

SPECTRUM 2019 TENTATIVE SCHEDULE **All Details subject to change*

7:30am – 8:15am

Breakfast, Networking, and Registration

8:15am – 9:00am

MORNING KEYNOTE

Jeri Schultz, President | Jeri Schultz and Associates, LLC

Preparing Your Best Campaign Every Step of the Way

Start the day at Spectrum Connective with a high-energy presentation by Jeri Schultz! Jeri will share unique ways to prepare your organization for a superior campaign. Metrics will be one key focus area. Come prepared for a discussion of timely, motivating, and results-driven tools and business techniques to support nonprofit achievement. People, production, leads, performance, and the Competitive Advantage will guide this dynamic presentation.

LEADERSHIP TRACK

9:15am – 10:15am

(Audience level: Advanced)

Maryann Dersch, Speaker, Author and Revolutionary | Courageous Communication

Nonprofit Marketers Manifesto: Bust Through Limited Thinking and Redefine What Nonprofit Marketing Means to the Sector

You know that marketing is much more than a tool for awareness building. You believe that marketing can support every goal your nonprofit sets, from recruiting volunteers, to building partnerships, to diversifying revenue streams. So why don't organizations understand the need for better marketing?

Learn how to change the view of marketing for your personal development, your organization, and our community. Participants will have step by step tools to build their credibility, communicate marketing outcomes, and have a whole new outlook on the industry that will drive change.

10:30am – 11:30am

(Audience level: Mid-range)

Barrett Baebler, D. Mgt., Associate Professor of Entrepreneurship and Nonprofit Management | Webster University

Creating Value: Collaborations between Nonprofits and Higher Education or For-Profit Organizations

Today's nonprofit leaders are being challenged to do more with less. Collaborations with other nonprofits, higher education institutions, and even for-profit organizations can help address this challenge. Collaborations between two or more organizations are more than simply agreeing to work together on a project or activity. This session will introduce the process of leading a collaboration to create value in your nonprofit.

12:45pm – 1:45pm

(Audience level: Mid-range)

Caroline Fan, Founder | Cabochon Consulting

Anh Le, Acting Director of Marketing and Public Relations | Opera Theatre of Saint Louis

Authentic Outreach to Diverse Communities: Case Studies in Opera and Civic Engagement

How can a nonprofit build credibility in diverse communities, conduct culturally and linguistically competent outreach, and expand audience and board diversity? Hear from Opera Theatre Director of Marketing and Public Relations Anh Le and Cabochon Consulting Founder Caroline Fan about three case studies in valued-added ethnic outreach, communications, and partnership, including two operas written and performed by communities of color.

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2:00pm – 3:00pm

(Audience level: Mid-range)

Jessica Adams, Founder and Executive Director | St. Louis Area Diaper Bank

Leading With Heart

Is your staff not as motivated as you to get *everything* done? Do you want to inspire your team to work with passion rather than just working for a paycheck? Are you trying to make life better for the clients you serve but noticing that your office culture doesn't keep up?

The key to making big change in the world starts small: interpersonal relationships, office culture, even your organization and the natural world. Attendees will leave this session with concrete ideas on infusing love into office culture to bring fresh joy, passion, commitment, and creativity to your organization's efforts to make big change in the world.

DEVELOPMENT/FUNDRAISING TRACK

9:15am – 10:15am

(Audience level: Entry)

Rhonda Travers, Compliance Manager | Wells Fargo

Volunteer Recruitment and Retention

Do you find it difficult to find volunteers for your organization? Does your volunteer participation and availability seem to decrease while your organizational needs increase? During this session, participants will receive useful resources to recruit volunteers to support your mission. We will also discuss how to understand volunteer needs to help retain and engage your volunteers.

10:30am – 11:30am

(Audience level: Advanced)

Katie Fanning, Database Manager and Prospect Reacher | Missouri Botanical Garden

Red Flags: Ethical, Reputational, and Legal Risk Management in Donor Prospecting

Red Flags provides an introduction to the world of prospect research and the risk management necessary for a successful fundraising program. Participants will be introduced to international and domestic prospect research practice and due diligence procedures. Red Flags will provide a framework for risk management that participants will be encouraged to adapt to meet the needs of their organization.

12:45pm – 1:45pm

(Audience level: Mid-range)

Amie Bossi, Consultant | Gladiator Consulting

Coaching Your Fundraising Team to Excellence

As the leader of a fundraising team, you want to bring out the best in each individual. Your team's success can be undermined by turnover, disengaged staff, and low morale. How do you coach a team with a diverse array of personalities, motivators, work experiences, and educations to be their best?

This session will give you a framework to evaluate your culture's ability to support team member growth. It includes practical ideas to engage your staff, ways to support your team in their professional development journeys, common coaching mistakes, how to set up meaningful meetings with staff to uncover their motivators, and more.

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(Audience level: Entry)

Chris Limber, Artistic Director | Prison Performing Arts

Shannon Durio, Managing Director | Prison Performing Arts

Drop the Mic: Letting Your Clients Take Center Stage—The Importance of Authentic Storytelling when Fundraising for Marginalized Populations

“*Why should I care?*” Knowing how to answer this question for donors is the cornerstone of fundraising. However, it can be challenging when you serve those on the margins of society. As fundraisers, we often tell compelling narratives *about* our program participants to help reveal their humanity. But what happens when we give them a platform to speak for themselves—when they become the storytellers and active participants in your organization’s mission?

This session will offer strategies to help donors connect with stigmatized populations. You will learn how authentic storytelling and community collaboration can affect donors and ignite hope.

