May 18–20, 2022
Washington State Nonprofit Conference
Discovering a New Way

WEDNESDAY
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Keynote:
The Tech That Comes Next: How Nonprofits Can Build an Equitable World
Amy Sample Ward & Afua Bruce

THURSDAY
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Keynote:
No Going Back: New Demands to Lead & Design Racially Just & Loving Systems
LaShawn Routé Chatmon & Hugh Vasquez

FRIDAY
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Keynote:
Rise Together!
A conversation with Chris Persons, Sili Savusa, Steven Knipp, Steve Daschle, K. Wyking Garrett & Andrea Caupain Sanderson

Conference Tracks
This year’s conference offers 24 different workshops across four topic tracks, as well as time to get your questions answered by experts. Look for these icons on the sessions to help you plan your time across all three days:
- Moving Beyond Resilience
- Building Collective Power
- A Force for Growth, A Force for Good
- Managing for Meaningful Service

? Ask Me Anything
There are experts in the room! Pick their brains and get the answers you need. In the conference agenda on Whova, find the AMA topic you’re interested in and submit your questions or upvote questions. Experts will respond via the Q&A feature during this period of time. You can engage in real-time or read the Q&A thread at any point in the future. Look for the question mark icon to help you plan your questions.

Special Features
Look for sessions with this icon to round out your conference experience each day.

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Sponsors & Exhibitors
## The Tech That Comes Next: How Nonprofits Can Build an Equitable World
Amy Sample Ward & Afua Bruce

- **9:00–10:15 AM**

## Ask Me Anything

- **10:00 AM–1:00 PM**

## Taking Care of Our BIPOC Leaders: Sabbaticals for Renewal, Healing and Capacity Building
Victoria Santos & Jodi Nishioka
SPONSORED BY WSECU

- **10:30–11:45 AM**

## DEI Advocacy Skills: How Emerging Leaders Advocate for Change
Melissa Minato & Marijo Manaois

## 6 Ways to Find Top Fundraising Staff During the Great Resignation
Mazarine Treyz
SPONSORED BY WSECU & BUTTERFLYLY

## Transforming Disruption to Impact: Stories of Rethinking Volunteer Engagement Amid Challenges
Beth Steinhorn, Amber Martin-Jahn, Fiona Yung, Alexia Klatt & Liz Jennings
SPONSORED BY SERVE WASHINGTON & WSECU

- **1:00–4:00 PM**

## Ask Me Anything

- **1:30–4:00 PM**

## Resilience, Reflect, Remember: The Workforce and Transitioning to the New Normal
Latisha Chastang
SPONSORED BY WSECU

## Equity Outcomes Begin with Language: Are You Creating Lasting Change or Throwing Around ‘Feel Good’ Buzzwords?
Lee Mozena & Garry Clark

## Grantwriting: Not Just for Mainstream Nonprofits
Allison Shirk
SPONSORED BY BUTTERFLYLY

## Productivity Paradox: Leading in these Times
Michelle Gislason
SPONSORED BY WSECU

## Integrating Accessibility into Your Organization: Getting Started
Elizabeth Ralston

## Building Capacity through Grantmaking: Woodland Park Zoo’s Advancing Empathy Project
Sydney Dratel & Marta Burnet
SPONSORED BY BUTTERFLYLY

## Tactics to Double Your Website Revenue
Jeff Kelly
SPONSORED BY BUTTERFLYLY

## What to Do with My Tiny Nest Egg?
Rafael C. Rogel
SPONSORED BY BENEFICIAL STATE BANK

## Putting People First: Breaking Down the 2021 Wage & Benefits Survey Report
Nancy Long & Margaret Farber
SPONSORED BY WSECU

- **3:45–4:00 PM**

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**Daily Closing**
### THURSDAY

**Morning Coffee Chat — Volunteer Leader Networking**

**No Going Back: New Demands to Lead & Design Racially Just & Loving Systems**
LaShawn Routé Chatmon & Hugh Vasquez

**Find and Keep the Right Partners that Help Your Organization Remain Nimble and Flexible**
Ming-Ming Tung-Edelman

**Fundraising Events: Staying Current while Mastering the Basics**
Gazala Uradnik, Mary Davidson & Deci Evans

**Just Gender: Creating Safe Spaces aboard Our Tall Ships and in the Workplace**
Susan Brittain, Catherine Collins, Amy Kovacs & Jenny Huntley

**Ask Me Anything**

**Scenario Planning: The Missing Component in Your Strategic Planning Process**
Rachel Smith-Cohn

**Facilitating Towards Racial Justice: MicropRACTices to Transform Your Meetings, Workshops, and Events**
Mike Beebe, Eva Jo Meyers & Aminta Steinbach

**Beyond Social Media: Nonprofit Marketing-Communications in the COVID Age**
Ricardo Ibarra

**Exploring Equity at the Executive Director Level**
Debbie Carlsen, Marcos Martinez, Ananda Valenzuela & Andrea Caupain Sanderson

**Chair Yoga**
Stephen Hartnett

**Mindful Refreshments: Bite-Sized Breathwork & Meditation**
Marci Bravo

**Well-being Zines**
Alexandra Panagotacos

### FRIDAY

**Rise Together!**
A conversation with Christopher Persons, Sili Savusa, Steven Knipp, Steve Daschle, K. Wyking Garrett & Andrea Caupain Sanderson

