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NPBPC

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Collaboration Conference a huge success!

In spite of the threat of bad weather, our “March 4th Together” Collaboration conference was a tremendous success. Four hundred plus attendees made their way in between snowstorms to DeSales University for a morning of learning, networking, and fun. We began with abbreviated “TED” style talks from three presenters: Bill George of the Touchstone Theatre in Bethlehem, Phil Peterson from Ready Nation, and Matt Pye of JustBorn.

Bill urged us to take the risk of truly connecting with each other by sharing our stories. Phil spoke of new “pay for success” collaborations between investors, government, and human services, specifically early childhood education. Then Matt really revved up the group with his high-energy talk about effective marketing strategies.

After the TED talks the group heard a keynote presentation from Gail Bower, who further refined the importance of telling our stories, and wove in effective strategies for networking and sponsorship partnerships between the sectors. Gail has a fascinating background working with very diverse organizations (I recommend her website: gailbower.com).

The morning ended with an hour of networking between organizations and funders in a “Funders Fair” organized by our amazing friends at Air Products. I heard over and over how important (and unfortunately rare) it is for representatives of business and nonprofits to get together like this and share information and strategies. Thanks to the Chamber for once again orchestrating a huge and very successful event!

Mark your calendars for the morning of May 28 when the conversation will continue! The Lehigh Valley Community Foundation and the United Way are teaming up to sponsor a discussion about nonprofit mergers. The event will be at Coca Cola Park, and will feature a talk by Al Webber. Al has helped multiple nonprofit organizations across PA (and in the Lehigh Valley) through the process of developing closer relationships, up to and including merger. Be sure to join us there for another informative event!