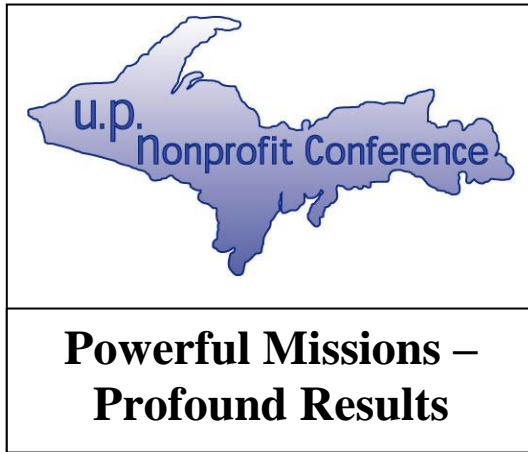


## Call for Workshop Proposals



You are invited to share your expertise at the Great Lakes Center for Youth Development 6th Annual U.P. Nonprofit Conference which will be held on Friday, October 22, 2010, at Northern Michigan University in Marquette, MI.

We are seeking proposals for workshops that deliver relevant and thought-provoking information and concepts to conference goers. We are looking for workshops that will help nonprofit organizations now and on the other side of the economic downturn.

Proposals that address and support issues of nonprofit sustainability and capacity building are encouraged.

To assist proposal development, we have developed the following submission guidelines.

All submissions should be directed by mail, fax or email to:

Ann Gonyea, Director of Marketing & Communications  
Great Lakes Center for Youth Development  
1175 Erie Ave.  
Marquette, MI 49855  
Telephone: 906 228 8919, ext. 15 or toll free at 877 339 6884  
Fax: 906 228 7712  
Email: [amgonyea@glcyd.org](mailto:amgonyea@glcyd.org)

Thank you, and good luck with your submission(s).

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## **About Great Lakes Center for Youth Development**

The mission of the Great Lakes Center for Youth Development (Center) is to serve as a catalyst for the healthy development of youth in rural communities by strengthening the nonprofit organizations that serve youth, schools, and families. Our focus on positive youth development means we serve all regional nonprofits. A strong general nonprofit community is essential in creating and maintaining healthy environments for youth. *Positive Youth Development* addresses the broader needs of youth rather than a deficit-based approach, which focuses on youth problems. The Center recognizes the key role that nonprofit organizations fill in our region - serving children and families and making our communities great places to live. The Center's mission leads us to serve as pioneers – adventurers seeking to provide the resources and knowledge we all need to best nurture our young people. We do this by providing technical assistance, training, and opportunities to convene nonprofit leaders, staff and volunteers. Our intent is to help nonprofit organizations fulfill their missions, and raise the effectiveness and efficiency of the entire youth development landscape in rural Great Lakes communities.

## **About the U.P. Nonprofit Conference**

The U.P. Nonprofit Conference offers regional nonprofit leaders, staff, board members, and volunteers the opportunity to network, attend workshops, share ideas and fire up the passions that drive their nonprofit missions and visions. Attendees appreciate the opportunity to be able to convene and learn at a conference held in their own region. For many nonprofits, sending staff, volunteers or board members out of the area to build skills and network is not a feasible option at all. The U.P. Nonprofit Conference serves to fill that need expertly and cost efficiently.

Attendees at the conference get the opportunity to:

- Network with peers from regional nonprofits
- Attend workshops on critical and compelling nonprofit issues such as nonprofit accountability, fundraising and marketing
- Enter drawings to win fabulous prizes
- Visit exhibitors
- Take home resources, ideas, and tools that support their mission and programs

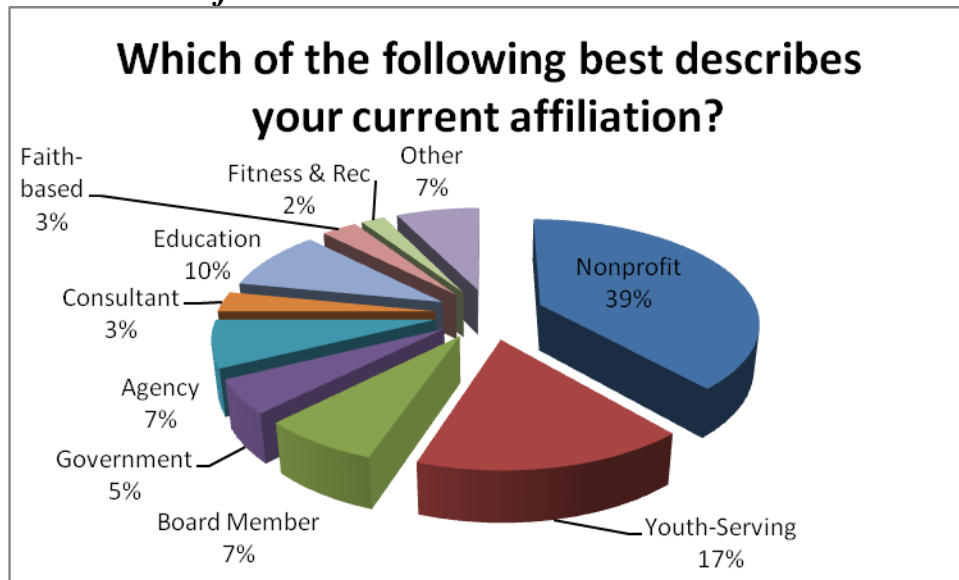
## **This Year's Theme: *Powerful Missions – Profound Results***

