

2008 ComMA Day for Community Foundations of Canada Conference

Wednesday, November 5

5:00 p.m. **“An Introduction to Social Marketing” by François Lagarde**
6:30 p.m. **Dinner and Group Conversation with François Lagarde**

Thursday, November 6

8:00 a.m. **Continental Breakfast**
8:30 – 10:00 a.m. **First Session – Plenary Presentation with Q & A Discussion**

Wake Up and Read the Text Message: Can Philanthropy Save Community News?

Heidi Williamson, Vice President of Communications and Executive Director of the Community Indicators Project, Berks County Community Foundation, Reading, PA; Gary Keibel, Journalism Program Director, John S. and James L. Knight Foundation

In February 2008, the John S. and James L. Knight Foundation and the Council on Foundations brought together community foundation presidents and board members to discuss the role of philanthropy in a changing media landscape. The discussion centered on ways foundations and nonprofits can get involved to ensure that there is a continuous flow of unbiased local news as newsrooms shrink, the traditional economic model for new organizations breaks down, and people access news in different ways in the digital age. Join us to learn about the changing media landscape, the roles foundations are playing and the things you may want to do in your community to address this critical need. This session will feature Gary Keibel, who is Journalism Program Director at the Knight Foundation. Previously, he served as news director at America Online, helped create USAToday.com and Newsweek.com, and was a home page editor at washingtonpost.com.

10:00 – 10:15 **Break**
10:15 – 11:45 a.m. **Second Session - Breakout Presentations**

New Audiences/New Messages: Inclusive Communications

Presented by The Denver Foundation: Angelle Foucher, Communications Officer; Rebecca Arno, VP of Communications; Rich Lopez, Chair of the Board of Trustees; and Adrienne Mansanares, Inclusiveness Project Program Officer

Throughout the U.S. and Canada, demographics are shifting and community foundations are seeking to connect with increasingly diverse communities. How can you craft communications strategies that draw new donors, grantees, and community partners to your organization? Learn from the varied perspectives of Denver Foundation board and staff members about how they are using traditional and new communications vehicles to reach new audiences...and take part in brainstorming exercises that can help you do the same!

Web 2.0: Blogging and Podcasting for Community Foundations

Scott Tennant, Public Relations Officer, The Cleveland Foundation
Amanda St. Pierre, PR & Marketing Associate, Grand Rapids Community Foundation

This session will explore how community foundations can use blogging and podcasting to engage donors and grantees, and convey their message to a wide Internet audience. It will include easy-to-understand technical “how-to’s” as well as a broader discussion on the public relations value of these “social media” tools.

11:45 – 12:00 p.m. **Break**
12:00 – 12:30 p.m. **Lunch**

12:30 – 12:45 p.m. Business Meeting

12:45 – 1:45 p.m. Third Session - Plenary Lunch Presentation

Vital Signs: The Power of Community Foundations Taking the Pulse of Canadian Communities

Anne-Marie McElrone, Director of Marketing and Communications, Community Foundations of Canada; Shannon Drew-Burrows, Director of Communications, The Victoria Foundation

Learn the ins and outs of a program that is catapulting Canadian community foundations into the local and national spotlight and positioning them as “go to” leaders in their communities. Vital Signs is an annual community check-up conducted by community foundations across Canada that measures the vitality of communities, identifies trends, and assigns grades in areas critical to quality of life. Can one program really change the face of Canada’s community foundation movement? What are the pitfalls, opportunities and costs, and how do you simultaneously manage local and national needs? Join us for a fascinating look at one of Canada’s most successful programs.

1:45 – 2:00 p.m. Break

2:00 – 3:00 p.m. Fourth Session – Breakout Presentations

Inspiring Gifts to Transform the Community

**Emily J. Rushing, Director of Communications, Community Foundation of Greater Birmingham
Mary Greene, Consultant and Senior Writer, Williams Group, Grand Rapids, Michigan**

As community foundations work hard to make the best use of limited grant dollars, we dream of inspiring more unrestricted gifts to accomplish great things in the community. The Community Foundation of Greater Birmingham is using its 50th anniversary celebration to increase flexible dollars and to engage donors in exploring what the next “great thing” will be. Presenting this case study will be CFGB staff and consultants, with highlights from other CFs who have seized their own special moments to inspire unrestricted giving from living donors.

Facilitating Community Discussion and Leadership through Media Sources

Pearl McElfish, Chief Development Officer, Northwest Arkansas Community Foundation

The ability to properly engage the local media is essential to any successful community leadership or community convening effort. This session will discuss how to (1) engage the media in community leadership efforts and (2) create media partnerships that can help you gain the broad-based support needed for success.

3:00 – 3:15 p.m. Break

3:15 – 4:45 p.m. Fifth Session – Plenary Presentation and Panel Discussion

Mastering Today’s Technology

Dan Solomon, CEO, Virilion, and co-author of *Media Rules! Mastering Today’s Technology to Connect with and Keep Your Audiences*

In the world of YouTube, RSS feeds, Google ads, e-newsletters, blogs and much more, foundations have more than enough tools to communicate with their audiences. But rapid technological innovation and continuous social shifts have left many foundations struggling to stay focused and execute effectively. This session will provide a framework for understanding this dynamic world, overcoming its many challenges and using digital tools effectively. A panel discussion will follow the presentation. Dan Solomon will be available to autograph his book at the conclusion of the session.

4:45 – 5:15 p.m. Loose Ends and Closing