COMMUNICATIONS/MARKETING TRACK

9:15am – 10:15 a.m.

(Audience level: Mid-range)

Nathan Sprehe, Chief Executive Officer | Almanac, Inc.

Angie Winschel, Chief Operating Officer | Almanac, Inc.

Ben Gathard, Technical Director | Almanac, Inc.

5 Truths About Donor-Focused Websites

Websites have become the engine of marketing and communications activities for nonprofit organizations, but ensuring they are targeting the right people and working for you can be a daunting task. Join the team from Almanac as we break down five truths about your website and share tactics, tools, and data that you can use to evaluate and optimize your content and functionality.

10:30am – 11:30 a.m.

(Audience level: Mid-range)

Jasmine Evans, Solopreneur, Educator and Creative | Jasmine D. Evans Public Relations, LLC.

Transforming Nonprofit Staff and Volunteers into Brand Ambassadors

Did you know that content shared by employees is twice as trusted as information distributed by organizations? The employees, volunteers, and stakeholders of nonprofits are our biggest brand ambassadors—and typically underutilized. In nonprofit culture, we focus communications efforts “out” and forget about communicating “in” to our colleagues. This session will provide participants with the knowledge and strategies necessary to empower employees to share their professional experience positively, elevating the overall credibility, awareness, and mission of your organization.

12:45pm – 1:45 p.m.

(Audience level: Mid-range)

Katie Stuckenschneider, Marketing and Digital Media Manager | Forest Park Forever

Content, Analytics, Tools, and Algorithms—Oh My: Taking a Deeper Look into the World of Digital for Nonprofits

What is this state of the social media industry in 2019 for nonprofits? Is Facebook finally peaking? Want to learn how to easily set key performance indicators (KPI) for your organization without going beyond your budget? Do you feel like nonprofit marketers are often left in the dark? This session is for you. We will discuss the state of digital in 2019 and what digital advocacy means for nonprofits, how to stay ahead of organic reach, and how to get into the digital feed of your personas and their social platforms.

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(Audience level: Mid-range)

Meghan Robinson, Marketing and Communications Manager | FamilyForward

Say What You Mean

Nonprofits are famous for doing good and infamous for using acronyms and jargon to market services. Learn from companies selling in the marketplace and speak to consumers directly. For example, Target launched Drive Up so busy people can place an order online and have it brought to them in the parking lot. Target speaks directly to the population they know needs this product: over-scheduled moms who'd like to buy fruit snacks and a lamp at the same store, without getting out of the car. Learn how to meet the people you serve where they are, then support them.

'NEW TO' TRACK

9:15am – 10:15 a.m.

(Audience level: Entry)

Janet Vigen Levy, Communications Manager and Public Information Officer | City of Brentwood
For Immediate Release: Media Relations 101

Alert the media! You've got stories to share, information to distribute, awareness to build, events to announce, facts to communicate, messages to manage, and a mission to advance. How you relate with and respond to media outlets can make or break your opportunities to shape and showcase your nonprofit's news. When the reporter calls—or you place the pitch—you'll need to be ready. We'll review the basics, explore options beyond the news release, and prepare for media interactions with positive results.

10:30am – 11:30am

(Audience level: Entry)

Sarah Willey, Associate Director of Annual Giving | University of Missouri—St. Louis

Writing and Following a Fundraising Plan

Fundraising goes beyond grants and events, and it should be measured by more than how many donors and how many dollars come in during a year. Learn how to write a fundraising plan, including what goals to set, how to measure success, and what tactics to use. You'll leave with a template to create your own plan and some tools and resources to continue learning. Whether you're a new fundraising professional or a volunteer at an organization hoping to start a program, you'll come away with tips to raise more for your cause.

12:45pm – 1:45pm

(Audience level: Entry)

Rebecca Buffington, Marketing and Event Manager | Saint Louis Chess Campus

Events 101: Event Planning Tips for Non-Event Planners

Event planning is a part of every nonprofit, from trivia nights to golf tournaments to fundraising galas. Staff from marketing, development, public relations, communications, finance, and other teams are all involved in the planning and execution of events. Learn from a nonprofit marketer turned event manager how to plan and execute nonprofit events with ease—under a limited budget. Come discuss project management matrices, planning timelines, and other tools for staff and volunteers. Learn tips and tricks for working with external vendors to lasting relationships and utilize your resources effectively.

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Lori Dowd, Founder and Chief Executive Officer | Story Track Studio

Lean and Mean: Repurposing Video Assets to Maximum Effect

Video marketing has become a primary medium for nonprofit positioning. New strategies are needed to get the most out of video. Gone are the days of the freestanding gala show, shown only once to a small audience. That's a waste of good content. Video must be used more frequently, in shorter bursts across diverse channels. Video production should be seen as a form of content generation for multiple media. A video shoot can generate transcripts for blog posts. Still photography can piggyback on video for social media. Need audio clips? Video can help you here too. Video yields useful media assets. Let's explore!

3:15 – 4:15 p.m.

AFTERNOON KEYNOTE

Chris Reimer, Director of Creative Services | Maryville University

Dr. Dustin York, Director of Communication Undergraduate and Graduate Programs | Maryville University

Social Media, SEO, and PR Q&A: All Your Questions, Answered!

No lectures here! Instead, bring your questions to this dynamic afternoon keynote. We want to answer every single burning question you have about social media, marketing, SEO, public relations, and more! Chris Reimer and Dr. Dustin York (both at Maryville University) bring their combined knowledge and expertise to this immersive, experiential learning session to end the day with high energy and practical value.