The mission-driven of nonprofit organizations is as important as ever as our world, our country, our state and the U.P. work toward a healthier economy. There is evidence that we are through the worst of the recession – stocks show signs of rally, retail sales have risen, unemployment rates have leveled and are beginning to drop bit by bit. But we're not out of the woods yet. Now comes a different kind of tough time – nonprofit and youth-serving organizations must persevere through the challenging climb to a strong economy. Many people, families and organizations in our communities are still in or on the brink of being in dire situations. As organizations passionate about filling these gaps, it is critical nonprofits continue to fuel their missions, focus on their work and help deliver the powerful and life-changing results communities still need. The economic downturn resulted in a lot of cutbacks and closures, but for many, the passion that fuels our missions kept them afloat – they are in it for the long haul. Nonprofits will convene at the 6<sup>th</sup> Annual U.P. Nonprofit Conference for a day set aside to learn and talk with others about what keeps their passions alive and moves them into the new environment that is taking shape.

### ***Attendee Profile***

Each year between 150 – 200 people from through the U.P., in addition to visitors from lower Michigan and Wisconsin, gather for this unique opportunity to gather close to home. Attendees include nonprofit leaders, staff members, volunteers and board members.

### ***A look at the 2009 Conference Attendees***



### **Marquette Area Overview**

As of the 2000 census, the city of Marquette, Michigan, population was 19,661, with the 2005 population estimate of 20,714. It is the county seat of Marquette County. Marquette is a major port on Lake Superior, primarily for shipping iron ore, and is the home of Northern Michigan University. It is the largest city on the Upper Peninsula. The city of Marquette averages about 170 inches of snow per year, making it the second snowiest city in the contiguous United States.

- Marquette was founded by Amos Harlow and his expedition leader Peter White
- Marquette has always been a shipping port for hematite ores and now enriched iron ore pellets from nearby mines and pelletizing plants
- The city includes several small islands (principally Middle Island, Gull Island, Lover's Island, Presque Isle Pt. Rocks, White Rocks, Ripley Rock, and Picnic Rocks) in Lake Superior
- The Marquette Underwater Preserve lies immediately offshore
- A regional medical center, Marquette General Hospital, serving much of the Upper Peninsula is located in the city
- Marquette Mountain, used for skiing, is located in the city
- Marquette is home to Northern Michigan University and the largest wooden dome in the world, the Superior Dome

- The film Anatomy of a Murder, dramatizing an incident that happened in the area, was partly filmed in Marquette, much of it in the county courthouse
- South of the city, K.I. Sawyer AFB, was an important Air Force installation during the Cold War, host to B-52H bombers and KC-135 tankers of the Strategic Air Command, as well as a fighter interceptor squadron. The base closed in September 1995, and is now home to the county's Sawyer International Airport
- The Roman Catholic Bishop Frederic Baraga is buried at St. Peter's Cathedral
- Marquette is the sister city of Kajaani, Finland and Higashiomi, Shiga, Japan. (Formerly Yokaichi, Japan)

## General Flow of Conference

Thursday, October 21, 2010: Pre-conference reception in the evening

Friday, October 22, 2010: Conference Day, 8 a.m. to 5 p.m.

### ***Primary Topics for Overall Conference Programming Include (but are not limited to):***

- |                                    |   |
|------------------------------------|---|
| • Sustainability                   | • Nonprofit Marketing and Communications            |
| • Capacity Building                | • Board Relations and Development                   |
| • Youth Development                | • Collaboration                                     |
| • Nonprofit Management             | • Policy and Advocacy                               |
| • Nonprofit Operations             | • Evaluation  |
| • Fundraising and Fund Development | • Volunteer Recruitment, Development and Management |
| • Youth                            |   |
| • Nonprofit Governance             |   |

## Selection Criteria

The selection process follows a review of every proposal submitted. We are seeking a diverse and well-balanced conference. In addition to clear objectives, topic relevance and participant involvement, proposals will also be evaluated for:

- Subject matter geared to experienced nonprofit leaders, staff, board members and volunteers
- Tools, resources and knowledge that can be quickly implemented when an attendee returns to work
- Subject matter that helps nonprofits ensure sustainability and build capacity to fulfill their missions

