

Secretary of State Tahesha Way  
invites you



# IT STARTS WITH US!

New Jersey Governor's  
Conference on Volunteerism

OCTOBER 31, 2018  
HYATT REGENCY, NEW BRUNSWICK

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<https://itstartswithusnj.eventbrite.com>

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Special Guest  
LT. GOVERNOR

*Sheila Oliver*

Featured Panel

HOW TO COMMUNICATE YOUR MESSAGE  
TO GOVERNMENTAL OFFICIALS

Assemblyman Robert Auth

Sonia Delgado, MGA- Princeton Public Affairs

Governor Jim McGreevey

George Helmy, State Director- Senator Cory Booker

Assemblyman Benjie Wimberly



LIST OF PRICES / BREAKOUT SESSIONS ATTACHED



Please direct all questions to NJ Governor's Office of Volunteerism at:

[rowena.madden@sos.nj.gov](mailto:rowena.madden@sos.nj.gov), [tyhir.mccall@sos.nj.gov](mailto:tyhir.mccall@sos.nj.gov), [elizabeth.parchment@sos.nj.gov](mailto:elizabeth.parchment@sos.nj.gov) or by calling (609) 633-9627



# It Starts With Us!

TOGETHER TOWARDS TOMORROW

HYATT REGENCY, NEW BRUNSWICK, NEW JERSEY

WEDNESDAY, OCTOBER 31, 2018

START OF REGISTRATION: 7:30 AM & OPENING PLENARY: 9:00 AM

**REGISTER NOW: [HTTPS://ITSTARTSWITHUSNJ.EVENTBRITE.COM](https://itstartswithusnj.eventbrite.com)**

## NEW JERSEY GOVERNOR'S CONFERENCE ON VOLUNTEERISM AND SERVICE

### BREAKOUT A (MORNING): 10:20AM – 11:50 AM

#### A1. DISASTER RESPONSE: BUILDING DISASTER RESILIENT COMMUNITIES

**SPEAKERS:** Joseph Geleta (GAC Member, NJ Department of Human Services), Araif Usuff (Islamic Relief USA), Kelly Higgs (NJ VOAD), Lauri Gill (Red Cross), Donald Newman (NJ DOS, Business Action Center)

**DESCRIPTION:** Collaborative partnerships are the lifeblood of effective disaster relief and recovery. This workshop will explore the successes and challenges that arise when the public, private, small-businesses and philanthropic sectors collaborate on the ground.

#### A2. THE MAJOR GIFTS CHALLENGE: HOW TO START (OR GROW) INDIVIDUAL GIVING

**SPEAKER:** Amy Eisenstein (TriPoint)

**DESCRIPTION:** This session is for executive directors and development staff who want to raise significantly more money for their organizations by making the leap into major gifts fundraising, but haven't had the courage or know-how to get started. Most nonprofit professionals are not effectively soliciting major gifts for their organizations. If you want to start or grow your individual giving/major gifts program, this session is for you. Whether a major gift for your organization is \$1,000 or \$10,000, you will learn how ask and receive more major gifts this year.

#### A3. NAVIGATING STICKY SITUATIONS: LEGAL ISSUES IN THE NON-PROFIT COMMUNITY

**SPEAKER:** Christine Duffy (Pro Bono Partnership)

**DESCRIPTION:** What are the rules? Join this expert as she tackles key issues like who exactly is a "volunteer"; the importance of background checks; legal risks; and legal rights of volunteers—they are not employees, but have many of the same rights.

#### A4. ACTIVATE-COLLABORATE-MEASURE: QUALITY DATA COLLECTION FOR YOUR VOLUNTEER PROGRAM

**SPEAKERS:** Erin Bunger (Montclair State University)

**DESCRIPTION:** Experts will guide you through the complex world of performance measurement and quality data collection to demonstrate impact for funders and your community.

