

## Second Tuesdays: Webinars for Nonprofits

A series of 8 convenient monthly webinars  
on topics of special interest to nonprofits

Tuesdays, October 12, 2010–May 10, 2011  
11:30 am–1 pm

*Sign up for all 8 sessions  
and save \$33!*



## Second Tuesdays: Webinars for Nonprofits

### Learn from where you are. Save time, money, and miles

Nonprofit board members, staff, and volunteers can now learn valuable skills and find useful resources from the office, home, or conference room. Participate from 11:30 am to 1 pm on the Second Tuesday of every month, either in person at the Pyle Center on the UW-Madison campus or from another location of your choice. This new series makes learning easy.

### More than just talk: Entertaining, interesting, and engaging

Most webinars tend to be little more than talking PowerPoints. Even if you're fascinated, it's hard to stay focused. Second Tuesday sessions are designed differently. They include a spicy array of public-service messages, Q & A, animations, and easy-to-follow visuals—even a little music and humor now and then. Each session has more than one presenter.

### The big picture: Accessible resources

With decades of nonprofit experience in addition to content expertise, Second Tuesday presenters know you can't do everything in an hour and a half. But we can identify the key issues, offer practical tips that save time and money, and point to resources that provide the details you want.

### For Each Second Tuesday Webinar You Get—

**Before:** Prompts for Busy People—A short reminder via e-mail before each session. The reminder puts the next webinar's agenda in concise form.

**During:** Audio and visual notices for key points. Chances to ask questions. And addresses to e-mail and numbers to call for later follow-up questions.

**After:** A short follow-up e-mail with additional resources you can use, with a reminder for the next session.

### **BONUS!**

**Tips for Nonprofits**—Downloadable technical assistance sheets you can easily reproduce and share. Right-on-target pieces on the topic of the day, supplemented by related resources on issues you have requested.

### Get the Most Out of Your Investment in Second Tuesdays—

#### ✓ Invite colleagues

Why not invite colleagues to watch the webinar with you on large screen in a group session? Then, talk about how to apply the lessons learned and share ideas. If you participate from your own desk, invite one or two others to join you.

#### ✓ Bookmark the address

Bookmark [www.dcs.wisc.edu/pda/nonprofit/webinars](http://www.dcs.wisc.edu/pda/nonprofit/webinars) to get to the Second Tuesday webinars whenever you want. Feel free to print the supplemental materials. If you sign up and cannot participate live, your registration entitles you to view the webcast for up to a year following the program.

#### ✓ Ask questions

Follow up by calling or e-mailing the presenters and others who participate. Tell us what works and what doesn't. Help us make this strategy better each month.

#### ✓ Put it on your calendar!

### For more information, contact—

**Rick Brooks**  
[rbrooks@dcs.wisc.edu](mailto:rbrooks@dcs.wisc.edu)  
608-265-4077

# Webinar Schedule

Second Tuesdays, 11:30 am–1 pm



## OCTOBER 12

### Nonprofits and Information Technology: Decide what makes sense for your organization, and why

This quick inventory of internet and computer-related tools helps you know enough about costs, uses, benefits, and pitfalls to prioritize your investments of time and money. We discuss common challenges and success stories and show you where to find inexpensive expert help: websites, e-mail, software, troubleshooting, and much more.

## NOVEMBER 9

### Social Media: Inform, Empower, and Engage

Turn to Facebook, Linked In and Twitter. Spread the word with a blog. Use inexpensive tools to engage supporters, staff, and the people you serve. Presenters who have won \$100,000 and raised thousands more through social media share what worked and what didn't. Advocates and outreach educators show best practices—and some not-so-good ones.

## DECEMBER 13

### Legal Issues for Nonprofits

Wisconsin's more than 31,000 nonprofits can benefit from—or be hurt by—all kinds of accountability rules. Are you trying to form a tax-exempt, nonprofit organization to accomplish social ends? What do you need to know? What corporate structure should you choose? What are your legal and ethical obligations? Some of the area's most knowledgeable attorneys and nonprofit leaders share their advice on liability and risk management, employment issues, confidentiality, conflict of interest, and other topics you request.

## JANUARY 11

### Storytelling for Fun and Nonprofit

Want to raise money? Get a grant? Persuade people that you are doing important things? The statistics and research you offer can help. But more and more, you need stories to make the emotional impact required to attract others to your mission. Elements of storytelling can be the key to success in fundraising, websites, speeches, annual reports, marketing, and teaching and training. Hear from raconteurs and storytellers with pizzazz and compassion. Listen and watch how this works!

## FEBRUARY 8

### Nonprofit Finance: What's Your (Triple) Bottom Line... and How Can You Manage it Well?

Nonprofit accounting has its own set of standards and lingo. It also requires some specifically tuned techniques for making good decisions, preventing problems, and telling your story by the numbers. For non-bookkeepers, treasurers, board members, and others, this basic introduction can help build understanding for accountability.

