



# Affiliate Summit

September 13 & 14, 2018

*The Inn at Grand Glaize*

## Thursday, September 13

**7:30–11:45 a.m. Registration**

**8–11:45 a.m. Grant Writing training-** Susan Kaderka, Regional Executive Director for the National Wildlife Federation and an experienced fundraiser for many years, will lead a half-day workshop on grant writing for conservation program work. Participants will gain a better understanding of what goes into a successful grant proposal and will get hands-on practice writing portions of an actual proposal. Participants should come (with a laptop) prepared to work on a specific grant proposal for one of their organization's funding priorities. This workshop will take the mystery out of grant writing and give people greater confidence about this type of fundraising.

**12-1 p.m. Lunch with Guest Speaker MDC, Deputy Director Jennifer Battson Warren**

**1-1:30 p.m. Welcome and Introductions-** Our Federation is made up of 100 affiliate organizations. In less than 30 seconds, tell us who you are and what you do.

**1:30-3 p.m. Donor Relations through Communication-**Tennessee Wildlife Federation's chief development officer, Kendall McCarter, and director of communications, Nate West, will discuss key elements of donor relations. They will present Tennessee Wildlife Federation's mindset toward supporters, which in turn shapes efforts to recruit and retain donors. From personal touches to programmatic communications, Kendall and Nate will outline what's working on the ground in Tennessee.

**3-3:15 p.m. Break**

**3:15-4 p.m. David Risberg Memorial Mini Grant-** Grant opportunities for CFM affiliates. Meet the man behind the grant, Mr. Risberg.

**4-4:30 p.m. CFM Updates and Legislative Efforts-** Communications, education, explore the outdoors and pull for conservation events. Discussion on legislative efforts, strategies and how you and your organization can become more involved.

**4:30-5:30 p.m. Social Media Training- by Kenney & Natalie Newville-** Learn how to maximize your social media presence.

**5:30-6 p.m. Networking**

**6-7 p.m. Dinner with Guest Speaker Lt. Governor Mike Kehoe**

**8 p.m. Hospitality Suite**

## Friday, September 14

**8-8:15 a.m. National Wildlife Federation-** Information addressing the Recovering America's Wildlife Act, with additional updates and issues of concern.

**8:15-10:15 a.m. Resolutions process: from start to campaign-**CFM's Resolutions Committee will provide information about the resolutions process. Affiliates will learn about the importance, timeline, process, who to contact, the forms/format you need to use, as well as alternatives to writing a resolution - when a "lighter touch" such as a letter can be just as successful. The NWF's Campaigns Team will be sharing the Campaign Planning Toolkit. Participants will practice skills like goal setting, targeting, power-mapping, and identifying the right tactics for your campaign.

**10:15-10:30 a.m. Break**

**10:30-11 a.m. Your CFM affiliate board representatives panel-** Interact with your CFM representative.

**11- 12 p.m. How to engage youth with your organization-** CLC Alumni discussion.

**12-1 p.m. Lunch with Guest Speaker Pure Air Natives**

**1 p.m. Departure**

**Sponsors:**