**Ask Me Anything**

**So You Want to Start a Collaborative Capital Campaign**
Joan Caine, Kiley Dhatt & Christopher Persons

**Meet the Equity Ambassadors**
Alexandra Panagotacos, Denisse Guerrero, Elizabeth Perez & Victor Loo

**Career Development Station**
Noreen Elbert, Melissa Minato & Mikala Lain

**Studio Roam**

### Daily Closing

**Conference Closing**
Your Plan:  What sessions will you join live? What sessions will you watch later?

**WEDNESDAY**

- Visit the exhibitors
- Join a discussion
- Ask a question:

**THURSDAY**

- Visit the exhibitors
- Join a discussion
- Ask a question:

**FRIDAY**

- Visit the exhibitors
- Join a discussion
- Ask a question:

Connect

Who do you want to meet or have a follow up conversation with later?

Reflect

Through the pandemic, what new ways of being and working together did your nonprofit discover?

Keep the conversation going by connecting with other attendees through the Community Board and Messages features.
## Discovering a New Way

### Your Action: Based on the sessions you attended each day, what one action will you take?

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### Remember

What takeaways, thoughts, and quotes do you want to remember?

### Grow

What do you want to learn more about or explore more deeply after the Conference?
A Message to Conference Participants

Remember when the pandemic started in the United States two years ago, right here in Washington? We were on the leading edge of US communities working to understand how to stay safe, wrestling with tough decisions about whether to cancel our big fundraising events and how to continue to serve our communities. In spite of those challenges, an incredible array of diverse professionals are doing amazing work in hundreds of disciplines, all with a shared purpose… to make our communities better. It’s in that spirit that we want to welcome you to the 2022 Washington State Nonprofit Conference and invite you to join us as we discover a new way.

This conference unites change-makers, launches much-needed conversations, and empowers you through workshops and interactive sessions, all focused on best practices. Our hope is that this conference will enhance your ability to lead your organization more effectively. You will receive practical and actionable takeaways to address evolutions in nonprofit management, building collective power, fundraising, and leadership. We are stronger when the full breadth and scope of our sector is represented. So, let’s learn and explore alternatives together, experiment across many organizations, and spread the strategies that work.

— The Washington Nonprofits Team

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Washington Nonprofits announcement

Since 2010, Washington Nonprofits has served as a resource to promote the sector and provide educational opportunities to its workers. But WN is growing up. We have a learning program that has grown and evolved into a powerhouse that provides top-quality learning events and resources to over 8,000 people per year.

We have a growing public policy advocacy program, building relationships with government leaders, and networking with many parts of our large and diverse sector. We are prioritizing equity through intentional community engagement, improving accessibility, and offering Spanish language learning opportunities.

Our new brand will reflect the organization we are becoming and help us grow our visibility and reach. Get ready for NAWA!
2022 Washington State Nonprofit Conference Receptions


Regional receptions are an opportunity for nonprofit staff, board members, and volunteers to convene in person. This is an opportunity to meet other nonprofit leaders and celebrate the good work of nonprofits in your area of the state. These events will feature a short welcome and presentation by Washington Nonprofits, door prizes, and snacks. Receptions are occurring in tandem with our annual conference. Join us at one or more of these receptions — hope to see you there!

**Attendees will enjoy:**
- Networking with other nonprofit people
- Celebrating the great work everyone is doing
- Meeting Washington Nonprofit staff and board
- Hearing more about our exciting new name and identity
- An opportunity to extend conference learnings and provide feedback on conference

**Who is invited:**
- Washington Nonprofits members
- Prospective members
- State Nonprofit Conference attendees

**When & Where:**

**Western Washington, hosted by 501 Commons**
Thursday, May 26, 1:30–3:30 PM
Pacific Tower Panoramic Room
8th floor, 1200 12th Ave S, Seattle WA 98144

**Central Washington, hosted by Chisa Blair**
Friday, May 20, 1:30–3:30 PM
Richland Community Center
500 Amon Park Dr, Richland WA 99352

**Eastern Washington, hosted by Priority Spokane**
Thursday, June 2, 1:30–3:30 PM
The Community Building
35 W Main Ave, Spokane WA 99201

**Click to Engage!**

It’s easy to engage with other participants on Whova, and we encourage you to connect. Say hello, network, share what you know, and ask each other questions. We are a dynamic community!

- **Attendees:** Browse the list of attendees, view profiles, and send messages through Whova.

- **Community:** Visit the Community discussion board for lively discussions about a variety of topics.

- **Session Q&A:** Connect directly with speakers about their sessions.

- **Documents:** Download session handouts and more.

**Click Here:**

**Exhibitors**

Conference exhibitors are here to help you achieve your mission!

In addition to companies that work with nonprofits, you can connect with government agencies and nonprofits that offer valuable services, products, and skills for the nonprofit sector.

The Whova “Exhibitors” menu item makes it easy to engage as if at a live conference. You’ll find all kinds of offerings:

- Giveaways
- Deals and offers
- Free handouts
- Specially-recorded videos
- Easy links to call or email
- Other ways to learn more
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