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## ***Revision of Agenda from Sun, 06/27/2010 - 19:57***

The revisions let you track differences between multiple versions of a post.

**8:00-8:45: Registration**

**8:45-9:00: Welcome: Sean Watson, Consultant TechEffect** (<http://www.techeffectrocks.com>)

**9:00-10:00: Keynote**

### **Nonprofit Technology and Trends: More than the Sum of Its Parts**

**Moderator:** Sean Watson, Consultant, [TechEffect](http://www.techeffectrocks.com) (<http://www.techeffectrocks.com>)

**Panelists:**

Jane Smith Patterson, Executive Director [e-NC](http://e-nc.org) (<http://e-nc.org>); Jeff Cobb, Managing Director at [Tagoras](http://www.tagoras.com/) (<http://www.tagoras.com/>)

**Description:** Technology trends help to identify tools and resources that are available and allow you to see what's on the horizon so you can prepare your organization for changes that may come. Tools and resources — the puzzle pieces — are a necessity to achieve your mission. However, these trends aren't just about the technology. While they reflect the latest innovations, they also show how the pieces fit together. It's then that we see how the world is changing around us. Come explore some the latest trends and learn about the possibilities and challenges they create.

**10:00-10:15: Break**

**10:15-11:15: Breakouts I**

**Track 1: Tools**

**The Online Money Funnel: Taking Donations Online and Selling Downloadable Goods**

**Speakers:** Shelly Bowers, Director of Technology Solutions, [United Way of the Greater Triangle](http://www.unitedwaytriangle.org/) (<http://www.unitedwaytriangle.org/>); Nancy Starr, Freelance Web Developer

**Description:** Scenario-based presentation that will answer questions like: Can our existing web site be set-up to accept donations and/or sell virtual (downloadable) goods, such as manuals, PDF files, videos, MP3's? What if we don't have a web site? What are some of the options, and how do we chose the one that will work best for our organization, now and in the future? What is PCI and what do we need to do to be in compliance? Taking donations during an event registration: Using EventBrite to take donations during the registration process or accept donations as payment for a event

### Track 2: Uses/Application

## Outside-In: Amplifying Organizational Impact Through Community-Driven Innovation

**Speaker:** Billy Bicket, Sr. Director, Community-Driven Innovation, [NetSquared](http://netsquared.org/) (<http://netsquared.org/>), [TechSoup Global](http://techsoup.org/) (<http://techsoup.org/>)

**Description:** This session will focus on strategies and tactics to amplify the impact of mission-based programs through community-driven efforts. We'll address emerging best practices and discuss the associated opportunities and challenges of community-driven strategies. Participants will walk away with a set of guiding principles and tactics to develop media, events and activities that encourage connections and local leadership among your stakeholders to increase your organizational reach and impact.

### Track 3: On the Horizon

## Keep Informed Without Being Overwhelmed

**Speakers:** Annaliese Hoehling, Membership and Outreach Manager, [NTEN](http://nten.org/) (<http://nten.org/>); Patricia Perkins, Information Technology VISTA, [FaithAction International House](http://faihouse.org/) (<http://faihouse.org/>); Sean Watson, Consultant, [TechEffect](http://www.techeffectrocks.com) (<http://www.techeffectrocks.com>)

**Description:** We all have our pet websites, email lists, and social networks that we check frequently to learn from conversations, new posts, webinars, videos, and other items. In this session, our speakers will describe their favorite resources. The follow up session will be an open, facilitated discussion where others will share their favorite resources. The end product will be an online list of good resources for keeping up with nonprofit technology. Some of the resources the speakers will describe include NTEN and TechSoup Global resources — blogs, RSS feeds, webinars, online training websites, and conferences.

