



NANOETM

National Association of Nonprofit Organizations & Executives

2017 BOARD OF GOVERNORS & CONVENTION & EXPO PROGRAM GUIDE



**DAN
PALLOTTA**



**JIMMY
LAROSE**



**HONNIE
KORNGOLD**



**KATHLEEN
ROBINSON**

IMPORTANT NEWS FOR LEADERS WHO DON'T GO TO CONFERENCES ANY MORE

You've been nominated to the prestigious Board of Governors of the National Association of Nonprofit Organizations and Executives!

Are you the type of executive who doesn't go to conferences & seminars anymore? You figured out long ago that wasting valuable time on worn-out re-treaded workshop topics wasn't for you. Or maybe you remember the time you were sitting in a keynote address and realized you should be the one presenting because you knew more about the topic than the special speaker?

The National Association of Nonprofit Organizations & Executives has good news for professionals who are ready for a continuing education challenge worthy of their tenure and experience.

There's an event coming in 2017 where the "answers" everyone's seeking won't come from presenters on a stage but rather...

...they'll come from leaders just like you!

You've been nominated to the prestigious Board of Governors of the National Association of Nonprofit Organizations and Executives and will be honored along with your fellow Governors March 7-8, 2017 in Columbia, SC at annual convention. This 2-day caucus is critical to charity's future and will rely on your expertise to refine, improve, strengthen and distribute a new set of guidelines that super-charge nonprofit capacity-building.

As you know, "Charity" has been paralyzed by a set of failed "best practices" that turned the Non-Profit Sector into a Non-Growth Sector decades ago. Present day systems were established in the late 1950's by industry associations that knowingly persist in methodologies detrimental to the general public. In response, the National Association of Nonprofit Organizations & Executives formed a working group of thought-leaders (renowned practitioners, volunteers, academicians and philanthropists from arou) to research and develop a new set of capacity-building "competencies" that empower nonprofits in ways previously thought to be impossible. This esteemed group has completed phase one of their important work and are ready to make an initial submission to you for evaluation.

You're invited to be the first to review, react and respond to these transformational practices during a 2-day interactive presentation.

Ultimately, your interpretation of this quantitative study combined with your qualitative contribution will be the basis for NANO E's *New Guidelines for Tomorrow's Nonprofit* to be published by fall of 2017. Your professional contribution will be publicly credited to this project as together we ensure the health and future of the charitable sector.

Congratulations! We look forward to spending time with you over the next weeks and months.

YOU'VE BEEN NOMINATED TO NANO E'S BOARD OF GOVERNORS

People who are crazy enough to believe that they can change the world are the ones who do!

NANO E'S Nominations Committee will seat a 2017 Board of Governors comprised of industry professionals to establish, organize and confirm a new set of governing guidelines that super-charge nonprofit capacity-building.

(Please see NANO E's *New Guidelines for Tomorrow's Nonprofit*.)

Governors will review, expand and/or redact these key practices during annual convention March 2017 in Columbia, SC and will emerge with a new set of competencies that increase sector impact.

► NOMINATIONS COMMITTEE:

CHAIR - CHARLOTTE LUNSFORD BERRY:

For over six decades, Charlotte Berry has championed the displaced, disenfranchised and disaffected peoples of our Nation and world. Her personal giving and service to the national boards of the United Way of America, the American Red Cross, National Development Institute, Women in Philanthropy (to name only a few) have earned her the title "America's Volunteer" which she uses to inspire others to greater personal service to important causes and people in need.



CO-CHAIR - KATHLEEN WILSON ROBINSON:

Recognized by National Development Institute "as one of the most important charitable thought-leaders of the modern era." Kathy Robinson, is our Nation's leading expert in 501(c)3 sector development and has testified before the U.S. Congress, the United Nations and consults with governments, private sector and NGOs in 151 countries. Her command of the history and formation of the charitable sector is the basis for NANO E's credentialing program which she coordinates.



Please note that the 2017 Board of Governors is a working group only and is not a Board of Directors.

