

Virtual Nonprofit Check Up

Assessing the Health of Your Nonprofit

NYNMEDIA

November 24, 2020

1:00-4:00pm

When the coronavirus (COVID-19) pandemic hit New York, nonprofit organizations did their best to ensure safe operations while still carrying out their missions—and, in many cases, increasing their workload. So many people rely on the services that nonprofits provide to New York communities, especially in times of crisis. New York Nonprofit Media will host “**Virtual Nonprofit Checkup**” bringing together Executive Leadership from nonprofits across New York to learn how to best assess the health of your nonprofit amid the pandemic and going forward into the new normal.

Agenda



1:00pm Welcome and Opening Remarks

1:05pm Effective Nonprofit Leadership

Leaders have never been more scrutinized than they are in a time of crisis. Most good leaders know that their nonprofit is only as effective as its people, so it's imperative to staff your organization for success. Furthermore, nonprofits that are concerned about their own viability will also be thoughtful about planning for smooth transitions of leadership - as well as making sure their nonprofit is prepared for unexpected changes. And finally, the panel will address how to promote a good, comforting work environment with an efficient management style, while working with a board to oversee leadership transition, make the hard calls, shift practices and do what it takes to get to good governance.

Amy West, Executive Vice President And Chief Financial Officer AHRC NYC (Session Leader)

Jeremy Christopher Kohomban, President and Chief Executive Officer, The Children's Village

David Garza, President & CEO, Henry Street Settlement

2:00pm Audience Q&A

2:05pm Importance of Operational and Financial Health of Your Organization

The hard-hitting pandemic identified the need that nonprofits for organizational resilience and helped ensure community well-being by embracing virtual collaboration tools and practices. How can nonprofit executives, funders, and advisors identify what matters most when reviewing finances especially in times of crisis? What are some trends and indicators that can direct them through an overwhelming amount of data and help assess true financial health? What do remote operations mean for your business? Is this a short-term anomaly or a long-term trend? How does your organization continue to work and create value in this new environment while fulfilling its mission?

David Woodlock, President and CEO, Institute for Community Living (Session Leader)

Donna Lieberman, Executive Director, New York Civil Liberties Union

Jennifer Jones Austin, Chief Executive Officer and Executive Director, Federation of Protestant Welfare Agencies

Ethan Kahn, Partner, Not-for-Profit Practice Leader, Mazars

3:00pm Audience Q&A

3:05pm Pivoting During a Pandemic: Lessons Learned

No one has everything figured out yet, but this panel will address some actions nonprofits can take to be fiscally responsible in the uncertainty New York faces right now. It is important to prioritize stability by making sure staff feels supported while working remotely and discussing how long will you be working remotely, what do virtual meetings look like, implementing telehealth and more. Nonprofits should also track and apply for the many national and regional funds created to support nonprofits while also learning from funders and making them feel connected to how you are adapting. And finally, perhaps it is time to re-evaluate fundraising through creativity and innovative technology. It is important to take a pause and re-examine your nonprofit overall in order to stay focused and effective.

Michelle Yanche, Executive Director, Good Shepherd Services (Session Leader)

Karin Kunstler Goldman, Assistant Attorney General, New York State Attorney General's Charities Bureau

Lisa Burch, VP & Chief Operating Officer, Family and Children's Association

4:00pm Audience Q&A

Attendees

This event gathers executive leadership from New York's nonprofits

Who Attends?



Expected Audience Size: 250 people

Sponsorship Opportunities

This is an opportunity to position yourself as a leader among our audience of nonprofit executive leadership focuses primarily on New York's health and social services sector. We offer opportunities to align yourself with the political leaders and the message at each webinar.

Platinum Level \$7,500

- Opportunity to introduce, moderate or speak at one of our panels
- Your logo top billing on invitation page before the event, sign in page at event and event survey after event
- Preview text line sponsorship on dedicated email blast promoting event
- Text ad in NYN First Read to promote your role in event (daily)
- Branding on event page
- Assist in connecting you with nonprofits through offline virtual meet-ups or private chats
- Registration report provided before and attendance report provided after the event
- Branding on all social media posts promoting the event

Gold Level \$3,500

- Opportunity to participate as a panelist
- Your logo on invitation page before the event, sign in page at event and event survey after event
- Text ad in NYN First Read to promote your role in event (daily)
- Branding on event page
- Assist in connecting you with nonprofits through offline virtual meet-ups or private chats
- Registration report provided before and attendance report provided after the event
- Branding on all social media posts promoting the event

Silver Level \$2,500

- Opportunity to participate on one of our panels
- Your logo on invitation page before the event, sign in page at event and event survey after event
- Branding on event page
- Assist in connecting you with nonprofits through offline virtual meet-ups or private chats
- Branding on all social media posts promoting the event
- Sponsor mention in text ad in First Read Nonprofit to promote your role in event
- Attendance report provided after the event

Bronze Level \$1,500

- Your logo on invitation page before the event, sign in page at event and event survey after event
- Branding on event page
- Assist in connecting you with nonprofits through offline virtual meet-ups or private chats
- Attendance report provided after the event

For more details call Lissa Blake at 704 560 8443 or email