



JUNIOR LEAGUE OF
BOCA
RATON

2019 FALL NONPROFIT WORKSHOPS

Vegso Community Resource Center (VCRC)
261 NW 13th Street • Boca Raton, FL 33432
(561) 620-2553 • www.jlbr.org

ABC BUILDING BLOCKS OF CONSTRUCTING SUSTAINABLE & IMPACTFUL RELATIONSHIPS

Tuesday, July 23, 2019

10:00 a.m. – 12:00 p.m.

No Registration Fee

Interactive workshop that will teach attendees the tools to build impactful long lasting relationships with donors, funders, community and other nonprofits.



Presented by Mary Wong

Mary Wong is the proud owner of Bee Mary LLC a small business dedicated to "unlocking the power of possibilities". Mary has a strong background in leadership with over 25 years in the nonprofit arena. Mary has a deep commitment as a community builder and connector. She believes deeply in perseverance, commitment, creativity and that the key is always available to what is our next gift. With Two Doors, Mary is helping others to unlock their potential and identify their gifts to keep as many doors as possible open to them. Mary lives in Lake Worth Fl. and during her spare time enjoys her dogs, volunteering and is an avid gardener. "I have been studying doors, locks, keys, and what I have realized is that no matter the size shape or age you still have to have the courage to turn the door knob and open the door. To take the steps to begin the journey.....EVERYONE IS WELCOME"

CHANGING STAFF CULTURE AROUND FUNDRAISING

Tuesday, August 6, 2019

10:00 a.m. – 12:00 p.m.

No Registration Fee

How to change the culture in how you view fundraising within your organization and how to develop a culture of philanthropy in your organization and increase the performance in fundraising.



Presented by Dr. Christopher Noe

Dr. Christopher Noe, Ph.D., has served countless nonprofit and for-profit organizations in the area of strategy and enterprise development from Florida to California with his national strategy consulting firm – CNoeLimits, LLC. Prior to starting his own consulting practice, he served as Manager of the Office Depot Foundation providing resources and corporate philanthropy to over 3,000 charitable organizations worldwide. Dr. Noe has also served as Director of Social Investment at Nonprofits First, a management support organization, where he created the *Social Enterprise Institute* and *Fund Development Academy* teaching nonprofits how to become sustainable and impactful with their funding and programs. Currently, Dr. Noe serves as a facilitator, lecturer, strategist, and advisor to both for-profit and nonprofit leaders who wish to create social good and advance their mission causes. He works with entrepreneurs, philanthropists, and disruptors who wish to change the world for positive social and economic outcomes and improved internal organizational health. Dr. Noe is a graduate of Leadership Boca, Leadership Delray, & Leadership Palm Beach County. He earned his MBA in Nonprofit Management and his Ph.D. in Corporate & Organizational Leadership.

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WHAT CONTENT SHOULD YOU POST ON YOUR SOCIAL MEDIA

Tuesday, August 20, 2019

10:00 a.m. – 12:00 p.m.

No Registration Fee

Text, photos, videos – what should your nonprofit be posting on Facebook, Twitter, LinkedIn and Instagram? The right answer is a combination of all of those. We'll go over strategies to create the best possible daily posts on your organization's social media platforms so your agency can reach the right audience of supporters, donors and other stakeholders with the most effective messages.



Presented by Leon Fooksman

Award-winning writer Leon Fooksman specializes in using words, images, and videos to tell the unique stories of nonprofits, government agencies and small businesses on their websites, blogging pages, e-newsletters, and social media channels. The author of "A Tradition of Caring: A History of Medicine in Palm Beach County," he has more than 25 years of experience in journalism and marketing. A former South Florida Sun-Sentinel reporter and a graduate of Columbia University Graduate School of Journalism, Leon is president of Digital Storyline -- a content marketing agency that specializes in helping organizations find, tell, and promote their stories. He has worked with some of the leading nonprofits in South Florida, including Urban League of Broward County, Palm Beach County Medical Society, Leadership Palm Beach County, Families Central, Early Learning Coalition of Palm Beach County, Children's Home Society, and Women's Fund of Miami. He lives with his wife and their two sons in Parkland, Fla.

NETWORKING, ENGAGEMENT, SOCIAL MEDIA & DEVELOPMENT IN A COMPETITIVE ENVIRONMENT

Tuesday, September 10, 2019

11:00 a.m. – 12:00 p.m.