#### A5. VOLUNTEERING TOWARDS EMPLOYMENT

**SPEAKER:** Maria Heidkamp (New Start Career Network- Bloustein School, Rutgers University)

**DESCRIPTION:** Volunteering has been shown to help those who are unemployed to find jobs through skill development, networking, and increased self-confidence. Learn from the experts – both those who work with the unemployed and those who have gone through this challenging experience.

#### A6. ICEBREAKERS AND ACTIVITIES THAT MOTIVATE SERVICE

**SPEAKER:** Joan Liptrot (Rider University)

**DESCRIPTION:** Being prepared for service means more than having the right supplies. Learn some fun and interesting ways to engage the hearts and minds of volunteers.

#### **A7. FROM VOLUNTEERING TO CHANGE MAKING: YOUTH IN THE CENTER OF CHANGE**

**SPEAKER:** Heather Tedesco (Students in Action)

**DESCRIPTION:** Learn about strategies and innovation that are shaping how today's youth volunteers are engaging and impacting their communities.

#### **A8. A DOUBLE WHAMMY: BUILDING YOUR BRAND AND CAUSE ON SOCIAL NETWORKS**

**SPEAKER:** Sarahdjie Monosiet (Engage New Jersey- New Jersey Campus Compact)

**DESCRIPTION:** Best practices to build multiplatform campaigns for your program and to connect with followers and supporters through social media. Learn key strategies to get your staff, volunteers and stakeholders not only connecting with your mission but helping you build your social media presence.

#### **A9. VOLUNTEER INITIATIVES: WHAT IS THE SECRET SAUCE TO EFFECTIVELY LAUNCHING A BIG DAY OF SERVICE**

**SPEAKERS:** Denise Daniels & Cheri Durst (United Way of Greater Mercer County)

**DESCRIPTION:** Large scale projects of 100 people or more can uplift a community. They can also be chaotic train wrecks that hurt more than they help. Learn the planning details that make the difference.

#### **A10. THE SCIENCE OF VOLUNTEER MANAGEMENT AND RECRUITMENT**

**SPEAKERS:** Nancy Hess & Michael Ferguson (NORWESCAP)

**DESCRIPTION:** Learn strategic methods to generate volunteers and fully incorporate them into your program and team to enhance morale, retention and overall success.

#### **A11. DIVERSITY AWARENESS AND CULTURAL RESPONSIVENESS IN VOLUNTEERISM**

**SPEAKER:** Hester Agudosi (Chief Diversity Officer)

**DESCRIPTION:** This session will review culture and diversity in the context of volunteerism, and provide tools and resources that groups can use to adequately prepare their volunteers to serve in diverse communities, while increasing their impact and cultural competency.

#### **A12. BUILDING THE ULTIMATE NON-PROFIT BOARD**

**SPEAKERS:** Michele Epifani (Volunteer Center of South Jersey), Bonita Duncan (United Way of Hunterdon County)

**DESCRIPTION:** Volunteerism, strong leadership and service are at the heart and soul of many corporations. Join us to learn the practices that non-profit organizations undertake to set up their board service programs, roles and responsibilities, and policies. Whether your motivation is nonprofit impact, employee training, community involvement, or a blend of all three, our experts offer recommendations to follow and pitfalls to avoid to ensure strong governance within your organization.

#### **A13. CORPORATE TRACK: MATCHING BUSINESS PEOPLE FOR SERVICE ON NON-PROFIT BOARDS**

**SPEAKERS:** Alice Korngold (Korngold Consulting), Ayo Sanderson (Comcast NBCUniversal),  
Lynne Algrant (Bergen Volunteer Center)

**DESCRIPTION:** New studies provide evidence of the benefits of nonprofit board service for employees, their companies, nonprofits, and communities. Join this session to learn how your company can establish, enhance, and scale a nonprofit board training and matching program that achieves your company's most important goals while also addressing vital challenges facing the community.

