

NYN MEDIA

In Partnership With
npw Nonprofit
Westchester

Westchester Nonprofit OpCon

Streamlining Processes and Operations for Nonprofits

November 9, 2022

8:00am-5:00pm

**Reid Castle at Manhattanville College,
2900 Purchase Street, NY 10577**

After eight successful years in New York City, New York Nonprofit Media is partnering with **Nonprofit Westchester** to bring Nonprofit OpCon to Westchester! It's a full-day event with information-packed panels, sharing ideas and providing resources for nonprofit executive leadership, operations, IT, finance, HR and more!

Agenda



8:30am Welcome and Opening Remarks

8:35am Strategic Streamlining to Advance Effective Nonprofit Operations

Successful organizations use many different strategic tracks to advance their mission. Key to this process is developing a coordinated focused, purposeful strategy that incorporates systems, implementing payroll systems, including resource allocation, data management, finance, investments, HR and more. This panel will explain how efficient operations and processes can enhance your nonprofit's administrative efficiency, streamline monetary functions, and create a strong operational infrastructure that augments your mission.

9:30am What Nonprofits Need to Know About Nonprofit Accounting and Finance

Nonprofit financial management is complicated! Keeping up with regulatory changes, managing all sources of funding, tracking organizational costs, and more is often demanding, yet there are key approaches to nonprofit financial management that strengthen nonprofits of all sizes. Our panelists will highlight strategies and resources to help you increase your financial fluency and create systems for efficient financial management.

10:25am Refreshment Break

10:40am Navigating Real Estate as a Not-for-Profit

From tragedy and challenge come new ideas, new innovation, and new life. As we consider ways that Covid-19 has disrupted office leasing markets and the workplace experience in 2020 and 2021, exciting opportunities await us in 2022 and beyond. This panel aims to help not-for-profits navigate their real estate decisions and offer insight into ways to save time and money and create the perfect environment for your organization.

11:35am Risk Management and Scenario Planning: Lessons Learned from COVID-19

Proactive Risk management and scenario planning essential for nonprofits as they plan for uncertainty and seek to protect their organizations and staff. Leaders of nonprofits must identify and manage risks that threaten their missions and operations, while empowering them to leverage opportunities and take bold, mission-advancing risks. This session is ideal for nonprofit leaders who want to broaden their perspectives on risk management, learn practical strategies for identifying and managing risk and bring risk resources and know-how back to their mission-driven organizations.

12:05pm Luncheon

Agenda



1:05pm Marketing, Communications & Resource Development

So much success in nonprofit communication and strategy comes from telling great stories. When struggles arise (like a global pandemic) it's often difficult to navigate them emotionally. Instead, use the knowledge you have of storytelling to flip the script to create a success story where your goal is achieved, even if you changed direction halfway through. Once you understand that your struggles it means you're in the middle of your story, and not at the end, and you can get back on track to connect deeper with your clients, establish long-term relationships, and do the work that you love to do.

2:00pm Future of Work for Nonprofits

What does the Future of Work look like for nonprofits? Topics will include returning to the office versus remote work options, how has the workforce changed, investing in the workplace strategies to attract and retain employees, health insurance, 403B plans work life balance and more.

2:55pm Refreshment Break

3:10pm Developing a Strong, Impactful and Sustainable Boards of Directors

Creating an optimal board of directors, recognizing and addressing the critical importance and benefits of racial diversity and inclusion on your board and offering effective board management allows for nonprofits to make a bigger impact. Providing your board with key resources can increase resource development, program impact, strategic planning, and other mission-based work.

4:05pm Innovation and Technology to Take your Operations to the Next Level

For many nonprofits pre-pandemic, technology was an afterthought that was too often considered a necessity rather than a benefit. Seemingly overnight, organizations that once saw the digital transformation as a long-term project were implementing, developing, and investing in technology that could keep them connected to their supporters, support their missions, and keep them safe and cutting-edge. The panel will address digital innovation for operations and finance, use of apps and mobile growth, future of virtual event production and security issues. (I think we need a cybersecurity component in with this)

5:00pm Sessions Conclude

Attendees

This event gathers executive leadership from New York's nonprofits

Who Attends?

Executive Directors	Presidents/CEOs
Chief Accounting Officers	COOs
CIOs/CTOs	CHROs
CFOs	Head of Strategy

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 event.

PLATINUM SPONSORSHIP: \$7,500

- Panel Opportunity
- Premier location Exhibit Booth
- 4 attendee passes
- 2 full page ads in the program journal
- 3 weeks of Nonprofit First Read
- 4 weeks of banner ads

on www.nynmedia.com

- Branding
- Attendee list with contact information (before event)

GOLD SPONSORSHIP: \$5,000

- Panel Opportunity
- Exhibit Booth
- 2 attendee passes
- 1 full page ad in the program journal
- 2 weeks of Nonprofit First Read
- Branding
- Attendee list with contact information (before event)

SILVER SPONSORSHIP: \$3,000

- Panel Opportunity
- Exhibit Booth
- 2 attendee passes
- 1 full page ad in the program journal
- 1 week of Nonprofit First Read
- Branding
- Attendee list with contact information

BRONZE SPONSORSHIP: \$2000

- Exhibit Booth
- 1 attendee pass
- 1 half page ad in the program journal
- Branding

CONFERENCE LANYARDS - Only One Available: \$3,000

As conference attendees are required to carry their name badges during all conference functions, the conference lanyard provides unique exposure for such things as your company's name, its logo, or web address. You will have complete control of the text on the conference lanyard, within production. All available sponsorship benefits listed in Bronze Sponsorship Level are included.

TEA/COFFEE BREAKS - Only Three Available: \$2,500

There are tea and coffee breaks during the day in between sessions. In addition to tea and coffee soft drinks are often served and snacks such as cookies and fruit etc. Conference attendees often linger over a drink and a snack for discussions during and after these breaks. We will make custom-made napkins with your company's logo and name printed placed beside the food and beverage stations. All sponsorship benefits listed in Bronze Sponsorship Level are included

REGISTRATION BAG SPONSOR - Only One Available: \$5,000

Imagine every attendee carrying your logo – from the moment they check in at registration, and months after the show! Upon registration, each attendee will receive a beautiful bag to carry important materials throughout the event. Your logo will appear along with the NYN logo. Your company will be branded as the Registration Bag sponsor in all pre-show marketing materials! All sponsorship benefits listed in Silver Sponsorship Level are included

Mask Sponsorship-\$5,000

Each attendee will receive this item during registration and will use it throughout as they meet new people.. Any extra items will be given to the sponsor at end of show. This comes with Bronze Sponsorship.

Sanitizer Sponsorship-\$4,000

Each attendee will receive this item during registration and will use it throughout as they meet new people. Any extra items will be given to the sponsor at end of show This comes with a Half Table to attend and regular branding benefits

TOTE BAG INSERTS - Only Five available - \$2,500

Sponsoring a tote bag insert is the perfect way to expose your latest product, service or just your company in general to all attendees. You would provide us with the insert, and we would make sure it was passed out to everyone upon check-in. All available sponsorship benefits listed in Bronze Sponsorship Level are included in this package

For more details call Lissa Blake at 704 560 8443 or email lblake@cityandstateny.com