No Registration Fee

Building a strong network to raise funds requires energy strategic thinking, time and effort but it can be fun and ultimately be very rewarding.



Presented by Jan Savarick

Jan Savarick is the President of Savarick Consulting. She is an expert in strategic planning, community and media relations, fundraising, event planning and organizational development. She is the Senior Advisor for Connected Warriors.

Ms Savarick was the Executive Director for Presidential Initiatives at Florida Atlantic University and for 14 years was the President of the Boca Raton Regional Hospital Foundation. She has been awarded recognitions like: Opal Award (2015), Honoree American Association of Caregiving Youth (2013), Palm Beach County Ultimate CEO (2013) and South Florida Most Influential Business Woman (2012)



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LEADERSHIP SERIES - BREAKING THE MODEL: THE NEW WAY TO GROW NONPROFITS PANEL DISCUSSION

Tuesday, September 24, 2019

5:30 p.m. – 7:30 p.m.

No Registration Fee

Join this live discussion as these community leaders discuss new ways to break down barriers that affect growth in your organization.

Our Leadership Series is a program focused on those who lead nonprofit organizations but have other commitments during business hours when our workshops are usually held. Nonprofit board members, management, staff, and supporters are all encouraged to attend. Snacks and beverages will be provided.



Featuring Alex Price, Office Depot - National Director of Community Engagement; Jason Hagensick, YMCA of South Palm Beach County - President and CEO; Donna Biase and Debbie Ellman, Best Foot Forward Foundation - Co Founders

Facilitated by Margi Cross, Junior League of Boca Raton - Community Issues Manager

INTRODUCTION TO FINDING GRANTS & FOUNDATION DIRECTORY ONLINE

Saturday, September 28, 2019

9:00 a.m. – 11:00 a.m.

No Registration Fee

This 2-part workshop will get you started with finding grants for your organization. First, we will review the 10 most important things you need to know about grantseeking while demystifying some of the biggest myths.

- Who funds nonprofits and what are their motivations.
- What do funders really want to know about the organizations they are interested in funding.
- How do you identify potential funders and make the first approach.

The second part of the workshop is hands-on and involves going into the Foundation Directory Online to begin exploring potential funders. Please bring a laptop or tablet computer; if you do not have one, contact library@jlbr.org to reserve a computer to use during the session (quantities limited).

Presented by the Junior League of Boca Raton Nonprofit Training Committee

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HOW TO CREATE AN ENGAGING FUNDRAISING EVENT

Thursday, October 10, 2019

10:00 a.m. – 12:00 p.m.

No Registration Fee

How to create the strategies that suit your nonprofit goals to reach success in your fundraising efforts.



Presented by Sandra Tribioli

Sandra Tribioli, holds a Master in Business Administration, a mom of 3 young children and healthy lifestyle advocate and serial educator. Sandra's real-life breakthrough started when diagnosed with Celiac Disease back in 2002, empowering her to take charge of her own health by taking her nutrition education to the next level and getting certified by the Institute for Integrative Nutrition and American Association of Drugless Practitioners. While the hours are long, her life aspirations are centered in cultivating healthier communities, through creating various educational-based platforms including MindBody Expo now a 501(c)(3), dedicated to providing our growing community of wellness enthusiasts the content needed to live a healthy and sustainable lifestyle. Currently, she's working on creating a brand new educational-platform called CAMTalk to join the voices of progressive physicians and healthcare professionals from diverse fields of Complimentary and Alternative Medicine dedicated to preventing and reducing chronic disease, while living in a more sustainable planet. Sandra also seats in various planning committees such as TEDx Boca Raton, Walk to End Alzheimer's Boca, Brain Bowl and most recently ImagiNation at the Children's Museum in Boca Raton.

7 SECRETS ON HOW TO ESTABLISH AND GROW A NONPROFIT 501(C)(3)

Tuesday, October 29, 2019

10:00 a.m. – 12:00 p.m.

No Registration Fee

In this program you will learn the secrets to setting up and operating a successful not-for-profit organization.



Presented by Lauren A. Cohen, Esq.

When entrepreneurs and business owners want to ensure they have a sound corporate infrastructure for growth, need to protect their financial interests, wish to craft a professional strategic business plan, or plan to eventually execute a profitable exit, they call expert advisor and attorney Lauren Cohen.