## MARCH 8

### Finding Funds: Using the Foundation Center and Other Online Resources

Learning who might be interested enough in your work to give you money is probably easier than you think. Wisconsin has some of the best resources in the country for nonprofits, and you can learn basic search techniques that will help you identify and prioritize the sources you need. Many foundations, corporations, and individuals are likely to support you if you understand what they do and approach them in the right way.

## APRIL 12

### Collaboration Across Boundaries

Small nonprofits and larger ones are now discovering that joint ventures, partnerships, and even mergers make more sense than going it alone. They consider working together not only to survive, but to find assets and resources that they otherwise couldn't tap. And they often learn that a new energy arises from unexpected sources. Social entrepreneurship makes it possible to generate new revenue and capitalize on business acumen, too. But what do you need to know to decide how to proceed—alone, or in partnership with people you trust?

## MAY 10

### Nonprofit Innovation for Survival and Success

It takes more than clever public relations, suggestion boxes, and wild guesses to transcend the normal challenges of nonprofit work to improve things. Creativity becomes innovation when you can implement the steps to achieve your goals in new ways. Whether your motivation comes from a passion for excellence or compassion, a compelling need, or an exciting opportunity, innovation may be required...and then a plan to adapt to the new order. Learn case histories, an inventory of techniques, and inspirational stories.

## General Information

### Registration

Mail: Cont. Studies Registrations, Pyle Center, 702 Langdon St.,  
Madison, WI 53706-1487

Call: 608-262-2451 or 800-725-9692 (Wisconsin Relay 711)

Fax: 608-265-3163 or 800-741-7416

Online: [www.dcs.wisc.edu/pda](http://www.dcs.wisc.edu/pda)

(Phone, fax, or online registrations: include payments by credit card.)

Call 608-262-2451 or fax your registration to 608-265-3163 or toll-free: 800-741-7416 (must include payment by MasterCard, VISA, American Express, Discover, or purchase order).

### Fees

Each session is \$29; or \$199 for the series (a \$33 savings). Includes technical assistance sheets and a nonrefundable administrative fee of \$8.25 per session or \$20 per series of 8 sessions. Limited enrollment for the Pyle Center location; register early. All webcasts will be archived and can be accessed by registrants for 365 days following each live presentation.

### Workshop locations

Online from a location of your choice, or at the Pyle Center, 702 Langdon St., on the UW-Madison campus. Check in begins at 11 am; the webinar is from 11:30 am to 1 pm. Check Pyle Center electronic bulletin board for room number upon arrival.

If you have a disability and desire accommodations, please advise us when you register. Requests are confidential. These programs are offered by UW-Madison in cooperation with UW-Extension.

## Registration Form—Second Tuesdays Webinars

### PLEASE REGISTER ME FOR

- |  |  |       |       |
|--|--|-------|-------|
| <input type="checkbox"/> Second Tuesdays series of 8 sessions— <b>SAVE \$33!</b><br>2nd Tues, Oct 12 thru May 10 | <input type="checkbox"/> Location of my choosing<br><input type="checkbox"/> Pyle Center | \$199 | #8308 |
| <input type="checkbox"/> Nonprofits and info technology—Tues, Oct 12, 2010                                       | <input type="checkbox"/> Location of my choosing<br><input type="checkbox"/> Pyle Center | \$29  |       |
| <input type="checkbox"/> Social media—Tues, Nov 9, 2010  | <input type="checkbox"/> Location of my choosing<br><input type="checkbox"/> Pyle Center | \$29  |       |
| <input type="checkbox"/> Legal issues—Tues, Dec 13, 2010   | <input type="checkbox"/> Location of my choosing<br><input type="checkbox"/> Pyle Center | \$29  |       |
| <input type="checkbox"/> Storytelling—Tues, Jan 11, 2011   | <input type="checkbox"/> Location of my choosing<br><input type="checkbox"/> Pyle Center | \$29  |       |
| <input type="checkbox"/> Finance—Tues, Feb 8, 2011   | <input type="checkbox"/> Location of my choosing<br><input type="checkbox"/> Pyle Center | \$29  |       |
| <input type="checkbox"/> Fund raising—Tues, March 8, 2011  | <input type="checkbox"/> Location of my choosing<br><input type="checkbox"/> Pyle Center | \$29  |       |
| <input type="checkbox"/> Collaboration—Tues, April 1, 2011   | <input type="checkbox"/> Location of my choosing<br><input type="checkbox"/> Pyle Center | \$29  |       |
| <input type="checkbox"/> Innovation—Tues, May 10, 2011   | <input type="checkbox"/> Location of my choosing<br><input type="checkbox"/> Pyle Center | \$29  |       |

3-DIGIT BROCHURE CODE: UW# W55

### CONTACT INFORMATION

NAME

TITLE

ORGANIZATION

MAILING ADDRESS

CITY / STATE / ZIP

PHONE ( )

EVENING/CELL PHONE

E-MAIL

### PAYMENT METHOD

- Please bill my organization at the address above.  
 Enclosed is my check payable to UW-Madison.  
 Please charge to the following account:  MasterCard  VISA  AMEX  Discover

CARD NO.

EXPIRES

CARDHOLDER'S NAME