Your name was submitted to the Nominations Committee because you spend your vocational or volunteer time as a...

...**STAFF MEMBER, SENIOR EXECUTIVE OR CONSULTANT** at a for-profit company that provides products or services to charitable organizations.

...**STAFF MEMBER, SENIOR EXECUTIVE OR CONSULTANT** at a government agency that serves the human welfare, education, healthcare, arts, animals, environmental and/or public benefit sectors.

...**STAFF MEMBER, SENIOR EXECUTIVE OR BOARD MEMBER** at a foundation or corporation that makes gifts or grants to charitable organizations.

...**STAFF MEMBER, SENIOR EXECUTIVE OR CONSULTANT, DONOR, VOLUNTEER OR BOARD MEMBER** at a non-profit organization that serves the human welfare, education, healthcare, arts, animals, environmental and/or public benefit sectors.

NANO's 2017 Board of Governors will be tasked with performing a comprehensive review of *New Guidelines for Tomorrow's Nonprofit*. This assignment will require contributions from a wide-array of industry professionals from all stations within the public, private and charitable sectors. Vendors, CEOs, staff members, administrators, donors, board members and clergy who work or volunteer in the human welfare, education, healthcare, arts, animals, environmental and/or public benefit sectors have been nominated.



GOVERNORS' CHALLENGE:

YOU ARE INVITED TO PARTICIPATE IN FIVE MEANINGFUL WAYS:

- 1 **READ & REVIEW** – You're invited to read and review *New Guidelines for Tomorrow's Nonprofit* by month's end September 2016 (complimentary 1st edition is available online now.)
- 2 **HALF-DAY TELECONFERENCE** - You and your fellow governors are invited to participate in a three-hour teleconference beginning at **1:30pm October 13, 2016** to prepare for convention.
- 3 **CONVENTION WORKGROUPS** – You will be provided a continuing education challenge worthy of your tenure led by best practice experts March 7-8, 2017 where you will process NANO's Guidelines.
- 4 **ONLINE VOTING** – Post convention your work will be incorporated into NANO's New Guidelines and re-submitted to you for final review and vote via online ballot.
- 5 **NANO MEMBERSHIP** – You are invited to activate your governorship by joining the National Association of Nonprofit Organizations & Executives as a member in good standing.

GOVERNORS' RECOGNITION:

IN GRATITUDE FOR YOUR SERVICE YOU WILL RECEIVE:

- 1 **GOVERNORS SERVICE AWARD** - You will be the recipient of *NANO's 2017 Board of Governors Service Award* and are encouraged to reference this achievement in your curricula vitae.
- 2 **GUIDELINES PUBLISHING CREDIT** - You will be publicly recognized with a publishing credit in the final printed guidelines to be distributed to over 700 networks and associations.
- 3 **PAID CREDENTIALING FEES** - Your NANO Credentialing Candidate's Fees (\$98, \$148, \$198) for CNE, CDE & CNC credentials are waived as a thank you for your service.
- 4 **DISCOUNT CONVENTION PASS** - 2-Day Convention & Expo Access Pass will be made available to you for \$198 (50% discount.) Member rate is \$398 non-member is rate \$498.
- 5 **CONVENTION HONORS** – You will be issued a Governor's Medallion to be worn prominently during convention and will receive VIP treatment and rewards in gratitude for your service.

KEYNOTE ADDRESSES | **DAY 1**

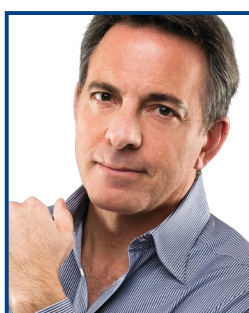


JIMMY LAROSE
RE-IMAGINING PHILANTHROPY
Charity Needs Your Mind More Than Your Money

PRESIDENT & CEO, NATIONAL DEVELOPMENT INSTITUTE

▶ **KEYNOTE ADDRESS - DAY ONE - 9:30AM**

Jimmy is the author of *RE-IMAGINING PHILANTHROPY: Charities Need Your Mind More Than Your Money*. Inside Philanthropy writes, “Jimmy LaRose appears to be the much needed, long overdue positive “disruption” that the nonprofit sector so desperately needs.” His message that money is more important than mission (and donors are more important than people or causes) has resonated with policy institute scholars, social activists, doctoral students, business leaders, think tanks, and NGO executives around the globe. He is the founding Chairman of National Development Institute.



