



## Conference Sessions

**Thursday, October 24<sup>th</sup>**

### **Morning Plenary 11:00 A.M. – 12:00 P.M.**

**100x Leader-Alder and Cedar Plenary Room**

***Presentation by Suzi Lantz, Senior Leadership Consultant, GiANT Worldwide***

Are you a Leader who is 100% healthy? Do you know how to enhance your health and multiply your skills to effectively lead your team? Leaders worth following know how to transfer skills learned while climbing their own mountains to those that are coming up behind them. Join us for a 60 minute plenary that's packed with relevant, visual leadership tools that you can apply right away.

### **Meager Meal 12:15 P.M. – 1:15 P.M.**

**Meager Meal-Alder and Cedar Plenary Room**

***Presentation Susan Yow, Director of Affiliate Tithe and Global Engagement, Habitat for Humanity International and Jaime Mok, Program Development Manager, Disaster Risk Reduction and Response Global Department (DR3), Habitat for Humanity International***

A simpler, more "meager" conference lunch can save enough money to provide a safe, decent home for a family. The Doubletree Hotel will replace a typical conference lunch with a simpler one of donated soup, bread and water. Your attendance can help support the important work of Habitat across the world and learn more about the tithe program.

## Session One 1:30 P.M. – 2:45 P.M

### **The Integrated Fundraising Model: Creating a Sustainable Fundraising Program from the Ground Up**

*Led by Aly Sterling, President, Aly Sterling Philanthropy*

The key to sustainability for any growing nonprofit is a structurally strong fundraising program—built on best practices, responsive to change and created with a sensitivity to the unique culture of the organization. When we evaluate high-impact fundraising programs, we find they share five common traits that comprise what we call the Integrated Fundraising Model. These essential five characteristics, all within reach and accessible to every organization, are: strategy, board leadership, culture, stewardship and accountability. Learn about the Integrated Fundraising Model and take home the tools to begin the process of integration immediately!

### **The Cost of Volunteer Labor in ReStores**

*Led by Tina Shaw-Cox, ReStore Development Consultant, Habitat for Humanity International*

Retaining great volunteers takes time, effort and investment. This session features video testimonials of ReStore volunteer experts from the field to encourage discussion. The session will also focus on recognition tips, useful tools and other investments to help keep these valuable folks happy, engaged and dedicated to the mission and work of your store.

### **The Multiplying Leader**

*Lead Presentation by Suzi Lantz, Senior Leadership Consultant, GiANT Worldwide*

Do you know what it's like to be on the other side of you? Is there broccoli in your teeth? With real time tools and practical exercises, you'll learn how your natural tendencies might be undermining your influence without you knowing it and begin to see how your natural strengths can help you become a leader worth following.

### **Getting Ready for Anything: Business Continuity Planning for your Affiliate**

*Led by Erin Goodyear, Manager of Field Operations, Disaster Risk, Reduction and Response, Habitat for Humanity International*

A hurricane, a flooded office, a ReStore break-in, a warehouse fire, an unexpected departure of a staff member — every affiliate faces risks that can disrupt operations. To ensure your affiliate can operate through crisis, you must plan ahead. Topics include:

- Key components & resources for Business Continuity Planning (BCP)
- Identify and discuss initial mitigation tactics
- Ownership of the BCP Process
- Protect your assets (property, people, information, finances and much more)

### **God at the Center, Not the Boundary: How to be an Unapologetically Christian and Radically Inclusive Affiliate**

*Led by Courtney Brown, Director of Operations, Habitat for Humanity East Central Ohio*

In Mark 16:15, Jesus tells his followers to go into the world and teach the Gospel to everyone. This scripture comes alive through the Habitat for Humanity mission statement. Our affiliates should be mirroring the radical reach of Christ in welcoming *everyone* to take part in the miraculous changing of our world through safe, decent, and affordable housing. In this session, we are going to discuss the history and philosophy of the organization's Christian foundation and radical reach to people of varying demographics. We will also discuss practical ways to engage partner families, staff, volunteer and donors in the understanding that the concept of "home" is universally understood and can bridge the gap between our communities.

## **Determining House Price and Affordable Mortgage Amount**

*Led by Tera Doak, Associate General Counsel, Habitat for Humanity International*

This session will answer your questions about determining the house price, the affordable mortgage amount, and subordinate mortgages per Habitat policies and in compliance with applicable laws. This session also highlights the proper role of any shared appreciation as a programmatic component distinct from pricing and financing terms.

