

2019 District Manager Retreat

Building your Local Leadership (Advocacy) Program



Brought to you by MACD and CDEM



Monday, August 19, 2019

Jay's Sporting Goods-Outback Room 8800 S. Clare Ave, Clare, MI 48617

This workshop will help build your local leadership (advocacy) program, that all important community awareness program. Focusing on the why and how of building your action plan, this workshop will walk you through the steps of developing a plan that, when followed will provide consistent messaging about your District's value and relevance in your community.

Presented by: Tom Williams, Capacity Builder at the Nonprofit Network

Building on his former life as an urban planner, time as a nonprofit Executive Director and organizational developer at the state and national level, Tom has been working with nonprofits since 1996. His key current role as a Capacity Building Consultant with Nonprofit Network in Jackson Michigan is to partner with organizations in enhancing their governance and management practices to better meet their missions. Tom delights in being a contributor to groups having a breakthrough toward a stronger team. From his perspective, it's these strong, results-focused teams that realize change in their communities.

Tom lives in Genesee County and spends some of his non-consulting time working with a nonprofit in Fenton that operates a 100 acre vegetable farm growing 15 different crops that supply low income food pantries in the Detroit area. The farm operation utilizes over 3,000 volunteers to produce nearly a million pounds of fresh vegetables annually.

AGENDA (subject to updates)

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| 8:30 AM | Registration |
| 9:00 AM | Meeting Welcome and Introductions |
| 9:10 AM | What is Advocacy and What Are the Benefits? |
| 10:15 AM | <i>Break</i> |
| 10:30 AM | Keeping Your "Shelf Stocked" - <i>where to go where you can have an impact</i> |
| 11:00 AM | Developing Your Internal Advocacy Process |
| 12:00 PM | <i>Lunch</i> |
| 12:45 PM | The Positive Impact of Advocacy – <i>sharing your stories</i> |
| 1:00 PM | Developing Your Action Plan |
| 2:00 PM | <i>Break</i> |
| 2:15 PM | Wrap Up |
| 3:00 PM | Open conversation on topics of interest to attendees <ul style="list-style-type: none">• MDARD CD Survey Results – Aligning Mission, Vision and Values, John Switzer• Other topics brought forward by participants |
| 4:00 PM | Meeting Close |