DAN PALLOTTA
CHARITY CASE
How the Nonprofit Community Can Stand-Up for Itself and Change the World

PRESIDENT & CEO, ADVERTISING FOR HUMANITY

▶ **KEYNOTE ADDRESS - DAY ONE - 10:45AM**

Dan is the author of *Uncharitable: How Restraints on Nonprofits Undermine Their Potential*, the best-selling title in the history of Tufts University Press. The Stanford Social Innovation Review wrote that it, “deserves to become the nonprofit sector’s new manifesto.” It ignited a national conversation that has been credited with changing the way we think about charity. His iconic TED Talk has been viewed more than 4 million times. His newest book is *Charity Case: How the Nonprofit Community Can Stand Up for Itself and Really Change the World* has been described by Robert F. Kennedy, Jr. as “An Apollo program for American philanthropy and the nonprofit sector”

KEYNOTE ADDRESSES | **DAY 2**



HONNIE KORNGOLD
BROKEN FOR GOOD
The Way Charity Works in the United States of America

PRESIDENT & CEO, CINEVANTAGE PRODUCTIONS

▶ **KEYNOTE ADDRESS - DAY TWO - 9:30AM**

Honnie Korngold is CEO of CineVantage Productions in Hollywood California and is the Award-Winning Producer of the new documentary film *Broken for Good: How Charity Works in the United States of America*. Hailed as both provocative and uplifting Broken for Good uses an “emperor has no clothes” approach to confront the “crazy-making” that’s paralyzed the charitable sector for the past fifty years. Relying on humor and vivid story-telling, this film takes viewers on a wild ride into the upside down world of nonprofit management by “challenging the existing order of things.” It challenges volunteers and philanthropists to solve global problems by transforming the nonprofits in whom they invest.



KATHLEEN ROBINSON
NONPROFIT ORIGINS & EVOLUTION
How the Nonprofit Sector Became a Non-Growth Sector

CREDENTIALING COORDINATOR, NANO

▶ **KEYNOTE ADDRESS - DAY TWO - 10:45AM**

Kathy is the author of *Origins & Evolution of Nonprofit Function: How the Nonprofit Sector Became a Non-Growth Sector*. Recognized by National Development Institute “as one of the most important charitable thought-leaders of the modern era.” Dr. Robinson, as our Nation’s leading expert in 501(c)3 sector development, has consulted with NGOs in 151 countries and testified numerous times before both the U.S. Congress and the United Nations. Her command of the history and formation of the charitable sector is the basis for NANO’s credentialing program which she coordinates.

GOVERNORS' WORKGROUPS

"If you want to go fast, go alone. If you want to go far, go together."

GOVERNORS...PLEASE CHOOSE YOUR TOP THREE!

WORKGROUPS DAY 1 | MARCH 7TH

- 1 **WG1 SUSTAINABILITY THROUGH RECIPROCITY.....MARCH 7 - 1:00PM**
Reciprocity is the key to sustainable connections. What changes must occur within nonprofit leadership and administrative practice so that the organization's social, human, and economic capital flourishes through new and expanded relationships?
- 2 **WG2 RE-PURPOSING LEADERSHIP ROLES.....MARCH 7 - 1:00PM**
How must relationships among the CEO, board, donors and for-profit business partners be re-purposed and re-defined? With whom does true decision-making power reside? What does a board and its member's do and not do?
- 3 **WG3 CHIEF EXECUTIVE OFFICER CENTRICITY.....MARCH 7 - 1:00PM**
Strong CEOs lead people to build and maintain effective organizational and operational capacity. What changes are required to further empower chief executive officers? What boundaries must be set with board members, staff, donors and the public.
- 4 **WG4 REWRITING STATEMENTS OF MISSION.....MARCH 7 - 3:00PM**
Mission is re-defined to highlight two primary customer sets: customers related to cause and customers related to building capacity. How are customer's goals reflected in an organizational mission statement?
- 5 **WG5 DONOR-DRIVEN CAPACITY BUILDING.....MARCH 7 - 3:00PM**
What reciprocal partnerships must be established between donors, foundations and corporations to build a high performing organization. What systems should be put in place that realizes partners' passions related to mission, cause and desired involvements?
- 6 **WG6 PRIORITIZING INCOME OVER PROGRAM.....MARCH 7 - 3:00PM**
Priority must be given to sustainable revenue generation developed from multiple income streams. What tasks should CEOs undertake to improve cash-flow and organizational health? What programs should be de-funded and re-directed to build capacity?