## **Americorps Networking Meeting**

*Led by Deb Light, Volunteer Director, Habitat for Humanity-MidOhio*

The Americorps program is vital to the growth and reach of the Habitat ministry in the United States. Americorps members serve with the goal of helping others and meeting critical needs in the community. This year, Americorps celebrates its 25<sup>th</sup> anniversary of making a difference in the lives of so many. This meeting is to welcome new Americorps members and to celebrate the alumni within the Habitat family.

## **Session Two 3:15 P.M. – 4:30 P.M**

### **Renewing Neighborhoods: A Holistic Approach**

*Led by Aaron Brown, Director of Development, Habitat for Humanity East Central Ohio*

A reality facing many Habitat affiliates across the country are disinvested and deteriorating neighborhoods. While many neighborhoods are riddled with negative housing issues, they also possess strong assets to build upon. These neighborhoods are referred to as "tipping." In this session, Habitat for Humanity East Central Ohio will present strategic, manageable and replicable strategies for Habitat affiliates of all sizes to renew their neighborhoods. Such topics will include neighborhood selection, identifying resources, resident engagement and implementation.

### **Using Data to Tell your Story: How Habitat-MidOhio is Developing a High-Performance Culture**

*Led by Sheri Chaney Jones, President, Measurement Resources Company, Elizabeth Pafford, Associate, Measurement Resources Company and Phil Washburn, Director of Programs, Habitat for Humanity International*

In this workshop, participants will learn how developing a high-performance measurement culture helps leaders measure impact and better tell their story. Learn how Habitat Mid-Ohio is implementing this process to achieve success. Specifically, participants will learn:

- Discover how to use data and outcomes to increase effective operations and generate new sources of partnerships and funding.
- Learn why every program needs a logic model and tips on how to create a successful one.
- Define success measures and learn proven strategies to effectively measure impact and outcomes.

### **The Ying and Yang of Affiliate Operations: Why Conflict Exists (especially between finance and development) and How to Leverage it to Strengthen your Affiliate**

*Ann Charles Watts, Dinsmore & Shohl LLP, Legal Counsel*

Healthy affiliates are full of people—volunteers, donors, staff, and homeowners, to name a few. And when people interact, conflict is inevitable. If your affiliate has experienced conflict, you're not alone. Take heart! Not all conflict is bad. This session will explore typical areas of tension in the lifecycle of an affiliate and offer practical strategies to address them. By the end, you will be able to differentiate between positive and negative conflict, apply simple techniques for managing tensions (regardless of

your role), and identify opportunities for organizational growth stemming from interpersonal disputes. Successful affiliates know that human passion and commitment lie at the heart of almost every disagreement. Learn to harness those energies, and help your affiliate thrive.

### **The Transformational Trustee: Engaging your Board in Fundraising**

*Led by Aly Sterling, President, Aly Sterling Philanthropy*

Designed to motivate and inspire, this dynamic workshop will delve into the powerful and rewarding partnership between nonprofit trustee and staff while also providing an overview of philanthropy and related trends. We'll shatter fundraising myths and help board members feel comfortable and confident by developing their own voice in the fundraising process. This workshop is a great primer for new organizations and a "back to the basics" opportunity for more mature organizations looking to re-energize or increase their fundraising results.

### **ReStore Road Warriors**

*Led by Tina Shaw-Cox, ReStore Development Consultant, Habitat for Humanity International*

ReStore donation pickup drivers are often thought of as entry-level employees, but they are, in fact, an extension of the development team. Trained properly, they could represent one of the affiliate's biggest opportunities for donor engagement. This session will cover the importance of our "road warriors," along with best practices for hiring, training and managing.

### **Getting Ready to Respond: Designing and Managing a Disaster Response Program**

*Led by Erin Goodyear, Interim Manager Field Operations, Disaster Risk, Reduction and Response, Habitat for Humanity International and Norm Miozzi, Executive Director, Habitat for Humanity of Greater Dayton*

A hurricane, a flood, a tornado, a wildfire, a mudslide, a volcanic eruption — affiliates across the nation have responded to all of these and more within the past year alone, and every affiliate faces risks that can impact housing in your community. Join the Disaster Risk Reduction and Response team and affiliate leaders to discuss how to launch a successful disaster response program that provides real solutions to real needs.

