



FROM FOUNDATION
TO INNOVATION



community service public relations council

Session Tracks:

- Communications/Marketing Fundamentals
- Communications/Marketing Innovations
- Leadership
- Development & Fundraising

8:00–8:30 Check-in and Breakfast
8:30–8:45 Welcome & Introductions

8:45–9:30 Morning Keynote | Keisha Mabry @KeishaMabry
Creator + Founder, The Connection Curator, dba Hey Friend & Co
Director of Innovation, College Bound



Getting Back to Community

Nonprofit work is rough and tough and sometimes we can easily forget the why behind the what that we do, and in nonprofit work one can easily forget about the most important asset—you. In her morning keynote address, Keisha Mabry will explore five things nonprofit workers can do on a daily basis to take care of self while taking care of others. Her book *Hey Friend: 100 Ways to Connect with 100 People in 100 Days* will be available for sale/signing in the exhibit hall.

9:30–9:45 Morning Break

9:45–10:35 Breakout One

Aleshia Patterson | Digital Marketing Strategist, Editor in Chief, Nonprofit Marketing Magazine @IamAleshiaP
The Content Formula: How to Create a Year's Worth of Content Effortlessly

We have all heard the phrase, “Content is King.” However, the process of creating content that is relevant, fresh, and engaging can be a struggle, especially if you don’t have a system for creating it. In this workshop, participants will learn a system for creating content called the “Index Card Method” that takes the struggle out of generating new ideas, how to use an editorial calendar to maximize success, and the biggest mistakes nonprofits make with creating content.

Salon D ●



Elaine Cha | Storyteller/Journalist, Big Brothers, Big Sisters of Eastern Missouri @etaecha
Content and Practice: Storytelling as Story-listening

What makes a “story?” How does it come together? Explore these and other questions related to crafting narrative content in this interactive session about engagement-fueled storytelling.

Salon A ●



Elaine Powers | Consultant/Director of Client Results, PaineFree Coaching and Consulting
Leading Through Change: The Human Element

All organizations experience change, but all too often organizational change efforts fail because leaders tend to focus their time and resources on the technical aspects of the change, rather than on the people side of the change. Whether leading your board, staff or department through change, you can be certain you will encounter resistance. This session will offer insights and practical tools to help ensure better success of your next change initiative.

Salon B ●



Jessica Dederer | Chief Development Officer, FamilyForward

Build your Brand: Communications that Inspire and Engage Major Donors

Your nonprofit's mission, vision and values are the foundation to developing a strong strategic plan, which deeply impacts communications and successful fundraising. But what about your brand? Join us to discuss the importance of your organization's brand in building a culture of philanthropy from the inside out. We'll also discuss innovative ways to engage donors through organizational change and the role your brand plays in a major gifts initiative.

Salon C ●



10:35–10:45

Session Break

10:45–11:35

Breakout Two

Kristine Gruver | Donor Communications Manager, Missouri Botanical Garden [@KristineGruver](#)

Issue or Crisis? How Communications Can Deal with Both

Is your organization headed for a crisis? Is an issue on the horizon? How do you know the difference? What do you do about it? Speaker Kristine Gruver, Donor Communications Manager at the Missouri Botanical Garden, will discuss the difference between an issue and a crisis, then identify the basic steps necessary to craft a communication plan to deal with both. Presentation will include a mix of tested best practices, real-world examples, and proactive and reactive strategies.

Salon C ●



Dorothy Carlin | Principal Strategist, Simply Strategy [@simplystrategy](#)

Market Research: Enabling Data-driven Decision-making

Insights are the foundation for developing new strategies, changing tactics, identifying opportunities, or learning about shortcomings. Stakeholder insights collected through objective market research can be a powerful tool in a marketer's efforts to influence an organization. Learn to improve your DIY market research efforts, communicate results to stakeholders and spend time working on your survey writing skills.

Salon B ●



Beth Quick-Andrews | Partner, Q&A Business Solutions, An Association Management Company [@BQAndrews](#)

Engaging Volunteers in Mission-Driven Organizations: Trends, Tricks and Tips

There is nothing more rewarding than working with an engaged volunteer team to successfully follow your organization's strategic plan enabling you to fulfill your mission and realize your vision. But how do you make it happen? In this session, you will learn why people volunteer and why they don't, how traditional Board and volunteer structures are evolving, what motivates volunteers, and how you can connect great volunteers with great volunteer opportunities within your organization.