PURPOSE & OBJECTIVE:

NANO's Board of Governors will codify for the public a new set of governing practices that empower nonprofits to build capacity. Each working group will be led by a best-practice expert who will facilitate the review and reaction by NANO's Governors to the current submission of guidelines in their present form. Governors will contribute to the development of each guideline providing recommendations to refine, improve, and strengthen new policies that improve nonprofit function.

WORKGROUPS DAY 2 | MARCH 8TH

- 7 **WG7 VENTURE CAPITAL INVESTMENT.....MARCH 8 - 10:45AM**
Investment money is raised from financial partners to build the enterprise and is then reported separately. These monies are not derived from taking risks or strategic shifts but is given based on evidence of what already exists and its outcomes. Where will it come from?
- 8 **WG8 INCREASING ADMINISTRATIVE OVERHEAD.....MARCH 8 - 10:45AM**
Leaders identify and communicate administrative costs as investments needed to grow the organization. How should monies be spent to expand mission? How should these investments be messaged to donors and the public?
- 9 **WG9 SOCIAL ENTERPRISE PARTNERSHIPS.....MARCH 8 - 10:45AM**
Nonprofit leaders join with those in the social enterprise movement to create unconventional ways to earn income. What type of administrative time should strong CEOs invest in new ideas regarding revenue generation, capital development, and valuation?
- 10 **WG10 EXECUTIVE LEADERSHIP FUNDRAISING.....MARCH 8 - 1:00PM**
The CEO leads the fundraising process, is knowledgeable about philanthropy, and able to sustain a development program. What fundraising pre-requisites must CEOs possess? How does fundraising re-define CEO workflow?
- 11 **WG11 INNOVATION, RESEARCH & EVALUATION.....MARCH 8 - 1:00PM**
High performing nonprofits invest in innovation. They evaluate their operations producing data as a basis to test new ideas. What organization-wide exercises could be engaged in to foster creativity? What research measures should be instituted?
- 12 **WG12 NEW GUIDELINES VS. BEST PRACTICES.....MARCH 8 - 1:00PM**
NANO's guidelines are meant to be a beginning point for further development, not the last word. However, what "guidelines" may eligible for the designation "Best Practice" and should be considered by Governors for codification?
- 13 **WG13 GUIDELINES TO BE DETERMINED.....MARCH 8 - 1:00PM**
NANO's initial set of guidelines are a work in progress and are by no means complete. What new guidelines are yet to be processed by the working group? What important issues remain unaddressed and should be submitted for consideration?

AT-A-GLANCE AGENDA

DAY 1
MARCH 7TH

Registration Opens	MAIN HALL	7:30AM
Enterprise Partners Breakfast Reception	EXPOSITION HALL	8:00AM
Convention Convenes	PLENARY HALL	9:00AM
Jimmy LaRose	PLENARY HALL	9:30AM
NETWORKING BREAK	EXPOSITION HALL	10:30AM
Dan Pallotta	PLENARY HALL	10:45AM
Enterprise Partners Lunch Reception	EXPOSITION HALL	12:00PM
Governors' Workgroups	PLENARY HALL	1:00PM
NETWORKING BREAK	EXPOSITION HALL	2:30PM
Governors' Workgroups	PLENARY HALL	3:00PM
Exposition Hall Extravaganza	EXPOSITION HALL	4:30PM
ADJOURN DAY ONE		5:30PM