### **BREAKOUT B: 1:15PM - 2:30PM**

#### **B1. LEVERAGING SKILLS-BASED STRATEGIC SUPPORT: A PRIMER FOR SENIOR LEADERSHIP**

**SPEAKER:** Amy Klein (Volunteer Connect)

**DESCRIPTION:** This workshop will help prepare nonprofit executive directors and managers to work successfully with skills-based volunteers to have a positive outcome and support your mission.



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**B2. NON-PROFITS ARE FROM VENUS; CORPORATIONS ARE FROM MARS: HOW TO MEET IN THE MIDDLE**

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**SPEAKER:** David Warshaw (GAC Member, Vistas Volunteer Management Solutions, LLC)

**DESCRIPTION:** Effective cross-sector collaboration is based on mutual understanding and respect for what's driving organizations to engage in community activity. This workshop will discuss the language of collaboration and some how-tos to get beyond the superficial to achieve meaningful partnerships.

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**B3. COLLEGE VOLUNTEERING: HOW CAN YOU GET INVOLVED?**

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**SPEAKERS:** Dr. Saul Petersen & Sarahdjie Monosiet (Engage New Jersey- New Jersey Campus Compact), Deborah Sims (NJIT)

**DESCRIPTION:** Hear from campus service leaders how college students show their commitment through service on-campus or in the community, using social media, and lessons learned.

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**B4. THE ART OF EFFECTIVE COMMUNICATION- "DEALING WITH CHALLENGING DYNAMICS AND CREATING WIN-WIN SITUATIONS!"**

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**SPEAKERS:** George Anthony & Lindy Crescitelli (Peace Dynamics Consultants)

**DESCRIPTION:** Volunteers who over commit and under deliver. Individuals who don't follow protocols -- but never in front of you. Veteran volunteers who resist change. Learn how to address situations and gain strategies to succeed in the future!

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**B5. KEEPING SEASONED VOLUNTEERS SPICY: ENGAGING SENIORS IN SERVICE**

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**SPEAKERS:** Donna Teel (NJ Foster Grandparents Program), Melissa Allen (CNCS NJ State Office), Rita Donald (RSVP Somerset County)

**DESCRIPTION:** Volunteering and national service provide meaningful opportunities for seniors of all backgrounds. Long-term studies have shown that seniors who volunteer live longer, healthier lives. Many organizations can benefit from older adult and baby boomer-aged volunteers in their programs but are often unsure about how best to structure their efforts. This workshop will explore the benefits of senior volunteerism as well as share information on Senior Corps programs throughout the state.

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**B6. VOLUNTEERS IN CORRECTIONS AND RE-ENTRY**

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**SPEAKERS:** Darcella Sessomes (NJ Department of Corrections), Sherry Sandler (State Parole Board), Reginald B. Gaines IV (NJ-STEP Program)

**DESCRIPTION:** Volunteers in correctional settings provide a wide range of services to men, women, and youth who seek education, inspiration, counseling, and career guidance. They also help prepare individuals for community re-entry. Find out how you can join these much needed volunteer efforts.

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**B7. TRANSLATING YOUR SERVICE EXPERIENCE TO YOUR RESUME**

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**SPEAKER:** Joan Liptrot (Rider University), Yvette Murry (YRM Consulting Group, LLC)

**DESCRIPTION:** Whether filling out an application for graduate school, an internship, or a job, the way you describe your service and volunteering in your resume can help you stand out from the crowd.

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**B8. ENTREPRENEURIAL VOLUNTEERING: AN INSPIRING APPROACH TO CROSS-SECTOR CHANGE**

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**SPEAKER:** Edward LaPorte (NJ DOS, Office of Faith Based Initiatives)

**DESCRIPTION:** Entrepreneurial Volunteering is a more engaging and more impactful way of volunteering. This proven model allows volunteers to engage with the social causes that motivate them, becoming part of the solution of the problems they want to solve. In this session we will walk you through all the steps you need to take in order to create a successful entrepreneurial volunteer program.

