



## ***Serving Nonprofits. Strengthening West Virginia.***

- Session 1:
- a. Gift Acceptance Policies & Best Practices
  - b. Leadership is Action, Not Position
  - c. "Are We There Yet?"
  - d. Developing Effective Nonprofit Marketing Plans
- Session 2:
- a. The Essence of Sponsorship
  - b. I Alone Cannot Change the World
  - c. Nothing About Us Without Us
  - d. "Live at 6!" Press Relations & Best Tips
- Session 3:
- a. Building a Diversified Funding Plan/Sustainability
  - b. Staffing in Lean Market
  - c. Turning One Date into a Long-Term Relationship
  - d. The Essence of Getting Their Attention

### **Learning Lab Tracks**

- a = Fund Development/Fundraising
- b= Leadership & Governance
- c= Programming
- d = Marketing & Communications