For over twenty years, Lauren and her teams at e-Council Inc.com and ScaleUp Enterprises have advised U.S. and international businesses, providing concierge-level, professional guidance in many of the areas critical to success, including professional business plans, financing, legal and compliance matters, insurance and licensing, and operational systems and security. Lauren is also a non-profit specialist both in terms of setup and ongoing operations and compliance.

A graduate of York University and Osgoode Hall Law School in Toronto, Canada, Lauren is also an expert in business immigration law, boasting a stellar record helping foreign entrepreneurs realize the "American Dream" by obtaining EB-5, E-2, L-1 and other business visas and starting a business in the U.S. or investing in an established corporation. In doing so, her clients have raised and invested millions of dollars in capital. Lauren has spoken throughout the world on the topics of business immigration and scaling businesses, and she was recently named to the faculty of the Forbes and INC.-renowned global networking and training program for successful business owners.

In 2017, Lauren was recognized as a "Super Lawyer" by Attorney-at-Law magazine and in 2018 received the "Leader in the Law" award from the Florida Association of Women Lawyers. She was recently featured on the global TV series *Unlocking Your Limitless Life* and has been interviewed on NPR and NBC-6 and quoted in The Wall Street Journal, The South Florida Business Journal, The Palm Beach Post and several other news outlets and publications. Lauren is also a regular featured guest on webinars, podcasts, radio shows and other similar media.

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THE IMPORTANCE OF NONPROFIT STRATEGIC PLANNING

Tuesday, November 5, 2019

10:00 a.m. – 12:00 p.m.

No Registration Fee

"If you don't know where you're going, you'll probably end up someplace else." This presentation will discuss the importance of strategic planning for nonprofit success and outline a strategic planning model for achieving a noteworthy future.



Presented by Dr. Frank Marangos

Dr. Frank Marangos is CEO and Founder of OINOS Educational Consulting. He received a Doctors Degree in Adult Education (Ed.D.) from NOVA Southeastern University (Ft. Lauderdale, FL) and a Doctorate in Ministry and Childhood Education (D.Min.) from Southern Methodist University (Dallas, TX).

In addition to being a certified Fellow in Charitable Estate Planning (FCEP), and a member of the Association of Fundraising Professionals (AFP), Marangos is a Certified Practitioner and Interpreter of Myers-Briggs Type Instruments (MBTI), the Murphy-Meisgeier Type Indicator for Children (MMTIC), KLIEN, and FIRO-B Business™ Assessments. These and other tools provide vital psychometric information for teacher training, teambuilding, organizational development, and personalized academic coaching for youth and adult learners.

Dr. Marangos has taught at several American colleges and universities. He is a nationally Certified Distance Learning Leader with extensive expertise in developing and conducting on-line distance learning courses. He has offered numerous courses as an adjunct assistant professor at Saint John's University (Queens, NY).

Apart from creating the CANA Curriculum Design Model, Marangos has co-authored several interactive educational CD-ROM resources for families and teachers.

He is a Vice President with Thompson and Associates (www.ceplan.com) – a company that specializes in providing planned giving expertise to nonprofits and educational organizations. The firm does not replace development office personnel but compliment/assist them to increase donor contributions. Nonprofits can expect an annual ROI that typically ranges between \$35-\$70 for each \$1 of invested.

In addition to the aforementioned – Marangos served as Managing Director for The Pelican Group – a highly specialized financial services and development counseling firm that provides financial and strategic consulting, capital resource and investment management advisory services, development and fundraising counsel, and stewardship education to dioceses, Catholic schools and universities, religious orders, and other organizations related to and part of the Catholic Church.

Dr. Marangos offers his expertise as a Senior Business Coach and Consultant for AWAKE Consulting Group. by providing training and support to entrepreneurial leaders on a variety of business and marketing strategies. He has conducted Focus-Group Research, Organizational Scans (SWOT) and Communication Audits.

Prior to launching OINOS Educational Services, Marangos served as the National Director of Religious Education and Executive Director of Communications for the Greek Orthodox Archdiocese of America. He was also Dean of the Archdiocesan Cathedral of the Holy Trinity in New York City.

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POSICIONAMIENTO DE IMAGEN Y MARCA (curso en Español/workshop in Spanish)

Martes, 19 de noviembre de 2019

10:00 a.m. – 12:00 p.m.

