

All New!

Story Slam/Coaching Jam: Explore the art of storytelling in a new, exciting way! You'll have five minutes to tell a story about your organization. Get immediate feedback on what works well and how to make it more engaging.

Walk 'n' Learn: Go for a short walk with a colleague and examine a topic of mutual interest. Enjoy this refreshing approach!

20th Anniversary Bash: Join us as we celebrate the Center's 20 years of serving and uniting North Carolina's nonprofit sector!

Back by Popular Demand

Lunch with Grantmakers: Enjoy informal conversations at tables hosted by foundation, business, and government leaders. Arrive early Thursday a.m. to reserve your seat.

Forums for Executive Directors/CEOs and for Founders: Discuss your own top issues in these confidential sessions. Facilitated by Center president Jane Kendall.

2012 Nonprofit Sector Stewardship Awards: Hear stories of nonprofits' amazing creativity and resourcefulness.

Different Ways to Learn and Connect

Free Consultants: Talk individually with experienced consultants and nonprofit leaders about issues in your daily work. First-come, first-served. Expert advice – and it's free!

Dozens of Workshops: Sharpen your skills! For all experience levels – fundraising, boards, staff issues, technology, communications, finances, collaboration, advocacy, and more.

Full-Day Workshops: Delve into planning for the unexpected, engaging donors through social media, racial equity issues, or new laws governing nonprofits.

Create Your Own Session: Choose your topic, share your ideas, and learn how others are thinking.

Be a Coach and or Get a Coach: Enjoy coaching by an experienced nonprofit professional, or share your expertise as a coach. Sign up at www.ncnonprofits.org/conference/coaches.

Extra Credit: Earn credit for the Duke Certificate in Nonprofit Management. See www.ncnonprofits.org/conference/credit.



"This is the conference by which I measure all others."

Ron Katz, United Way of Asheville and Buncombe County



N.C. Center for Nonprofits

Celebrating 20 years of serving and uniting North Carolina's nonprofits
1110 Navaho Drive, Suite 200, Raleigh, NC 27609-7322
www.ncnonprofits.org • 919-790-1555 • fax 919-790-5307

Transforming Times

2012 Statewide Conference for N.C.'s Nonprofit Sector

September 13-14



"One of the best conferences I've ever attended. It has training on every aspect of nonprofit management, and I made great connections."

Lillian Jones, Eagle's Wings Food Pantry, Washington

Nonprofit Org.
U.S. Postage
PAID
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Raleigh, N.C.

Please share with: All staff All board Volunteers
 Young people Anyone interested in nonprofits!



Transforming Times

The 2012 Statewide Conference for North Carolina's Nonprofit Sector

September 13-14
Research Triangle Park



From the Industrial to the Collaborative Era: Nonprofits Front and Center

Jeremy Rifkin, author of *The Third Industrial Revolution: How Lateral Power is Transforming Energy, The Economy, and The World*, and Founder and President, The Foundation on Economic Trends

This is your rare chance to learn directly from Jeremy Rifkin, the internationally renowned author of *The Third Industrial Revolution*. This stunning book explores how the Internet, green energy, and processes such as 3-D printing are converging to move us into a sustainable era of distributed capitalism. He predicts that the nonprofit sector will play a growing role in this new era.



Jeremy spoke at our 1997 conference just after publishing his legendary *The End of Work*. Now, 15 years later, folks are still talking about his accurate prediction of the current changes on the nature of work and globalization.

You will remember his compelling, but hopeful message for years to come. You don't want to miss this.

"The best conference for all nonprofits regardless of size, mission, or location."

Patsy Burkins, First Baptist Church
West Community Services Association, Charlotte

Candidates for Governor Talk with Nonprofits

Our Governor must recognize nonprofits' value as partners with state government to enhance the quality of life for all North Carolinians and the nonprofit sector's role as an economic engine. With the 2012 election fast approaching, we'll hear directly from the gubernatorial candidates about their visions on issues that affect your nonprofit.

