



affiliates in motion conference

tentative sessions - fund development -

MONDAY, OCTOBER 26

1:00 pm – 2:00 pm

Cultivating Kindness on Social Media

Presenter: Scott Millen, 2 Fish LLC

Learn more about best practices surrounding social media engagement with your audience. What do you do when negativity becomes a problem on your social media channels? How do we gracefully address negative comments, reviews, and conversations?

2:15 pm – 3:15 pm

ReStores and E-Commerce

Presenter: Melissa McNamara, Habitat for Humanity International

Pivoting sales during COVID-19 to online sales, how to incorporate into operations. This discussion will share examples of what other ReStores across the nation are doing online, and share any best practices discovered.

TUESDAY, OCTOBER 27

8:30 am – 8:45 am

Morning Motivation

Presenter: Heather Vaughan-Southard, HVS Movement Studies

Guided stretches, deep breathing, and relaxation to help focus and energize us for a day of learning!

9:00 am – 10:00 am

Solutions to Growing the Rate of Black Homeownership in Michigan Panel

Presenters: Antoine Thompson, National Association of Real Estate Brokers; Lisa Rice, National Fair Housing Alliance; David Dworkin, National Housing Conference; Steve O'Connor, Mortgage Brokers Association

This dynamic presentation highlights some of the important conversations taking place nationally as we learn to address systemic racism in housing. This panel will discuss racial and social injustice barriers to owning homes and how we must do more to include owning homes as a housing choice to address these historical and systemic injustices, which also represent economics and wealth-building for all.

10:15 am – 11:15 am

A Conversation with Natosha Reid Rice

Presenter: Natosha Reid Rice, Habitat for Humanity International

Description coming soon!

1:00 pm – 2:00 pm

Cost of Home: Being a Part of Habitat's First National Advocacy Campaign (Part I)

Presenter: Anne Myers, Habitat for Humanity International; Jeff Noel, Whirlpool

Learn about Habitat for Humanity's first U.S. advocacy campaign and how you can maximize your efforts to be a part of mobilizing our partners, our volunteers and community members across the country to find the solutions and help create the policies to improve home affordability for 10 million individuals. By participating in the Cost of Home campaign, you will not only be part of a nationwide movement. You will also be equipped to elevate the issue of home affordability, leverage the campaign for advocacy fundraising, raise your organization's profile among coalition partners and policy makers and engage community members in a new way and more. Cost of Home provides the opportunity to engage at a level that's right for your affiliated organization's current capacity and grow to a level that can be sustained far beyond the end of the five-year campaign.

1:00 pm – 2:00 pm

Relationship Status: "It's Complicated"

Presenter: Regina Pinney, Nonprofit Network

Navigating the complicated and complex relationship triangle between Board Member, Executive Director and Staff is filled with unwritten rules and warnings. When the relationships work – the organizational culture is highly efficient, energized by the speed of trust and a shared passion for the work. But when it doesn't, bad relationships can destroy productivity, distract all parties away from mission and at towards confusion, suspicion or worse – complaints, allegations and grievances.

This workshop explores the policies, practices, laws and limitations that make or break these relationships so all parties can proceed with appropriate caution, keep the organization and mission safe and most importantly, build an organizational culture that is respectful, productive and retains talent.

Session objectives will be:

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TUESDAY, OCTOBER 27

- *Review the realities of the org chart*
- *Provide high level overview of the Fair Labor Standards Act*
- *Explore power dynamics and conflicts of interest*
- *How to spot a whistleblower complaint when it arrives in the form of casual conversation*

2:15 pm – 3:45 pm

Topic & Leadership Council Meetings

Join us as we discuss hot topics for the upcoming year, nominate new affiliate leadership, and network during a discussion of best practices within our councils. Currently, 10 (ten) affiliate-driven councils of affiliates convene regularly in Michigan. Three of these councils are marketed to leaders of Habitat affiliates (Executive Directors and Presidents) and are based geographically throughout the state. The Leadership Councils consist of the southern (SMALC), northern (NMALC), and the UP affiliates. The other five (5) councils are focused on a specific topic and as such are marketed to staff and volunteers whose roles involve those topics. The Topic Councils consist of construction, volunteer management, fund development, ReStore, and services.