AT-A-GLANCE AGENDA

DAY 2
MARCH 8TH

Registration Re-Opens	MAIN HALL	7:30AM
Enterprise Partners Breakfast Reception	EXPOSITION HALL	8:00AM
Convention Re-Convenes	PLENARY HALL	9:00AM
Honnie Korngold	PLENARY HALL	9:30AM
NETWORKING BREAK	EXPOSITION HALL	10:30AM
Kathleen Robinson	PLENARY HALL	10:45AM
2017 NANO E Awards Luncheon	EXPOSITION HALL	12:00PM
Governors' Workgroups	PLENARY HALL	1:00PM
NETWORKING BREAK	EXPOSITION HALL	2:00PM
2017 Board of Governors' Vote	PLENARY HALL	1:00PM
Exposition Hall Extravaganza	EXPOSITION HALL	3:30PM
ADJOURN DAY TWO		

GOVERNOR HALEY WELCOMES YOU

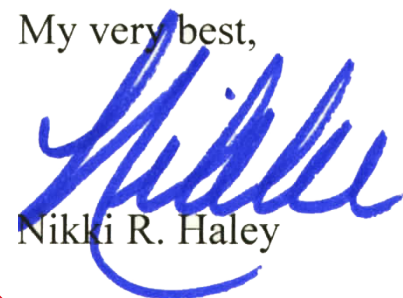
State of South Carolina
Office of the Governor



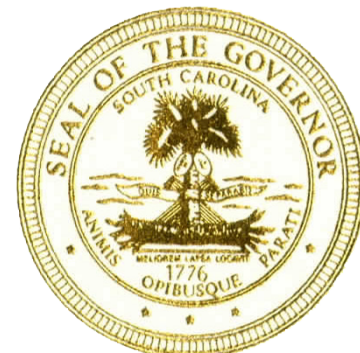
On behalf of the people of South Carolina I welcome you to Columbia for NANO's 2017 Capacity Building Convention and Expo. Nonprofits play a vital role in communities throughout the nation, addressing the unmet needs of the people they serve. On March 7-8, 2017 you will receive a wealth of information designed to help you maximize your effectiveness as leaders in building your organization's capacity for growth.

Michael and I wish you the best for a successful convention and expo. We hope you have a chance to enjoy the natural beauty, warm hospitality, and world-class attractions for which our state is known and that you will visit again soon. God bless.

My very best,



Nikki R. Haley



Conference events held in New York, Los Angeles or Chicago ARE OUTRAGEOUSLY EXPENSIVE! Columbia South Carolina is a bustling, accessible capital city WE CAN ALL AFFORD TO VISIT! From the downtown scene brimming with exciting shopping, dining and nightlife options, to the many serene outdoor locales, Columbia will serve as a stunning backdrop for NANO's 2017 Convention & Expo.

Want affordability with class? Check out the room rates at the full service Hilton & Hampton Inns only walking distance from the convention center. MAKE SURE YOU ASK FOR THE NANO RATE!

NANO ROOM RATE NEGOTIATED AT HILTON COLUMBIA.....**\$162**

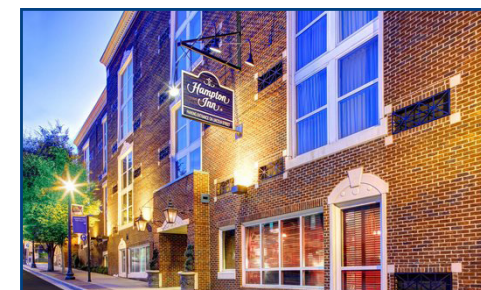


📍 924 Senate Street, Columbia, SC 29201

☎ 803-744-7800

🚶 2-Minute Walk to Convention Center

NANO ROOM RATE NEGOTIATED AT HAMPTON INN.....**\$149**



📍 822 Gervais St, Columbia, SC 29201

☎ 803-231-2000

🚶 3-Minute Walk to Convention Center

MEMBERSHIP LEVEL

- PRACTITIONER**.....\$100/YEAR
SINGLE MEMBERSHIP
- ORGANIZATION**.....\$200/YEAR
TWO MEMBERSHIPS
- ENTERPRISE**.....\$300/YEAR
THREE MEMBERSHIPS

