

Schedule of Events -

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



Wednesday, July 31, 2019

Time	Event	Location
12:00 – 5:00 p.m.	Check In <i>Pick up packets & event information.</i>	Espino Conference Center Foyer
12:00 – 5:00 p.m.	Practice Your Pitch <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.	Lawyer Up! <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.	Ask a Geek <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.	Welcome Reception	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	Late Check In <i>Late arrivals pick up packets & event information.</i>	Espino Conference Center Foyer
8:00 – 8:45 a.m.	Breakfast <i>Welcome and introductory remarks from the conference organizers.</i>	Espino Conference Center
9:00 – 12:00 noon 1:45 – 4:30 p.m.	Practice Your Pitch <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.	Lawyer Up! <i>Bring your legal questions and visit with a lawyer from Texas C-Bar.</i>	Espino Conference Center Foyer
1:45 – 4:30 p.m.	Ask a Geek <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	MAB 206

		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	BAB 304
	<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	BAB 317
	<i>Byte-sized Updates to Reboot Your IT Security</i>	Cyber Security: Identifying, Understanding and Mitigating Threats	Gary Hires	LH 300
10:30 – 11:45	<i>Impact Speeches and Case Statements - Part 2</i>	Continuation	Carole Rylander, CFRE	MAB 206
	<i>Creating a Development Plan</i>	Control your destiny: create a fundraising plan that supports the strategic direction of your organization.	Michelle Buchanan, CFRE	LH 300
	<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	BAB 304
	<i>Outcome Measures: What Funders Are Looking For</i>	People want to invest in programs that make a difference! This session will review outcome measurement basics and how to show funders that your programs are a sound investment in bringing about change in your community.	Alice Freidline	BAB 317

Thursday, August 1, 2019 continued

Time	Event	Location		
12:15 – 1:30 p.m.	Lunch <i>2019 State Legislative Update</i> <i>Jason Sabo, Principal, Frontera Strategies, Austin, Texas</i>	Espino Conference Center		
Afternoon Breakout Sessions				
Time	Workshop	Description	Speaker	Room

1:45 – 3:00	<i>Planning for Major Gift Campaigns</i>	Learn the nuts and bolts of effective campaigns and how you energize your leadership and donors to engage at the highest level.	Michelle Buchanan, CFRE	MAB 101
	<i>Keeping Your Fundraising Legal</i>	Gain a better understanding of how the law impacts your fundraising practices, such as online solicitation, state registration, capital campaigns/ projects, fundraising literature and use of restricted gifts.	Susan Staricka	MAB 206
	<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	BAB 304
	<i>Outcome Measures: What Funders Are Looking For</i>	People want to invest in programs that make a difference! This session will review outcome measurement basics and how to show funders that your programs are a sound investment in bringing about change in your community.	Alice Freidline	BAB 317
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	BAB 304
	<i>Keeping Your Fundraising Legal</i>	Gain a better understanding of how the law impacts your fundraising practices, such as online solicitation, state registration, capital campaigns/ projects, fundraising literature and use of restricted gifts..	Susan Staricka	MAB 206
	<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	BAB 317
	<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	MAB 101
Time	Event		Location	
4:30 – 6:30 p.m.	Break			
6:30 – 9:00 p.m.	SPICEWOOD		Alpine	

	<i>Join us for some of West Texas' finest BBQ and music by Jim Hall and the Last Call Band!</i>	
--	-------------------------------------------------------------------------------------------------	--

Friday, August 2, 2019

Time	Event	Location
7:30 – 8:45 a.m.	Breakfast <i>Introductory Remarks and Instructions</i>	Espino Conference Center
9:00 – 11:45 a.m.	Funder Roundtable Sessions <i>Funders will be seated at tables in the ballroom. Each session will be about 25 minutes long, followed by a short interval to enable nonprofits to move to a different table. There will be five rotations over the course of the morning.</i>	Espino Conference Center
11:45 a.m.	Conference Adjournment	
11:45 a.m.	Adjourn and Lunch at one of Alpine's Food Trucks! <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.
Sul Ross WiFi password: lobosrojos