov)  Harley Maddox, Director, The Salvation Army of Bowling Green, [Harley.Maddox@USE.SalvationArmy.Org](mailto:Harley.Maddox@USE.SalvationArmy.Org)  Crisis is defined as “a time of intense difficulty or danger”. In this session, learn how to prepare volunteers to work with those in crisis. Explore the best training practices and how to educate volunteers on what the expected guidelines and legal requirements for the important role they will play in your organization. Gain an understanding how to help a volunteer maintain their self-care while caring for others. |

**NOTES – SESSION 1**

**Breakout Session 2 – 11:15 – 12:15 pm**

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| Room 102/103 | **Story Branding Marketing Framework: Stop Wasting Time and Money on Messaging and Marketing that Doesn't Work!**  Eric Williams, StoryBrand Certified Guide, 212 Consulting  When it comes to talking about their work, many people are so close to their organization they don't know where to start. What if there were a simple and repeatable framework to help organizations understand what customers, volunteers, and donors are looking for so they can tell their story in such a way people listen? The human brain is drawn to CLARITY and away from confusion. If your key stakeholders are confused about what you offer or how you make an impact, they'll look past you for somebody who can say it clearly. The StoryBrand Marketing Framework will teach you how to clarify your message and communicate in a way that once you clarify your message, your marketing starts working for you, your team members are converted into a sales force and your key constituents speak a viral message that spreads. In this session p**articipants will learn how to: CREATE A BUZZ -** Create clear and compelling messages that spread like wildfire; **LEARN A LANGUAGE THAT SELLS -** You don’t have to come off as a pushy or desperate to engage volunteers and donors. The StoryBrand Framework is revolutionary because it teaches you to stop playing the hero in the story, and instead, invite customers INTO a story; **BECOME A MARKETING MASTER** - Stop wasting time and energy on ineffective marketing. You’ll have a proven filter to clarify all of your marketing material. |
| Room 122 | **5 Languages of Appreciation in the Workplace and with Volunteers**  Lynne Beard, Administrative Assistant, Wood County Board of DD  How do you like to be shown appreciation or encouragement, whether you are working as a volunteer or an employee?  It shouldn’t surprise you that not everyone feels appreciated in the same way.  By communicating authentic appreciation in the languages of appreciation most valued to each person, it has been demonstrated through published research the ability to increase individuals’ and groups’ sense of being appreciated by their colleagues.  Feeling valued by peers and management increases the level of employee and volunteer engagement across the organization. |
| Room 118 | **Engaging Faith Based Volunteers**  Phil Ryburn, Pastor – Maumee Campus, Cornerstone Church, [pryburn@cornerstone.church](mailto:pryburn@cornerstone.church)  Millions of people across the USA belong to faith communities, united in their belief. This sector of society is arguably the most under-engaged by secular nonprofits, who struggle to wrap their mission in language that mobilizes ‘believers’. Are you bi-lingual? Can you engage corporate America and faith-based America? Get ready for simple tactics on how to tap into this passion filled, value driven community in our region. |

**NOTES – SESSION 2**

**Breakout Session 3 – 1:00 – 2:00 pm**

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| Room 102/103 | **Respecting the Tough Work**  Patrice Powers-Barker, Extension Education, Family and Consumer Sciences, Ohio State University Extension-Lucas County, [powers-barker.1@osu.edu](mailto:powers-barker.1@osu.edu)  Volunteers often serve in a tough capacity and volunteer coordinators help manage that tough work. How do you take care of yourself while leading and managing volunteers? This session will offer tips for professionals as well also introduce a training program for volunteers that will be offered in Northwest Ohio in 2019. The volunteer training is called *Tough Work: Understanding and Serving People in Poverty While Caring for Yourself.* |
| Room 118 | **National Service 101**  Rebecca Verhoff-Kiss, Education & Outreach Coordinator, ServeOhio,[Rebeccah.Verhoff-Kiss@serveohio.gov](mailto:Rebeccah.Verhoff-Kiss@serveohio.gov)  Join us for an in-depth discussion about national service and how you can utilize these resources in your organization. Participants will learn about AmeriCorps and Senior Corps programming, where it currently exists, and how you can take advantage of these programs for greater impact. |

**Closing Session – 2:00 – 2:30 pm**

**Room 102/103**

* Executive Board updates
* 2019 Workshop Schedule
* Certified Volunteer Administrator Information
* Announcement from our host, BGSU

**NOTES – SESSION 3**