2-DAY CONVENTION & EXPO EVENT PASS
INCLUDES 4 KEYNOTE ADDRESSES AND ALL GOVERNORS' WORKGROUPS

- GOVERNORS PASS**.....\$198
- MEMBERS PASS**.....\$298
- NON-MEMBERS PASS**.....\$398

**DO YOU HAVE MORE THAN 1 GOVERNOR
COMING FROM YOUR ORGANIZATION?**
CALL (800) 257-6670 FOR GROUP DISCOUNT PRICING



National Association of Nonprofit Organizations & Executives
METROPOLITAN CONVENTION CENTER
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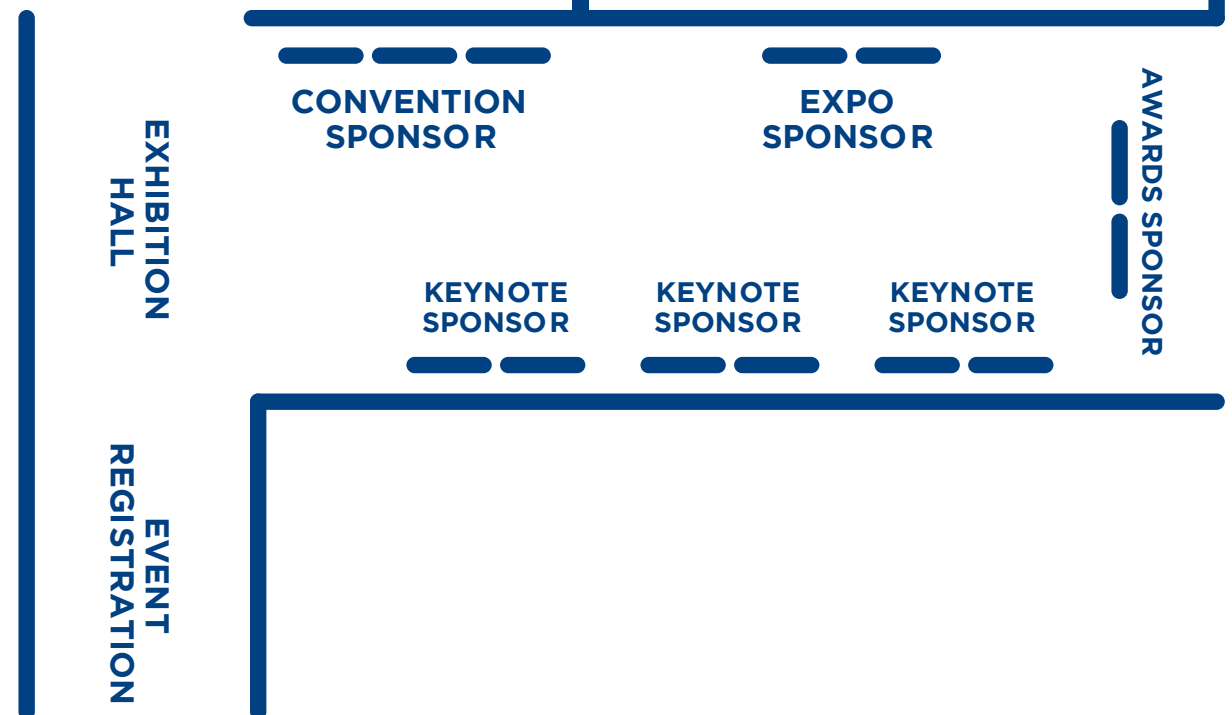


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COLUMBIA, SC 29201



**PLENARY SESSIONS
& WORKGROUP HALL**

SIGNATURE
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