### **Social Enterprises: Creating Impact While Raising Money**

*Led by Kenneth Oehlers, Executive Director, Habitat for Humanity of Southeast Ohio and John Glazer, Senior Executive in Residence for Strategic Development, Ohio University*

Social enterprise is an emerging field in the nonprofit sector that allows organizations to create societal impact in their community while providing unrestricted revenue to help fund the mission. Social enterprises can also be a tool that helps accomplish a mission by providing needed services when volunteers are not available. In this session, attendees will be introduced to the idea of social enterprise, brainstorm some potential social enterprise opportunities, and learn the steps to creating one.

## Friday, October 25<sup>th</sup>

### Morning Plenary 8:30 A.M. – 9:30A.M

#### **Bridges Across Every Divide**

*Alder and Cedar Plenary Room*

**Led by co-authors Phil DeVol and Gene Krebs**

Public policy attempts to break the stranglehold of multigenerational poverty have largely failed. Partisan efforts to build personal, family and community resources and a strong middle class haven't worked either. One successful approach, based on the Bridges Out of Poverty methodology, focuses on bringing people from all classes, races and sectors together to reduce poverty and build a sense of community. Successful change requires all voices and voters at the table to be heard and valued. The Bridges Out of Poverty model is an antidote to current divisiveness, facilitates dialogue and respect among stakeholders, and offers policy-level direction for elected officials. Phil and Gene will provide a road map for coming together as individuals, institutions and communities to help people get out of poverty and create communities, states and indeed a country where everyone can live well.

### Session Three 9:45 A.M. – 11:00 A.M

#### **Helping All Boats Rise: Support the Mission by Supporting Each Other**

**Led by Monica Craven, Operational Excellence Analyst, Habitat for Humanity International**

HFHI's Operational Excellence team works with affiliates in all stages of the life cycle to weather the storm of operational challenges and transitions. This session will specifically touch on collaborations, mergers and acquisitions. Attendees will explore how they can compassionately work with their neighboring affiliate to create lasting partnerships that could create a lifeboat for affiliates in danger of sinking.

#### **Practical Guidance for Engaging Volunteers of All Ages on Habitat Construction Projects**

**Led by Scott Craven, Safety Program Specialist, Habitat for Humanity International**

Habitat provides an incredible opportunity for individuals and groups of all skill levels to build. Construction leaders are challenged daily to engage volunteers in tasks that are productive, meaningful and rewarding to support the best and safest experience for them to return. This session will help you identify those strengths and areas of improvement along with the practical and legal restrictions of working with people of all ages, including our under 18 future leaders.

### **Collaborative Operating Model and Expertise Hubs**

*Led by Kristen Sand, Director, Resource Development Expertise Hub, Habitat for Humanity International and Ed Lee, President and CEO, Habitat for Humanity of Greater Cincinnati*

The Collaborative Operating Model (COM) is an effort of Habitat's U.S. ministry — affiliates, state support organizations and Habitat for Humanity International — to make a truly collaborative and high-trust model to materially boost our mission to impact the housing deficit at scale. Join Ed Lee and Kristen Sand to hear the latest updates and outcomes of COM. Discussion includes updates on the first two Expertise Hubs (Resource Development and Management & Operations), opportunities to inform future products/services from Expertise Hubs, and preliminary results of the fundraising direct marketing pilots.

### **Development Director Roundtable**

*Led by Development Directors*

Come join a group of dedicated and hard-working development directors as they share information and discuss best practices. This roundtable discussion is open to all staff, volunteers, executive directors and board members. Learn more about the group's future meetings and networking opportunities at this roundtable discussion.

### **How Social Media Can Drive up Sales in Your ReStore**

*Led by Ted Spencer, ReStore Manager, Habitat for Humanity of Findlay/Hancock County*

This session will teach you how to utilize your online presence through several different social media platforms. Ted will share how to drive sales through Facebook, Marketplace, Craigslist, etc. This session will discuss how to find the sweet spots of posting content to help drive up sales within your ReStore.