Salon A ●



Angie Winschel & Nathan Sprehe | Partners, Almanac [@angwins](#) & [@sprehe](#); [@brandalmanac](#)

Campaigns: The Magic that Moves People

Whether you want to raise awareness, generate funding, or find new donors, a focused, comprehensive marketing campaign will help you achieve your organization's goals, efficiently reaching your audience and moving them to take action. We'll help you analyze the benefits of campaigns, determine how they can help evolve your brand and how to develop sharable creative that "sticks". We'll talk about choosing the right social channels and traditional media, how to measure success and use what you've learned to create a better campaign next time.

Salon D ●



11:35–11:45

Break

11:45–12:45

Lunch

12:45–1:35

Breakout Three

Maryanne Dersch | Strategist and Resident Extrovert, 501creative @501superfan

Time IS on My Side: How to Use Time More Effectively to Get Better Results

We all know the phrase time is money, but do we really live it? Nonprofits tend to value money but not time. We all work too many hours and think we can spend endless amounts of time. What if we valued time the way we valued money? We will explore the benefits to giving time value, as well as the barriers to tracking time. We will learn how to use an assessment tool to understand how time affects your bottom line. You will learn the “pile on” philosophy and why it is making you crazy. We will also understand where to focus your valuable time, and how to make a case to leadership for valuing and managing time more effectively. This workshop will help you work less and get more done.



Salon D ●

Anne Simon | Digital Marketing Manager, Saint Louis Art Museum

The Art of Instagram

If a picture is worth 1,000 words, a creative Instagram account can be worth a thousand followers (and then some!) Whether your budget is robust, or basically busted, integrating Instagram and Instagram Story into your social media strategy is a great way to establish your brand voice, build awareness around your events, drive traffic to your website, and engage a millennial audience.



Salon C ●

Cheryl Oliver | Executive Director, Saint Louis Effort for AIDS @STLEFA

An Agency in Transition

This session will take participants on a decision-making journey to evaluate factors to be considered for an agency in transition to survive. With advances in HIV prevention and treatment, shifts in government and private funding, and implementation of health care reform, many community-based organizations encounter opportunities and challenges that are prompting entities to reflect on what is needed to remain relevant, and what change strategies and partnerships will help continuously deliver better client outcomes.



Salon B ●

Rachel D’Souza-Siebert | Founder & Principal, Gladiator Consulting @rdsiebert

Brooke Foster | Founding Principal, Novella @lonesometoast

Facing Your Fear: A Fear*less* Discussion of Development & Advocacy

In the nonprofit world, the only word scarier than fundraising is advocacy. This session seeks to demystify advocacy and provide tips and tools to drive your organization’s mission and vision to new heights. Co-Presenters Rachel D’Souza-Siebert & Brooke Foster will share successes, failures and best practices in crafting a strategy that grows your organization’s stakeholders, builds transformational relationships and uncovers new donors for your organization. Participants will leave with a customizable plan template and pain-free ways to test a refreshed outreach strategy.



Salon A ●

1:35–1:45

Afternoon Break

2:00–4:00

Afternoon Keynote | Matthew Homann | @MattHomann

Founder & CEO, Filament

The Need for Speed: Rapid-Fire Problem-Solving in a Time-Starved World

You’ve got a lot of decisions to make and a limited amount of time to make them. Your daily agenda is filled with back-to-back meetings, and you can’t imagine adding yet another four-hour team “brainstorming” session to your calendar. If only you could make better decisions with your team, and make them faster. Whether you’re an outspoken extrovert or thoughtful introvert, this fast-paced, collaborative session will provide you with new ways to work with peers to solve your most pressing challenges with a creative mix of cutting-edge decision-making tools that utilize visual thinking, the theory of constraints, the power of silence, and even the Fibonacci Sequence to help you and your team think together better.



Tips for Spectrum Success

- Share your experience using [#CSPRCspectrum](#) and your Tweets will show up on the livetweet wall
 - Our WiFi password is [csprc18](#)
- Grab some [raffle tickets](#) for a chance to win some fantastic prizes! Drawings for the raffle and door prizes will take place during the Afternoon Keynote —must be present to win.
- Don't miss out on the [exhibit hall](#)... check it out during breaks to learn more about organizations offering unique services for nonprofits and professionals in our region.

Are you a [CSPRC member](#)?

Consider joining today to continue learning and networking opportunities throughout the year. *Membership prices will be increasing later this year; join or renew now to lock in a lower rate!*

Thank you to our 2017–2018 slate of Board Members.

We are a volunteer-run organization.

Neosha Franklin*, President; Kimberly Singer*, Vice President; Ann Duffy*; April Dzubic*; Kristine Gruver; James Judge*, Treasurer; Noreen O'Brien; Randi Schenberg, Secretary; James Shearburn; Lisa Snider

**Spectrum committee members*

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