### ***Instructions for Completing a Proposal***

Each proposal will be reviewed carefully for:

- Relevance to the overall conference theme
- Completeness, accuracy, and clarity of the proposal
- Well-defined, realistic learning objectives that can be met in the time allotted, which is 75 minutes
- Clear, specific, and informative content and linkage of content to learning objectives  
Content that is current and practical or cutting-edge
- Presenters with expertise in topic area
- Prior speaking or presentation experience is preferred
- Proposals must include all requested information

### **Registration**

As a nonprofit organization, the Center does not provide honoraria for workshops at the U.P. Nonprofit Conference. Presenters should cover all of their individual travel expenses. The primary presenter will be given a full complimentary registration. Registered co-presenters will be eligible for a discounted Conference registration of \$50 to cover meal costs.

### **The Center's Policy on Content of Workshops**

GLCYD programs are noncommercial. Individuals should refrain from using brand names and endorsing specific products. Under no circumstances should a conference podium be used as a place for direct promotion of a speaker's product, service, or monetary self-interest. Presenters also must refrain from overt statements, harsh language, or pointed humor that disparages the rightful dignity and social equity of any individual or group.



## Workshop Proposal Form

All contact regarding workshops will be made only with the listed primary presenter. The primary presenter will be responsible for communicating with all co-presenters. Please include a year-round address, phone number and email address.

### *Primary Presenter*

**Full Name** \_\_\_\_\_

**Title** \_\_\_\_\_

**Affiliation** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Telephone Number:** \_\_\_\_\_

**E-Mail Address:** \_\_\_\_\_

### *Co-Presenters*

**Full Name(s), Title(s) & Affiliation(s)** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Session Title** (limit 15 words) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Session Description** (limit 75 words) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### **Target Audience Role** (check all that apply)

Nonprofit Leaders

Nonprofit Board Members

Nonprofit Staff

Nonprofit Volunteers

**Target Audience Skill Level**

*Expertise levels of the audience will vary. Several workshops will be offered at an advanced level. In general, conference attendees will run the gamut of having years of nonprofit experience to just getting started in the nonprofit world.*

Novice

Advanced

Intermediate

**Three Primary Learning Objectives**

*After this session, participants will be able to...*

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

**Please list any speaking or presentation engagements you've had in the past two years.**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Please supply us with a reference**

**Name** \_\_\_\_\_

**Title** \_\_\_\_\_

**Organization** \_\_\_\_\_

**Phone** \_\_\_\_\_

**E-mail** \_\_\_\_\_

**Equipment Needs**

*All rooms will be set up with a laptop and LCD Projector and Screen. Please indicate additional A/V needs.*

Internet Access

Chart Pad/Easel

Other

**Maximum Desired Group Size:**

Less than 25 Participants

25-50 Participants

## Exhibit Information

Presenters will also be given the opportunity to exhibit at the conference. If your workshop represents a business or vendor offering services or products, please provide the following additional information.

The Exhibitor Space includes: One 8-foot table (please provide your own table skirt; sorry, no backdrops, pipe & drape); space to hang a banner up to 8-feet long and electrical outlet.

All contact regarding workshops or posters will be made only with the listed primary presenter. The primary presenter will be responsible for communicating with all co-presenters.

**Business Name** \_\_\_\_\_

**Mailing Address** \_\_\_\_\_

**Telephone Number** \_\_\_\_\_

**E-Mail Address** \_\_\_\_\_

**Website URL** \_\_\_\_\_

**Products/Services Offered** \_\_\_\_\_

**How do these products/services support regional nonprofits?** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Payment Information:

**Waived \$120 Nonprofit Exhibitor Fee**  
*\*Includes conference registration (\$110 value).  
Additional representatives must register separately at full  
conference registration rate to attend conference sessions.*

*Please enclose a copy of your IRS 501(c)(3) letter*

**Waived \$180 For-profit Exhibitor Fee**  
*\*\*Includes conference registration (\$110 value).  
Additional representatives must register separately at full  
conference registration rate to attend conference sessions*

\_\_\_\_\_ **Internet Access per line**  
**Additional \$20 for T-1 line**

**Total amount enclosed: \$** \_\_\_\_\_

### Logistical Details

*How many chairs will you need?*

*1                      2*

*Do you need the 8 ft. table?*

*Yes                      No*

*Do you need an electrical outlet?*

*Yes                      No*

*Do you need Internet access?*

*Yes                      No*

*Do you plan to ship items to NMU?*

*Yes                      No*

*Do you plan to hang a banner?*

*Yes                      No*

***Set – up will be October 22 from 7-8 a.m.***

***Tear-down will be October 22, beginning  
no earlier than 4:30 p.m.***