Request for Proposal for Educational Sessions

2019 Nonprofit University

Monday June 10, 2019

Bucks County Community College, Newtown PA

**Deadline for submission: Friday, March 1, 2019. We hope to make a final decision by March 15th.**

**Please submit your proposal within this Word format and return via email to lvibber@bbco-cpa.com**

The Catalyst Center for Nonprofit Management seeks Proposals for our upcoming 2019 Nonprofit University. The conference is a full-day training, with interactive networking time, a general session and break-out workshops. Four concurrent workshops will be offered within each of the break-out slots. Workshops will be either 60 or 90 minutes in length, and presenters should leave ample time for questions within this time frame.

Sessions should not be utilized as a sales presentation.

Please consider the target audience for your presentation.

**Note:** The Catalyst Center will make final selections to ensure balanced programming. Timely submission of an RFP does not guarantee selection. The committee reserves the right to solicit proposals for programs to ensure the diversity of program offerings. Unfortunately, we are unable to offer a presentation honorarium.

**I. Presenter Contact Information:**

**Name: Karen L. Jett**

**Certification/Degrees: CMA**

**Title: Brand Developer**

**Organization/Company: RedKnight**

**Street Address: 285 Bethlehem Pike, Suite 100, Colmar, PA 18915**

**Phone: 215-368-8900**

**Email:** [**kjett@redknight.com**](mailto:kjett@redknight.com)

**Website (if any): www.redknight.com**

**Additional Presenters (Name/Title/Organization):**

**II. Presentation Details:**

**Workshop Title:** External Branding Starts with Internal Branding

**Focus:** Internal Brand – Vision, Mission, Values, Company Belief Systems

**Workshop Description (brief – 250 words maximum):**

Attracting new clients and funding is all about aligning your values, offerings and the customers’ perception of your business. When done in perfect harmony you maximize the chance of success. But did you know that all of this starts with the internal brand? Come learn how to align your internal brand in a way that truly reflects the external brand you want to be.

**Target Audience (experience level, budget size, etc.):**

The target audience is primarily the executive level, though the management level especially in HR, Marketing, and Fundraising will find value.

**Workshop length \_\_\_60 minutes \_\_X\_ 75 minutes \_\_\_ either**

**Workshop time slot \_\_\_Before lunch \_\_\_ After lunch \_X\_\_ either**

**Deliverables/Learning Expectations:**

As a result of attending this session, participants will gain knowledge of:

1. Elements of the internal brand
2. How the internal brand defines the company culture
3. Impact of the internal brand on internal strategies and external marketing / fundraising

**Presentation Format (single presenter, co-presenters, panel):**

Single Presenter

**Prior Presentation of Workshop (locations/dates):**

Eastern States Transportation Network – 11/16/18

Tri-State HRMA – 5/3/18

Reprographics Services Association – 4/20/18

Women of Willow Grove - 4/12/16

RedKnight Seminars – 2016: 2/9, 4/6, 6/9, 9/21, 11/7  
 2017: 2/7, 4/5, 6/13, 9/19

2018: 4/11, 6/12, 9/27, 11/7

2019: 1/14

Plus I have presented numerous variations on this topic in both live presentations and webinars over the past 3 years.

Room/Equipment Needs (Note: Presenters are requested to submit materials in advance so that they may be uploaded to our website for participant access. Presenters are responsible for bringing their own handouts and presentations on a flash drive. Handouts are not required but strongly encouraged)

Computer/projector available.

Projector & Screen

**Thank you for your interest in supporting Not-for-profit organizations in our area!**

**Please return this completed form in word document format to** [**lvibber@bbco-cpa.com**](mailto:lvibber@bbco-cpa.com) **by Friday, March 1, 2019.**

**Please do not hesitate to contact Liz Vibber with any questions 215-343-2727**

***Tentative Conference schedule***

8:00 am Registration

8:30 am Welcome

8:45-9:45 Keynote Session

10:00-11:00 Workshop I

11:15-12:15 Workshop 2

12:15-1:30 Lunch & Generosity Marketplace

1:30-2:45 Workshop 3

3:00-4:00 Workshop 4

***Eileen Heisman, National Philanthropic Trust has been confirmed as our Keynote Speaker!***