WEDNESDAY, OCTOBER 28

8:30 am – 8:45 am

Morning Motivation

Presenter: Heather Vaughan-Southard, HVS Movement Studies

Guided stretches, deep breathing, and relaxation to help focus and energize us for a day of learning!

9:00 am – 10:00 am

Cost of Home: Being a Part of Habitat's First National Advocacy Campaign (Part II)

Presenter: Anne Myers, Habitat for Humanity International

Join this session and learn how to become an advocate in your community through the U.S. advocacy campaign. Every affiliate has the opportunity to be an advocate for affordable housing policies that further our mission. Engage with experienced peers and learn about the barriers faced and the strategies used in their communities when advocating for better housing policies at the local level. This workshop will also provide insight on the four subthemes of the U.S. advocacy campaign: Supply and Preservation of Affordable Homes, Access to Credit, Communities of Opportunity, and Land Use.

In this session, attendees will hear examples of policy work that affiliates have undertaken across the U.S. that is relevant for affiliates in Michigan, particularly as they relate to COVID-19 response and addressing the need for racial equity. The hope being that several affiliates will join GRA staff in sharing their experience -- best practices and lessons learned -- in working towards relatable policy solutions. Participants will leave the session with a better understanding of what policy solutions they may want to advocate for and ideas for how.

10:15 am – 11:15 am

Corporate Partner Panel

Presenters: Consumers Energy, The Dow Chemical Company, DTE Energy, The Ford Motor Company Fund, Whirlpool

Meet representatives from some of our major Corporate Partners and learn from one another, share corporate and foundation funding perspectives, expectations, and best practices of giving, connecting to community, and ROI. After the panel presentation, there will be time for Q & A with the partner panel. It is a rare event to have all of these companies represented together, so we hope you will take advantage of this opportunity to hear their perspectives and suggestions on making the most of your corporate partnerships!

1:00 pm – 2:00 pm

Advancing Diversity, Inclusion, and Equity within Your Organization

Presenter: Regina Pinney, Nonprofit Network

"Increasingly, nonprofit organizations are recognizing the need to become more inclusive of diversity in order to meet the needs of the communities they serve and achieve their missions. In this session we will explore key trends illustrating the nonprofit landscape relative to diversity and inclusion and interactively examine practical strategies and tools to advance social equity around the board table and within your organization. Appropriate for current and incoming board members and all nonprofit professionals."

1:00 pm – 2:00 pm

11 Ideas for Rural and Small Affiliates

Presenter: Mary Welch, Habitat for Humanity International

This session will review programs, resources, and strategies that can benefit current efforts and/or long-term sustainability. It's a challenge for the leadership of small affiliates to keep up with the many opportunities, programs, and requirements that are out there. Being able to manage and navigate this information is vital to the health of an affiliate. Both strategies and specific programs will be discussed.

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WEDNESDAY, OCTOBER 28

1:00 pm – 2:00 pm

Veterans & Leadership in Times of Crisis

Presenter: Erica Dodge, Habitat for Humanity International

Bringing together veteran service organizations for a panel discussion on how their organizations pivoted during crisis and how these organizations are utilizing leadership and veterans to be successful during challenging times.

2:15 pm – 3:15 pm

Open Forum on Building Diversity, Equity, and Inclusion Within Your Organization

Presenter: Regina Pinney, Nonprofit Network

Opportunities to problem-solve with your peers, share resources and information.

Strategize your diversity, equity and inclusion next steps and plan

Topics will be identified by participants and could include recruitment strategies for staff and board, fundraising, programming and meeting evolving needs of the clients and communities you serve.

3:30 pm – 4:30 pm

The GI Bill and Red-Lining

Presenter: Michael Hyacinthe, Habitat for Humanity International

The GI Bill was meant to be an opportunity to provide the American Dream for all returning veterans, however blacks were not afforded the same opportunity because of institutional racism and redlining.

3:30 pm – 4:30 pm

Business Continuity Planning

Presenter: Kate Pifer, Habitat for Humanity International

This interactive session will discuss Business Continuity Planning (BCP) basics. Our goal is to provide affiliates with available resources and mitigation tactics to ensure essential functions, services and core capabilities are maintained during a disruption to normal operations. In addition, this session expands on COVID-19 context for continuity planning for the constantly changing environment of a pandemic.