20th Anniversary — The N.C. Center Bash

Help us celebrate the Center's 20th Anniversary! We've been supporting and uniting North Carolina nonprofits since 1992. We thank our Founding and Charter Members for believing in us early, and the foundations and corporations that invest in a strong and healthy nonprofit sector. Join us for a special reception to honor the united accomplishments of North Carolina's **amazing, terrific, and not-to-be-stopped nonprofit sector!**



Deeper Knowledge Workshops

2012 Legal Update: Better Safe Than Sorry

David Heinen, Director of Public Policy and Advocacy, N.C. Center for Nonprofits

Catch up on the federal and state laws and regulations your nonprofit must follow. How do you keep your federal and state tax exemptions? Do you need a charitable solicitation license? What are your board's fiduciary duties? What's the legal way to solicit and acknowledge donations? What IRS forms must you file? When do you need to pay unrelated business income tax? Do your human resources practices meet the Fair Labor Standards Act requirements? We'll address these issues and more, and you'll have a chance to ask all your questions.

Expect the Unexpected:

Prepare for the Worst and Hope for the Best

Jennifer Chandler, VP, National Council of Nonprofits

Never will *that* happen to my nonprofit! But bad things do happen. What if a volunteer is injured while serving a client? What's your public message if a long-time, trusted employee commits fraud? How do you protect against rogue communications on Facebook or Twitter? What if a natural disaster hits right before your event? What about identity theft of client records? With "risk-savvy" policies and planned-in-advance procedures, these don't have to be disastrous.

Racial Equity: A Path to Community Change

Gita Gulati-Partee, Founder and Chief Strategist, and Marisol Jiménez McGee, Racial Equity Initiative Director, OpenSource Leadership Strategies

As we work to improve communities, we encounter the results of structural racism. This interactive session will give you a variety of tools to understand structural racism, power, and privilege, and how a racial equity framework can help strengthen community change efforts. **Sponsored by the Z. Smith Reynolds Foundation**

Social Media: Your On-Ramp to Future Fundraising

Kivi Leroux Miller, President, Nonprofit Marketing Guide

You've probably been cautioned to avoid using social media as a fundraising tool and to focus instead on donor "engagement" – which will someday lead to fundraising opportunities. But when? What about all of those nonprofits using social media to raise money right now? Create a social media strategy that does both. Learn to focus on project-specific, short-term, peer-to-peer fundraising campaigns, while using the same tools to build trust and influence with donors who'll likely make significant online or direct mail gifts later.

Conference Schedule

Learn the latest, challenge your ideas, imagine new possibilities, connect with old friends, and make new ones! Register for the Full Conference for the best value.

Wednesday, September 12

4:00-6:00 Early registration (*pre-paid participants only*)

Thursday, September 13

7:30 Registration, The Nonprofit Marketplace, and reserve the seat you want for lunch

8:00-8:45 Conference Newcomers' Orientation

9:00-10:15 Keynote: **Jeremy Rifkin**
From the Industrial to the Collaborative Era: Nonprofits Front and Center

10:30-12:00 Concurrent Sessions

12:30-2:00 **Lunch Conversation with Grantmakers**
with foundation, business, and government leaders
2012 Nonprofit Sector Stewardship Awards

2:30-3:30 Concurrent Sessions

3:45-4:45 **Curbside Consultants**
Free consultations with experts on dozens of topics
Create Your Own Session
Exchange ideas with peers on topics you choose
Concurrent Sessions

5:00-6:00 Closing Plenary Session: **Candidates for Governor Talk with Nonprofits**

6:30-8:30 **20th Anniversary Celebration of You**

Friday, September 14

9:00-3:00 One-Day Workshops:

- **2012 Legal Update: Better Safe Than Sorry**
- **Expect the Unexpected: Prepare for the Worst and Hope for the Best**
- **Racial Equity: A Path to Community Change**
- **Social Media: Your On-Ramp to Future Fundraising**



Special Thanks to Our Sponsors

Z. Smith Reynolds Foundation
N.C. GlaxoSmithKline Foundation
Nonprofit Marketing Guide
Stancil & Company, CPAs
Johnson Lambert & Co., LLP
Constant Contact



“It’s essential to be a Member of the Center and attend this conference as often as you can. I learned more about the perspectives of corporate donors, about other forms of capital that our nonprofit can utilize, and best of all, learned of a potential funder for a program we’ll be offering next year.”