### **Campaigning in Your Backyard: Leveraging Cost of Home to Influence Housing Policy in Your Community**

*Led by Carley Ruff, Director of State and Local Relations, Habitat for Humanity International*

Learn about Habitat for Humanity's first U.S. advocacy campaign and how you can join this national movement to improve home affordability in your service area. This workshop will provide an in-depth overview of Cost of Home and will also provide insight on the four policy subthemes of the U.S. advocacy campaign: Supply and Preservation of Affordable Homes, Access to Credit, Communities of Opportunity, and Land Use. You will be equipped to elevate the issue of home affordability in your community, engage in local policy changes efforts, leverage the campaign for advocacy fundraising, raise your organization's profile among coalition partners and policy makers, engage community members in a new way, and more.

### **Owner-Occupied Repairs-Legal and Compliance Issues**

*Led by Tera Doak, Associate Counsel, Habitat for Humanity International*

Many affiliates are surprised to learn that performing repairs and collecting payments over time are as regulated as home sales and mortgages. Join this session to see how compliance can easily be accomplished, often within existing policies and procedures, and learn about issues commonly regulated by state consumer protection laws and federal regulations. This foundation will help you to determine appropriate program parameters, adopt policies and implement processes to carry out repairs for homeowners in your communities.

## **Session Four 11:15 A.M. – 12:30 P.M.**

### **What Affiliate Leaders Need to Know about Construction Safety**

*Led by Scott Craven, Safety Program Specialist, Habitat for Humanity International and Monica Craven, Operational Excellence Analyst, Habitat for Humanity International*

Construction safety accidents can be a nightmare for an Affiliate! As leaders who might not spend their time on the job site, you might not know what questions to ask and what safety challenges impact your construction staff and volunteers. This session will give you the tools and information you need to support your construction staff and to build a culture of safety at your affiliate.

### **Partnering with Your Local Community Foundation**

*Led by Elizabeth Benson, Vice President for Development and Communication, Habitat for Humanity of Greater Cincinnati*

There are 50 Habitat affiliates in Ohio. There are nearly as many community foundations. While the work of each affiliate and each foundation is tailored to the unique needs of their communities, there are some ways you can collaborate with your local community foundation to reach donors, families and other partners. Please come prepared with your local success stories and questions!

### **Building a Planned Giving Program at Your Affiliate**

*Led by Kristen Sand, Director, Resource Dev't Expertise Hub, Habitat for Humanity International*

Planned gifts are often the largest ones our donors give. Learn an easy script to use when asking for planned gifts and details about the three most popular planned gifts. Also included is information about marketing planned gifts.

### **Ohio ReStore Council Annual Meeting**

*Led by Ohio ReStore Council*

The Ohio ReStore Council, formed in 2010, provides an effective forum to communicate and network with ReStores in Ohio. Membership on the council is open to any ReStore in Ohio, and the annual meeting is open to the public. Election of officers will take place at this meeting.

### **Onboarding New Members**

*Led by Rochelle Sibbio, President and CEO, Habitat for Humanity of Summit County*

It's important to start your board members off the right way and arm them with the knowledge and tools they need to actively participate in the board room. This comprehensive board orientation session will help you, as the executive director, prepare for incoming board members by providing a solid orientation once elected to the board. You will leave the session with an outline to put together your "Board Orientation Manual" and a schedule of what would be a 2-3 hour session with new board members.

### **Law and Order: How to Mitigate Your Affiliate's Risk & Avoid the Inside of a Courtroom**

*Ann Charles Watts, Dinsmore & Shohl LLP, Legal Counsel*

You've heard the horror stories-the volunteer who falls off a roof, the ReStore cashier who winds up in prison, the affiliate that spends its escrowed property taxes on operations. Running a Habitat affiliate is a risky business. If you have not taken steps to ensure compliance with applicable local, state, and federal laws, you are putting your affiliate, your homeowners, and yourself at serious risk. Join us for this session and learn some ways to protect yourself and your affiliate from run-ins with the law. Spot high risk activities associated with future homeowner selection, construction, mortgage origination and

servicing, volunteer management, and homeowner death. With a little planning, you can protect your people, your assets, and your brand.

**Data-Driven: Strategic Approaches to 360° Marketing**

*Led by Denise Sanzo, Digital Marketing and Individual Giving Manager*

Learn how to build marketing plans to increase effectiveness and how to support these plans with data-driven content. This session will give attendees tools and information on gathering and analyzing data from multiple sources and utilizing it to sharpen marketing efforts by delivering the right content to the right audiences at the right time both in traditional and digital format. Attendees will leave with actionable, affordable plans for increasing effectiveness of their overall marketing and communications work.