



2017 Conference Agenda 100 Who Care Alliance

Thursday, April 27

5:30-8:30 pm

Open House, Meet & Greet and Registration

Venue Location: Drumbar in Raffaello Hotel at 201 E. Delaware

Dress: Casual

Food & Drink: Light hors d'oeuvres and cash bar

Come at your leisure to sign in, pick up your materials and meet other chapter leaders and steering committee members from around the world. The reception will last until 8:30 but you can stay as late as you'd like.

Friday, April 28

Location: Mid America Club on 80th floor of the AON Building

Address: 200 E. Randolph, go down stairway from street level to enter and check in at Mid America Club security desk in the left corner

Dress: Casual

9:15-10:00 am

Registration, Continental Breakfast & Networking Time

Registration continues for those who did not register the evening before. Continental breakfast provided.

10:00 – 10:45 am

Welcome and Introductions: Our Roots

The opening will include brief welcoming words by the sisters of our founder and heads of some of the first chapters. We will lay out the theme of "Seven Seeds to Sow for Success," share housekeeping details, define the rules of conduct we will follow for the duration of the meeting, and provide an overview of the growth/reach and international scope to date.

The Seven Seeds to Sow For Success:

1. LOVE US, DON'T LEAVE US: Recruitment and retention of members
2. GETTING YOUR SEEDS IN A ROW: Logistics of running a meeting
3. CHARITY RELATIONS: Vetting, awarding, and how to get them to market us
4. MARKETING: Social media, press, storytelling, sponsorship, creating enthusiasm
5. FINANCIAL ISSUES: Collecting donations, alternatives to checks, dealing with non-payers
6. TO 501(c)3 OR NOT TO 501(c)3: Legal issues – should you become a 501(c)3
7. CULTIVATING VOLUNTEERS: Volunteer recruitment, retention, and succession planning



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10:45-11:30 am **Plenary 1: CULTIVATING VOLUNTEERS, RETENTION AND SUCCESSION PLANNING**

Panel with four non-profit employees tasked with finding and managing volunteers for their respective non-profits to gain insight on how to find and cultivate volunteers to help us run our chapters, and how to do succession planning to ensure our chapter's future

11:30-11:45 am **Break**

11:45-12:30 am **Plenary 2: REACHING 100 MEMBERS AND BEYOND-HOW CHAPTERS FLOURISH ORGANICALLY AND HOW TO NOURISH FOR FASTER GROWTH**

Panel discussion format with four attendees who have large groups, or have maintained their group size over time, exploring the keys to their groups' success

12:30 – 2:00 pm **Buffet Lunch Served and Table Topic Discussions**

Most tables will have a topic listed and a coach present throughout lunch. Select a topic you're interested in and join the table for discussion. Feel free to table hop throughout lunch so you can be part of several discussions. There will also be some tables with no topics for those who just want to eat and socialize.

Table topics include:

1. Should you pick presenters the night of the meeting or ahead of time?
2. Email Marketing: can Constant Contact or MailChimp can help your club?
3. Should you allow teams or only individual members?
4. Issues exclusive to Canadian chapters
5. What to do about members who don't pay
6. How to handle confrontational members at a meeting
7. Who should do the presentations, members only or charity representatives?
8. Is vetting charities necessary and what criteria and processes should you use
9. Comparing marketing tactics: social media vs. press vs. asking awarded charities to get you exposure
10. Advanced social media practices
11. General meeting logistics
12. Converting award recipients and their board of directors to members
13. Getting to 100 and beyond: Continuing the conversation



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2:00-2:45 pm **AFTERNOON BREAKOUT A**
 2:45-3:00 pm **Break**
 3:00-3:45 pm **AFTERNOON BREAKOUT B**

Sessions are repeated at both time slots, please pick one session to attend in each track. After your session is over in B Track, please return to main ballroom for day one closing.

	A Track: 2:00-2:45	B Track: 3:00-3:45
Room 1	<i>When members say no to "check please," alternative payment options</i>	<i>When members say no to "check please," alternative payment options</i>
Room 2	<i>To 501(c)3 or not to 501(c)3, that is the question</i>	<i>To 501(c)3 or not to 501(c)3, that is the question</i>
Room 3	<i>Starting a New Chapter: Tactics To Help Your Club Take Root and Thrive</i>	<i>Starting a New Chapter: Tactics To Help Your Club Take Root and Thrive</i>

3:45-4:00 pm **Review of Day One and Evening Reception Info**

4:00 pm **Adjourn**

5:00-7:00 pm **Reception**
Venue Location: Wyndham Grand Penthouse
Address: 71 E. Wacker
Dress: Casual
Food & Drink: Light hors d'oeuvres and cash bar

7:00 pm **Planting the Seeds for The Alliance Ongoing**
Informal session for all those interested in either hosting the next conference, and/or discussing the future of the Alliance.

Venue Location: Continuing on in the Wyndham Grand Penthouse

OR

Dinner On Own



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Saturday, April 29 *Location: Mid America Club on 80th floor of the AON Building*
Address: 200 E. Randolph, go down stairway from street level to enter
Dress: Casual

8:15-9:00 am **Continental Breakfast and Networking**

9:00-10:30 am **Table Topic Toplines**

Table topic coaches from Friday lunch sessions will each present topline findings from their table discussions—audience interaction with passed mic for questions and comments

10:30-10:45 am **Break**

10:45-11:30 am **Plenary 3: GETTING NEW MEMBERS TO LOVE US AND NOT LEAVE US – MEMBER RECRUITMENT AND RETENTION**

11:30-12:15 *Breakouts*

Please pick one session to attend. Breakout will be followed by lunch

Room 1	Room 2
<i>How to, and how you as a budding social media user can help your chapter grow</i>	<i>Reap and Sow the Benefits of Sponsorship Revenue</i>

12:15 – 1:00 pm **Buffet Lunch Served and available through next session**

1:00-1:30 **Plenary 4: ADDING THE CHERRY ON TOP: CREATING EXCEPTIONAL MEMBER EXPERIENCE AND ENTHUSIASM**

1:30-1:45 **INTERACTIVE POSTCARD EXERCISE**

Committing to what you're going to take away from the conference

1:45-2:00 **Conference Closing and Evaluations**

Closing remarks and please take the time to tell us what worked well and what needs improvement for our next gathering. Take away snacks will be provided.