**11:15-11:30: Break**

**11:30-12:30: Breakouts II**

### Track 1: Tools

## Collaboration Tools

**Speakers:** Paula Jones, Director of Technology and Administration, [N.C. Center for Nonprofits](http://ncnonprofits.org/) (<http://ncnonprofits.org/>), and Nancy Shoemaker, Consultant [Shoemaker Group](http://www.shoemakergroup.com) (<http://www.shoemakergroup.com>)

**Description:** Paula Jones and Nancy Shoemaker will discuss ways to use technology to collaborate, meet and communicate! We'll explore tools that allow you to share your desktop, documents, and presentations and look at options for audio/web conferencing too. You'll walk away with new ideas and tools to help you reach your constituents without having to spend hundreds at the gas pump.

### Track 2: Uses/Application

## **Using Social Media to Empower Your Fans to Build More Support for Your Cause** (<http://www.slideshare.net/kivilm/using-social-media-to-empower-your-fans-to-build-more-support-for-your-cause>)

**Speaker:** Kivi Leroux Miller, President, [Nonprofit Marketing Guide.com](http://www.nonprofitmarketingguide.com) (<http://www.nonprofitmarketingguide.com>) and [EcoScribe Communications](http://www.ecoscribe.com) (<http://www.ecoscribe.com>)

**Description:** The real power in social media for nonprofits is not just in providing another communications channel for your message, but in empowering your supporters — your biggest fans — to share their love for your cause within their own networks. During this session and the following discussion, we'll explore how to use the top social tools to empower your fans. We'll look at the kind of content you should be distributing through social media and how to spark conversations (and put out fires if talk turns ugly). We'll also look at using social media for friendraising and fundraising.

### **Track 3: On the Horizon**

## **Facilitated Discussion: Keep Informed Without Being Overwhelmed**

**Moderator:** Patricia Perkins, Information Technology VISTA, [FaithAction International House](http://faihouse.org/) (<http://faihouse.org/>)

**Discussion leaders:** Annaliese Hoehling, Membership and Outreach Manager, [NTEN](http://nten.org) (<http://nten.org>); Sean Watson, Consultant, [TechEffect](http://www.techeffectrocks.com) (<http://www.techeffectrocks.com>)

**Description:** Keep the conversation going! Share resources that you use and learn from others about the ones that help them with their daily work.

**12:30-1:30: Lunch/Topic tables**

**1:30-2:30: Breakouts III**

### **Track 1: Tools**

## **Database Solutions for Nonprofits**

**Moderator and Speaker:** Sean Watson, Consultant, [TechEffect](http://www.techeffectrocks.com) (<http://www.techeffectrocks.com>)

**Speakers:** Judy Hallman, [Public Information Network](http://pininc.org) (<http://pininc.org>), Inc./RTPnet; Patricia Perkins, Information Technology VISTA, [FaithAction International House](http://faihouse.org/) (<http://faihouse.org/>)

**Description:** Sean will give a short introduction to constituent relationship management (CRM) software, including what a database/CRM system is, what it can do for you and your organization, and advice for choosing the right database/CRM system for your organization. Trish will give an overview of Salesforce's usefulness as a client management system, including its use of Roles and Profiles to protect sensitive client data. Judy will show how the CiviEvent component of CiviCRM was used to manage registration for this conference.

### **Track 2: Uses/Application**

## **Facilitated Discussion: Using Social Media to Empower Your Fans to Build More Support for Your Cause**

**Discussion leader:** Kivi Leroux Miller, President, [Nonprofit Marketing Guide.com](http://www.nonprofitmarketingguide.com) (<http://www.nonprofitmarketingguide.com>) and [EcoScribe Communications](http://www.ecoscribe.com) (<http://www.ecoscribe.com>)

**Description:** Keep the conversation going! This is your chance to ask questions and find out what works and doesn't.

### **Track 3: On the Horizon**

## E-Commerce: What are the Risks? Spotting Legal Issues When Operating a Business on the Internet/Risk management.

**Speaker:** Mark Ishman, Attorney, [Ishman Law Firm](http://www.ishmanlaw.com/) (<http://www.ishmanlaw.com/>)

**Description:** Mark Ishman will share his experiences as a cyber law lawyer, Internet privacy lawyer and Internet security lawyer with issues such as choice of business entity, credit card transactions, online contracting, protecting your intellectual property, advertising online, privacy, and legal notices, disclaimers and terms of use.