Stephanie Moore, The Center for Craft, Creativity & Design, Hendersonville

Become a Member Now

Get reliable answers and tools, anytime.

Created with ideas from 2,153 nonprofit and foundation folks across the state, the N.C. Center for Nonprofits now has more than 1,600 Member organizations serving all 100 counties. We are a learning network for board and staff members, an information center on effective organizational practices, and an advocate for the nonprofit sector as a whole. Our mission is to enrich North Carolina’s communities and economy through a strong nonprofit sector and nonprofit voice.

Organization _____

Primary Contact Person _____

Mr. Ms. Mrs. Dr. Other _____

Title _____

Is your organization exempt under 501(c)(3) of the IRS Code?

Yes No *Membership is for 501(c)(3) nonprofits operating in N.C., groups applying for this status, and community groups that work for the public benefit and have chosen not to apply for tax exemption.*

EIN _____ - _____

What is your nonprofit’s purpose? To _____

of full-time staff _____ # of Board members _____

* Total annual expenses \$ _____

Circle your dues below and enclose this form and payment with your registration:

If annual expenses are:	Dues are:	
Less than \$25,000	\$ 70	<i>Please attach or email a list of up to 10 others from your organization to add to our mailing list as part of your membership. Include each person’s name, title, phone, fax, email, and address (if different). Or, just wait and enter them later on your organization’s profile at www.ncnonprofits.org.</i>
\$25,001-49,999	85	
\$50,000-99,999	135	
\$100,000-199,999	190	
\$200,000-299,999	275	
\$300,000-499,999	330	
\$500,000-749,999	385	
\$750,000-999,999	465	
\$1 million-1,999,999	575	
\$2 million-4,999,999	650	
\$5 million-9,999,999	900	
\$10 million or more	1,200	

* Please use “Total Expenses” from page 1 of your IRS Form 990 or 990-EZ, or use your expense budget for this fiscal year. Private foundations, please use “Total Operating and Administrative Expenses” from your 990-PF or become a Foundation Sustainer.

Ways to Save

Bring more people! Take \$10 off for each additional person.

Are you under 30? Take \$20 off!

Register by July 2 for the Early Bird rate! Discounts apply only to Full Conference registration and must be taken at the time of registration.

Full Conference Registration – Best Deal!

All your favorites, plus new features! Includes Thursday’s full line-up — plenary sessions, three rounds of workshops, Lunch with Grantmakers, Executive Director/CEO Forum, Curbside Consultants, Create-Your-Own Sessions, chair massages, 20th Anniversary Reception, and The Nonprofit Marketplace — plus the Friday workshop of your choice.

My affiliation with the Center (call 919-790-1555, ext. 100 to check your status)	Early Bird Deadline July 2	Regular Deadline Sept. 4	On-Site (please call ahead)
Current Center Members	\$199	\$299	\$359
Current Center Sustainers, Associates, and Advertisers	\$359	\$459	\$549
All others	\$665	\$765	\$865

One-Day Registration – Thursday Only

See details above for all you’ll enjoy in this full day.

My affiliation with the Center (call 919-790-1555, ext. 100 to check your status)	Early Bird Deadline July 2	Regular Deadline Sept. 4	On-Site (please call ahead)
Current Center Members	\$159	\$199	\$249
Current Center Sustainers, Associates, and Advertisers	\$239	\$269	\$319
All others	\$405	\$475	\$545

One-Day Registration – Friday Only

Deepen your knowledge with a full-day workshop on “2012 Legal Update: Better Safe Than Sorry,” “Expect the Unexpected: Prepare for the Worst and Hope for the Best,” “Racial Equity: A Path to Community Change,” or “Social Media: Your On-Ramp to Future Fundraising.”

My affiliation with the Center (call 919-790-1555, ext. 100 to check your status)	Early Bird Deadline July 2	Regular Deadline Sept. 4	On-Site (please call ahead)
Current Center Members	\$129	\$149	\$179
Current Center Sustainers, Associates, and Advertisers	\$189	\$219	\$259
All others	\$289	\$354	\$424

“This conference set our nonprofit on a different course. We saved money by getting great, free advice from a Curbside Consultant. Now we can focus on getting our board more engaged and on making our communications more effective.”

