

Special Note: Food Drive for Area Food Banks—please bring canned foods!

COURSE DESCRIPTIONS

Morning Keynote Speaker

Jane Gilbert, Founder, Dream in Green, “Sustainable Practices for your Non Profit” Jane Gilbert is a non-profit and environmental consultant. Ms. Gilbert most recently served as the founding Executive Director of Dream in Green, a Florida based nonprofit dedicated to mitigating climate change and promoting environmental sustainability. As a consultant, Ms. Gilbert has assisted nonprofit clients with strategic planning, program design, and board development. Among her nonprofit clients are Florida Philanthropic Initiative, Dade Community Foundation, Center on Nonprofit Effectiveness, South Florida National Parks Trust, and The Education Fund. Ms. Gilbert began her career working as an environmental management consultant to public and corporate clients. Jane hold a Master’s in Public Administration from the John F. Kennedy School of Government at Harvard University and a B.A. in environmental science from Barnard College, Columbia University.

Environmental Panel

Join industry leaders as they discuss best practices for their respective employers and communities. Panelists include: Laura Comer, Pollution Prevention Coordinator, Department of Environmental Protection; Keith Howard, Deputy Director, Lee County Solid Waste; Katja Kunz, Sales Manager, Pink Shell Resort and Spa; and Kathleen Taylor, Public Relations Coordinator, LCEC.

Breakout Sessions

1) ABC’s of Planned Giving (Part I and II); Craig Folk, CPA, Miller, Helms and Folk, Scott White, Scott White Advisors
Do you need help with a planned giving program for your agency? If so, this workshop will help you understand the concepts of planned giving and ways that your organization can offer planned giving opportunities to donors.

*Please note: this is a two-part session. When you sign up, you will be expected to attend both the morning and afternoon session.

2) Speaking of Money, Mike Sullivan, Development Director, ECHO

“Speaking of Money” is a must-see presentation for board members of your non-profit organization. In this session, attendees will view the “Speaking of Money” video presentation and Mike will discuss practical examples of fundraising and leadership methods that work. This workshop is not for the faint-hearted: it focuses on the responsibilities of a board member, especially as they relate to fundraising. It is highly recommended that board members attend this presentation.

3) Grant Writing for Private Foundations and Corporations (Part I and II) Shelley Robertson, Robertson Consulting Group, Inc.

Grants are a solid source of funding for nonprofits. This seminar covers the steps you need to write grants to private foundations and corporations. Government grants will NOT be covered. Help your agency find the goldmine of support.

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4) Non-Event Fundraising, Susan Bennett, Susan Bennett Marketing and Media, Ever wonder if your agency can host yet *another event*? Are your donors weary of spending countless dollars on black-tie event attire (and wondering if they are making a difference)? Attendees of this workshop will learn about “non-event fundraising”: how to scale down current events and invent a new ways to educate donors about giving.

AFTERNOON KEYNOTE

Greta Schulz, Proactive Training, “Relationship Based Fundraising” Greta Schulz is the President and CEO of ProActive Training & Consulting. She has been involved in sales, sales management, marketing, and training for over twenty years. She is a columnist in many business publications around the country and a contributing author of “Masters of Sales” published in August 2007. Greta is presently writing her own book titled “Sell Naked”, a conglomeration of stories and tips in the world of sales. Greta is president of the non-profit Connor Moran Children’s Cancer Foundation Board of Directors. She has also recently been elected to The Gulfstream Goodwill Board as a foundation member.

ProActive Training currently works with a broad spectra of clients, ranging everywhere from individual entrepreneurs, small family owned and operated businesses, to large national corporations. Some companies they have worked with include The Palm Beach Post, Amcomp Assurance Corporation, AFLAC, Tropical Shipping, Channel 25, Engle Homes and several Business Journals around the country just to name a few.