

## OVERVIEW OF MOST POPULAR WORKSHOP OFFERINGS

### Program Planning for Impact: How to Focus on What Really Matters

Ideal Session Length: 1-2 hours

Description: New programs are never easy. Outside influences, multiple stakeholders, tight timelines and budgets – it can be difficult to know where to start, let alone how stay on track. But help is at hand. In this interactive session, learn to let go of time and resource wasters, and avoid common planning pitfalls. And leave with tools you can use right away to make your planning (and ultimately your programs) more effective.

### Introduction to Logic Models

Ideal Session Length: Half day

Description: In this highly interactive session, participants will learn to develop a program logic model. Because of its user-friendly template, the logic model helps organizations articulate and draw connections between their program's resources, services and desired outcomes. While incredibly helpful for planning purposes, the completed model also serves as a snapshot of a program's various components—making it equally valuable for marketing and evaluation. Come see what all the buzz is about.

### Meaningful & Manageable Outcome Measurement

Ideal Session Length: Full day

Description: An organization's ability to understand, measure, and communicate about its impact is more important than ever. Funding depends on it. So does internal decision-making. Yet many nonprofits still struggle with outcome measurement. Struggle no more! This workshop will cover what outcome measurement is (and what it is not), offering practical steps you can take right away. Learn how to:

- Use a structured logic model as a framework for identifying and measuring the outcomes of your programs and services
- Differentiate and see the relationship between outcomes, outputs and activities
- Develop meaningful, appropriate, and practical measures for your outcomes
- Share your findings with internal and external stakeholders

## **Surveys & Beyond: Designing Practical Data Collection Tools**

Ideal Session Length: Half day

Description: If you would like to measure the benefits of your program without using written surveys or tests – FEAR NOT! There are many other options that can work equally well to assess your program’s impact. In this session, we will explore the pros and cons of various data collection tools and methods, and help you determine which are right for you.

## **The Results Are In! Now What? Understanding & Presenting Your Findings**

Ideal Session Length: Half day

Description: You've clarified your outcomes. You've even managed to collect some data. Now what? Many nonprofits invest time and energy in measuring outcomes, but don't reap all the rewards of their hard work. They submit findings to funders, and then move on to the next thing.

Don't waste this valuable resource! Review your findings. Learn from them. Share them with others. In this session, we will explore:

- The 4 Rights of Making Data Relevant
- What kinds of results interest certain stakeholders
- How to present findings so they "tell your program’s story"
- Strategies to ensure you use your data regularly

## **How to Write A Winning Grant Proposal**

Ideal Session Length: Full day

Description: Writing a grant proposal can be very intimidating. But with the right approach, it doesn't have to be. Effective grant writing ultimately comes down to being able to tell your program's story – why you're the best organization to provide it, what makes it unique, and how your constituents will benefit.

In this session, you will learn strategies for tackling grant writing with this winning mindset. Through familiar metaphors, everyday examples, and basic frameworks, the process will be demystified, leaving you with:

- Knowledge of the components of an effective proposal
- Tools to ensure your proposals (and programs) are outcome-focused
- Steps to utilize these winning strategies again and again