Charlene Gladney, Operation Xcel Stokesdale

Conference Registration Form

Register at www.ncnonprofits.org or fax form to 919-790-5307. Questions? Call 919-790-1555, ext. 100.

Registration and payment must be postmarked by **July 2 for Early Bird rates** and by **September 4 for Regular rates**. Bring several people from your organization and save! Copy this form for additional registrations. **Joining the Center?** Please also complete "Become a Member Now."

Name _____ Prefix: Mr. Ms. Mrs. Dr. Other _____
First name for name tag _____ Title _____
Organization (no acronyms, please) _____
Address _____
City _____ State _____ Zip _____ Phone () _____ Fax () _____
Email _____ Website _____
If you received a discount code, please list the code here: _____ How did you hear about the conference? _____

Select and Customize Your Registration:

Full Conference — Thursday and Friday

Choose Thursday sessions:

To help us plan room sizes, please check the sessions you *think* you'll attend. It's fine to change your mind later.

- Conference Newcomers' Orientation
- Keynote with Jeremy Rifkin
- Lunch Conversation (please indicate meal preference):
 - Vegetarian? Vegan? Restricted diet? _____
- Closing Plenary: Candidates for Governor Talk with Nonprofits
- 20th Anniversary Reception

Choose one workshop for Friday:

- Expect the Unexpected: Prepare for the Worst, Hope for the Best
- Racial Equity: A Path to Community Change
- Social Media: Your On-Ramp to Future Fundraising
- 2012 Legal Update: Better Safe Than Sorry

One Day — Thursday Only

Choose Thursday sessions:

To help us plan room sizes, please check the sessions you *think* you'll attend. It's fine to change your mind later.

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- Lunch Conversation (please indicate meal preference):
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- 20th Anniversary Reception

One Day — Friday Only

Choose one workshop:

- Expect the Unexpected: Prepare for the Worst, Hope for the Best
- Racial Equity: A Path to Community Change
- Social Media: Your On-Ramp to Future Fundraising
- 2012 Legal Update: Better Safe Than Sorry
- Friday Lunch (please indicate meal preference):
 - Vegetarian? Vegan? Restricted diet? _____

Complete Your Payment Information:

Amount due for conference registration: \$ _____

Plus amount for membership enrollment or renewal (if applicable; for more information, visit www.ncnonprofits.org/join) \$ _____

Register as a team and subtract \$10 for each additional person after the first one from the same organization (applies to Full Conference registration only; discount must be taken at time of registration) - \$ _____

Are you under 30? Subtract \$20 (applies to Full Conference registration only; discount must be taken at time of registration). Young leaders, come one, come all! - \$ _____

TOTAL DUE: \$ _____

Prepayment is required. Purchase orders not accepted. Send check payable to N.C. Center for Nonprofits, 1110 Navaho Drive, Suite 200, Raleigh, NC 27609-7322 (\$35 fee for returned checks), or use a credit or debit card:

Please charge my: MasterCard Visa Discover Exp: _____

Cardholder name _____

Card number _____

Signature _____

Cancellations: Cancellations received in writing by August 15 will receive a refund, minus a \$40 processing fee (address to Tracy Carevette at tcarevette@ncnonprofits.org). **Sorry, no refunds after August 15.**

Pictures: By registering, you're agreeing to be photographed or videotaped on-site for possible use in Center publications, website, or publicity.

Special Needs: If you require special arrangements, please contact Ordella High at 919-790-1555, ext. 102 or dhigh@ncnonprofits.org by **August 15** so we can make accommodations. Check all that apply:

- Sign Language Interpreter
- Large-Print Materials
- Assistive Listening Device
- Wheelchair Access
- Cued Speech Transliterater
- Other: _____

Reserve Your Room at the Sheraton Imperial

The conference will be held at the Sheraton Imperial Hotel in Research Triangle Park. Reserve your room at www.ncnonprofits.org/conference/hotel to get the greatly reduced rate of \$112 single or double occupancy. Tell them you're with the N.C. Center for Nonprofits' 2012 Conference. **This low rate is guaranteed only until August 12.**

Sheraton Imperial Hotel, Research Triangle Park
919-941-5050 or 800-325-3535 • www.sheratonrtp.com



Get the latest on the conference by following @ncnonprofits #CNCN.