Gratis

Las pequeñas organizaciones sin ánimo de lucro donde sus fundadores tienen más de una posición que cubrir, están listas para administrar sus campañas de mercadeo digital de la misma manera que las grandes fundaciones lo hacen. Acompáñanos en este taller donde presentaremos herramientas digitales poderosas, fáciles de usar que te ayudarán a crear, administrar y fidelizar tu comunidad digital.

Conoceremos las aplicaciones más usadas, cómo suscribirse, cuál es su costo , cómo usarlas para diseñar, crear calendarios, enviar emails a tu base de datos. Al terminar este taller van a optimizar el tiempo de interacciones y de efectividad en sólo unos pocos clicks.



Presentando por Tatiana Velasquez

Profesional en Mercadeo y Publicidad con más de 15 años de experiencia desarrollando e implementando estrategias para Estados Unidos y Latinoamérica. En su trayectoria profesional ha tenido la fortuna de trabajar con Agencias multinacionales como McCann y DDB donde sus mayores clientes han sido Air France, Exxon Mobile, L'Oreal, L'Occitane, Banco Santander entre otras grandes compañías locales para Colombia y Perú.

Desde el 2010, Tatiana ha dedicado sus conocimientos y pasión a promover el emprendimiento y trabajar como consultora de estrategias de negocios y mercadeo para pequeñas y medianas empresas y fundaciones sin ánimo de lucro, con su posicionamiento de marca y ganancias en los mercados a los que se orientan.

Tatiana tiene una maestría en CRM, Mercadeo de Lealtad y Optimización con clientes y empleados. En 2017 obtubo la Certificación como Community and Digital Marketing con la Universidad Cornell.

Como parte de su experiencia Tatiana hace parte de los primeros influencers en español, su canal de youtube cuenta con 74 mil suscriptores y más de 13 millones de views en total. Esto le permite hacer sus consultorías de manera impactante y real para las empresas que trabaja.

Tatiana ha sido voluntaria para tres fundaciones sin ánimo de lucro en el sur de la Florida y en Colombia. Estas labores sociales la llevaron a ser la cofundadora de Empresarias Hispanas Inc.

MARKETING AND BRANDING

Tuesday, December 3, 2019

10:00 a.m. – 12:00 p.m.

No Registration Fee

Small non-profits with one person wearing too many hats are ready to create awareness using the same tools that the big players use to launch their marketing campaigns.

Join us to take advantage of powerful, easy to use digital marketing tools to create, develop, and engage.

We will learn how to design, post, use calendars, mail communications, and manage all social media platforms in one place. After this workshop, you will optimize your social media management time, in just a couple of clicks.



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Presented by Tatiana Velasquez

Marketing and Advertising professional with over 15 years of experience in U.S. and Latin American's markets. As a brand strategy director for DDB and McCann Tatiana has lead multiple campaigns for the likes of Air France, L'Oréal, Exxon Mobil, L'Occitane and others.

Over the last 8 years, Tatiana has dedicated her passion and experience toward helping small business owners and nonprofit founders to develop their companies and build brand awareness.

Tatiana holds a Master's degree in Customers Relationship Marketing and a Certificate in Community and Digital Marketing from Cornell University.

Her Youtube channel has 74k + subscribers and 13 million views and counting. Tatiana's experience as an Influencer allows her to give direct and effective advice for creating impacting and memorable strategies on new and developing media.

Tatiana has been a volunteer as a Marketing chair for three Non-profits in South Florida and Colombia. She is a co-founder of the Hispanic Women Entrepreneur Network in Palm Beach.

TARGETING YOUR AUDIENCE

Tuesday, December 3, 2019

10:00 a.m. – 12:00 p.m.

No Registration Fee

Get individualized help with making your content and materials speak to the right people - your audience! Individuals may sign up for a 15 minute slot to help improve their ability to connect with the people they are trying to reach. More details and sign up process to be announced.



Presented by Lisa "BB" Brown-Banic

Lisa "BB" Browne-Banic has many, many years of experience in marketing, advertising and public relations. She has worked with Microsoft and Nordstrom, Compaq Computers and the YMCA. Major Browne-Banic has been a Public Affairs officer in the US Army under now Chief of Staff John Kelly and Secretary of Defense James Mattis.

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