



**Washington State  
Nonprofit**  
Conference

A VIRTUAL EVENT

## The Power of Participation

May 19-20, 2020

# Conference IMPACT

COVID-19 forced Washington Nonprofits to make a decision: either cancel the conference—or move forward in a new way. The ability to pivot to a virtual event demonstrated commitment and ingenuity across the nonprofit community. The conference went from a one-day in-person event to two full days of online programming. Thirty-three sessions covered advocacy, equity, fundraising, finance, leadership, and organizational transformation. Included were daily opening plenaries, webinars, and meeting spaces led by content experts and peers—with a focus on Washington-based practitioners.

### BY THE NUMBERS

**33** sessions

**85** scholarships awarded

**450** attendees

**7** volunteer-led peer learning groups

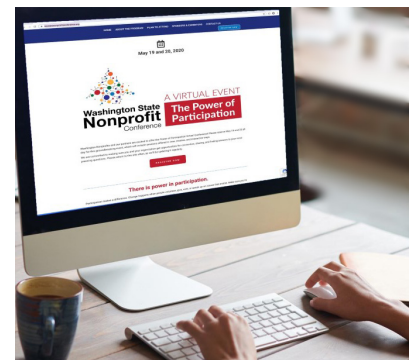
**28**

sponsors/  
exhibitors

**38** presenters

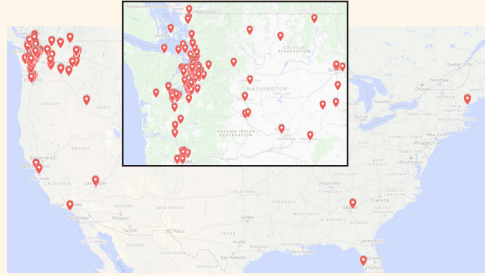
“I wasn't sure how a virtual conference would work, but I think this is even better than an in-person conference! I have been able to make notes and collect emails electronically that would have required hours of data entry. Way to go, Washington Nonprofits.”

- Mary Beth Harrington



# HIGHLIGHTS

Attendees joined from across Washington, and around the U.S. 49% were from outside of King County.



### Sessions

33 sessions over two days included long-standing best practices as well as responses to the pandemic. Themes included finance, fundraising, transformation, civic engagement, leadership, and equity.

“So impressed with the diversity of leadership represented and the depth of knowledge from each presenter.”

-Mary Broussard

### Virtual Office Hours/Ask an Expert

Volunteers hosted four different sessions: fundraising (53 attendees), boards (30), accessibility (25), and human resources (25). Participants engaged with a content expert in real time.

### Peer learning Groups

Seven topics—generated by conference registrants—were facilitated by volunteers. These included fundraising (87 attendees), advocacy (25), board engagement (65), self-care (35), finance (73), leadership (78), and volunteer management (43).

“I took so much away from the conference. I say that because I learned a lot, I found valuable resources, and I made amazing connections, but more than all of that I left with confidence and perseverance.”

- Amanda Miller

2020  
Sponsors  
and  
Partners

501 Commons, Nonprofit Insurance Program, Washington State Department of Labor & Industries, L&I Safety and Health Investment Projects, UW Evans School of Public Policy and Governance, Seattle University - Nonprofit Leadership, Washington State Office of the Secretary of State, Alternative Communications Services, JP Morgan Chase Co., Columbia Bank, Seattle Foundation, Third Sector Company, Inc., and Valtas Group. **Thank you!**

## Conference Special Features



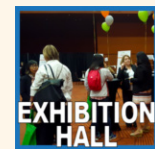
### Democracy Portal - 147 visitors

Created in conjunction with partners Washington League of Women Voters and La Casa Hogar in Yakima, this portal helped viewers better understand how nonprofits can be involved in voter registration, census participation, and civic engagement.



### Break Room - 305 visitors

This curated room provided restoration for attendees, who could watch a meditation tape, listen to music, read a poem, join a yoga session, or find resources to support recovery from trauma.



### Exhibition Hall - 515 visitors

Videos and links to websites helped attendees learn more about the services and resources of our sponsors and exhibitors. Exhibitor Showcases were held during the lunch break each day; 88 people attended on day one and 67 on day two.

### Virtual Drop-in Tech Check

We ensured attendees were set and ready to participate in a virtual event to the fullest extent. Presenters, volunteers, and attendees were given plenty of pre-conference tech support and practice connecting.

### Accessibility

The majority of conference sessions were captioned thanks to partnership with ACS. In addition, we offered Virtual Office Hours/Ask an Expert on Accessibility.

## We did it!



**WASHINGTON NONPROFITS**

WE MAKE SURE NONPROFITS HAVE WHAT THEY NEED TO SUCCEED.