**2:30-2:45: Break**

**2:45-3:45: Breakouts IV**

### Track 1: Tools

## How To Think Like a Network

**Speaker:** Ruby Sinreich, Founder, Editor, & Blogger-in-chief at [OrangePolitics.org](http://orangepolitics.org) (<http://orangepolitics.org>)

**Description:** Building communities can involve a wide range of tactics and venues. How do you know which ones are right for you? In this session we will discuss a strategic framework for a network-based approach to outreach and advocacy that is independent of any particular platform, and applies to both online and offline organizing. Come learn how to enable your supporters to "swarm" — to build connections with each other, get their friends involved, or speak their own minds about an issue.

### Track 2: Uses/Application

## Finding and Working with Volunteers and Consultants

**Speakers:** Mark Dibner, Founder and Acting Executive Director, [Kramden Institute](http://www.kramden.org) ([www.kramden.org](http://www.kramden.org)); Paula Jones, Director of Technology and Administration, [N.C. Center for Nonprofits](http://ncnonprofits.org/) (<http://ncnonprofits.org/>); Karen Ondrick, Program Director for Community and Government Relations, [Lenovo](http://www.lenovo.com) (<http://www.lenovo.com>)

**Description:** There are many technology professionals that want to donate their services (networking, web design, social media, graphic design, research, etc.) to nonprofit organizations. Likewise, nonprofits would like to attract such donated services because they rarely have staff qualified to perform those services. The pitfall is usually miscommunication, which leads to misunderstandings and unrealistic expectations that creates missed opportunities and frustrating experiences. This session is designed to help both those who want to donate professional services and those who want to work with volunteers. We'll provide a case study and provide tips to make your next project a win-win for all involved.

### Track 3: On the Horizon

## Building Community Engagement with Location-Based Services (LBS)

**Speakers:** Wayne Sutton, Business development/ marketing strategist for [TriOut](http://trioutnc.com) (<http://trioutnc.com>) and Partner of [OurHashtag](http://www.ourhashtag.com/) (<http://www.ourhashtag.com/>) with Lawrence Ingraham, Strategist, [TriOut](http://trioutnc.com) (<http://trioutnc.com>), and Gregg Morris, Sales Manager, [Gregg@TriOutNC.com](mailto:Gregg@TriOutNC.com) (<mailto:Gregg@TriOutNC.com>)

**Description:** Location-based services have been around for a while and are perfect tools to communicate with your customers and the community. The Building Community engagement with location-based services session will cover LBS platforms, case studies and ways the community can stay connected while checking in.

**3:45-4:00: Break**

## **4:00-5:00: Breakouts V**

### **Track 1: Tools**

#### **Facilitated Discussion: How To Think Like a Network**

**Discussion leader:** Ruby Sinreich

### **Track 2: Uses/Application**

#### **Facilitated Discussion: Finding and Working with Volunteers and Consultants**

**Description:** Keep the conversation going! This is your opportunity to connect and learn more about working with volunteers and consultants.

### **Track 3: On the Horizon**

#### **Facilitated Discussion: Building Community Engagement with Location-Based Services (LBS)**

**Speakers:** Wayne Sutton, Business development/ marketing strategist for [TriOut](http://trioutnc.com) (<http://trioutnc.com>) and Partner of [OurHashtag](http://www.ourhashtag.com/) (<http://www.ourhashtag.com/>) with Lawrence Ingraham, Strategist, [TriOut](http://trioutnc.com) (<http://trioutnc.com>), and Gregg Morris, Sales Manager, [Gregg@TriOutNC.com](mailto:Gregg@TriOutNC.com) (<mailto:Gregg@TriOutNC.com>)

**Description:** Keep the conversation going! Come ask your questions about LBS.

## **5:00-7:00: Reception**