

## Schedule of Events - TENTATIVE



*Note: Locate buildings by the corresponding number on the attached map.*

### Wednesday, July 31, 2019

Time	Event	Location
12:00 – 5:00 p.m.	<b>Check In</b> <i>Pick up packets &amp; event information.</i>	Espino Conference Center Foyer
12:00 – 5:00 p.m.	<b>Practice Your Pitch</b> <i>Meet with conference organizers to fine-tune your pitch and determine which funders to visit on Friday morning.</i>	Espino Conference Center Foyer
12:00 – 5:00 p.m.	<b>Lawyer Up!</b> <i>Bring your legal questions and visit with a lawyer from Texas C-Bar.</i>	Espino Conference Center Foyer
12:00 – 5:00 p.m.	<b>Ask a Geek</b> <i>Come prepared to visit one-on-one with an IT Professional about your organization's specific questions.</i>	Espino Conference Center Foyer
5:30 – 7:00 p.m.	<b>Welcome Reception</b>	Museum of the Big Bend
Dinner	<i>Explore dining options in Alpine or nearby communities on your own.</i>	Various – See suggested listing in your packet

### Thursday, August 1, 2019

Time	Event	Location
7:30 a.m. – Noon	<b>Late Check In</b> <i>Late arrivals pick up packets &amp; event information.</i>	Espino Conference Center Foyer
8:00 – 8:45 a.m.	<b>Breakfast</b> <i>Welcome and introductory remarks from the conference organizers.</i>	Espino Conference Center
9:00 – 12:00 noon 1:45 – 4:30 p.m.	<b>Practice Your Pitch</b> <i>Meet with conference organizers to fine-tune your pitch and determine which funders to visit on Friday morning.</i>	Espino Conference Center Foyer
9:00 – 12:00 noon 1:45 – 4:30 p.m.	<b>Lawyer Up!</b> <i>Bring your legal questions and visit with a lawyer from Texas C-Bar.</i>	Espino Conference Center Foyer
9:00 – 12 noon 1:45 – 4:30 p.m.	<b>Ask a Geek</b> <i>Come prepared to visit one-on-one with an IT Professional about your organization's specific questions.</i>	Espino Conference Center

#### Morning Breakout Sessions

Time	Workshop	Description	Speaker	Room
9:00 – 10:15	<i>Impact Speeches and Case Statements - Part 1</i>	The key to effective fundraising is making a compelling case for your organization. During this two-part	Carole Rylander, CFRE	TBD

		session, participants will gain a better understanding of impact speeches, making the case for support, and constituency mapping.		
	<i>Social Media: Risk and Rewards</i>	Social Media allows nonprofits to communicate with stakeholders in ways never imaged a few years ago! This session will provide valuable information and tools to take your social media to the next level while keeping your organization out of legal hot water.	Sharla Myers	TBD
	<i>Nonprofit Financials- the Basics</i>	This course is about the basics...what reports you need to be looking at, organizational budgeting versus program budgeting and an introduction to functional expenses.	Laurie Johnson	TBD
	<i>Byte-sized Updates to Reboot Your IT Security</i>	Every Cyber Security: Identifying, Understanding and Mitigating Threats	Gary Hires	TBD
10:30 – 11:45	<i>Impact Speeches and Case Statements - Part 2</i>	Continuation	Carole Rylander, CFRE	TBD
	<i>Creating a Development Plan</i>		Michelle Buchannan, CFRE	TBD
	<i>Wooing Hispanic Donors</i>	Nonprofits need to understand the cultural roots of informal philanthropy in the Latino community in order to engage and educate them in more formal and institutional philanthropy.	Victoria Diggs	TBD
	<i>Outcome Measures: the Basics</i>		Alice Freidline	TBD

**Thursday, August 1, 2019 continued**

Time	Event	Location		
12:15 – 1:30 p.m.	<b>Lunch</b> <i>2019 State Legislative Update</i> Jason Sabo, Principal, Frontera Strategies, Austin, Texas	Espino Conference Center		
<b>Afternoon Breakout Sessions</b>				
Time	Workshop	Description	Speaker	Room
1:45 – 3:00	<i>Planning for Major Gift Campaigns</i>		Michelle Buchannan, CFRE	TBD
	<i>Keeping Your Fundraising Legal</i>	Gain an better understanding of fundraising practices that are product	Susan Staricka	TBD

		and legal such as online solicitation, projects and capital campaigns, making sure that you are correctly representing restricted and unrestricted gifts.		
	<i>Wooing Hispanic Donors</i>	Nonprofits need to understand the cultural roots of informal philanthropy in the Latino community in order to engage and educate them in more formal and institutional philanthropy.	Victoria Diggs	TBD
	<i>Outcome Measures: the Basics</i>		Alice Freidline	TBD
3:15 – 4:30	<i>Social Media: Risk and Rewards</i>	Social Media allows nonprofits to communicate with stakeholders in ways never imaged a few years ago! This session will provide valuable information and tools to take your social media to the next level while keeping your organization out of legal hot water.	Sharla Myers	TBD
	<i>Keeping Your Fundraising Legal</i>	Gain an better understanding of fundraising practices that are product and legal such as online solicitation, projects and capital campaigns, making sure that you are correctly representing restricted and unrestricted gifts.	Susan Staricka	TBD
	<i>The Delicate Dance: The Roles of the Board and the ED</i>	Understanding the roles of the board and ED is necessary, how you perform this delicate dance can make, or break, your organization.	Laurie Johnson & Javier Loera	TBD
	<i>Advocating for Your Nonprofit</i>	What can a nonprofit do legally to be an advocate for the organization? This session will provide participants with the information and tools they need to effectively advocate at the local, state and national level.	Jason Sabo	TBD
<b>Time</b>	<b>Event</b>		<b>Location</b>	
4:30 – 6:30 p.m.	<b>Break</b>			
6:30 – 9:00 p.m.	<b>Dinner</b> <i>Join us for some of West Texas' finest BBQ and music!</i>		Alpine	

## Friday, August 2, 2019

Time	Event	Location
7:30 – 8:45 a.m.	<b>Breakfast</b> <i>Introductory Remarks and Instructions</i>	Espino Conference Center
9:00 – 11:45 a.m.	<b>Funder Roundtable Sessions</b> <i>Funders will be seated at tables in the ballroom. Each session will be about 25 minutes long, followed by a short</i>	Espino Conference Center

	<i>interval to enable nonprofits to move to a different table. There will be five rotations over the course of the morning.</i>	
11:45 a.m.	<b>Conference Adjournment</b>	
11:45 a.m.	<b>Adjourn and Lunch at one of Alpine's Food Trucks!</b> <i>Each registrant receives a \$10.00 voucher to be used at Alpine food trucks.</i>	Various Food Trucks near downtown Alpine! See your packet for map and addresses!

Download presentations and funder profiles at [www.wtxrpd.org](http://www.wtxrpd.org).

Sul Ross WiFi password: lobosrojos