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**B9. A "TOOL BOX" TO BALANCE LIFE AND WORK**

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**SPEAKER:** Nanette Spedden (CentraState Healthcare System)

**DESCRIPTION:** "Life is like a box of chocolates..." This workshop prepares you with all the right tools and strategies to handle the expected and not so expected obstacles in life.

#### **B10. BREAKING THE MOLD: USING VIRTUAL VOLUNTEERING**

**SPEAKERS:** Michele Martin (New Start Career Network- Bloustein School, Rutgers University), Michael Pippin (Volunteer Center of Burlington County)

**DESCRIPTION:** This presentation challenges participants to break free of the cookie-cutter approach to volunteer engagement to develop more sustainable partnerships using technology. Participants will learn how to incorporate virtual volunteering strategies to shift from hours served to impact tracked. The session will explore opportunities to use technology to personalize volunteer engagement and discuss some of the trends in virtual volunteering.

#### **B11. DIVERSITY: ENGAGING OUR GREATEST RESOURCES**

**SPEAKERS:** Sara Pena (NJ DOS, Center for Hispanic Policy Research and Development), Erika Gerena (Erika Gerena Consulting Firm), Everett Lo (NY Regional Public Affairs Office), Dr. Zenon Christodoulou (NJ Hellenic American Heritage Commission)

**DESCRIPTION:** How to identify volunteers who can provide services, languages skills and the many resources available to strengthen community connections. One of the greatest resources of all is the diversity New Jersey offers.

#### **B12. CRIMINAL HISTORY CHECKS 101**

**SPEAKERS:** Christine Duffy (Pro Bono Partnership), Wendy Cubano (Salvation Army-Newark)

**DESCRIPTION:** Conducting criminal history checks correctly and in a timely manner is a growing issue for national service and volunteer agencies. This 101 session will help participants gain a clear understanding of public safety issues, what the requirements are, to whom they apply, and the resources and alternatives available to help them through the process.

#### **B13. DEFINING A ROLE: WHO IS A VOLUNTEER?**

**SPEAKERS:** Lisa Galonardo (United Way of Northern NJ), Michele Epifani (Volunteer Center of South Jersey)

**DESCRIPTION:** In recent years, we have experienced monumental shifts -- fueled by technological advances, economic impacts, and demographic changes -- that have revolutionized our daily lives. We are also witnessing a groundswell of unprecedented citizen involvement. As society evolves, so too does volunteerism. Join us and learn who exactly is a volunteer, and the different roles that are often overlooked as volunteering.

#### **B14. CORPORATE TRACK: BEST PRACTICES: CORPORATE VOLUNTEERING**

**SPEAKERS:** Sonja Clark (SUEZ), Etta Denk (Bank of America), Joan Henderson (Delta Dental), Natalie Brathwaite (Fidelity Investments), Maureen Cameron (Bergen Volunteer Center)

**DESCRIPTION:** Hear about the corporate benefits of encouraging employee volunteerism. From developing a volunteer program to planning meaningful volunteer experiences, corporate experts share their knowledge on trends and best practices.

### **BREAKOUT C: 2:35PM - 3:30PM**

#### **C1. HOW TO COMMUNICATE YOUR MESSAGE TO GOVERNMENTAL OFFICIALS**

Learn effective ways to tell your story, make your request, advocate for your mission from government officials, nonprofit leaders, and public policy firms.

#### **C2. ASK THE EXPERTS AND NETWORKING SESSION:**

There is always room for further conversation about the many topics relevant to volunteerism in New Jersey. As such, we've arranged for small group discussions, facilitated by experts on a variety of topics. There will be opportunities to dig further into the issues, share resources, ask questions specific to your concerns, and network with others interested in the same issues. Each group will meet for 20 minutes, allowing for participation in more than one group discussion. Topics will include skills-based volunteerism, volunteer management, crowdfunding, volunteer center services, and partnerships between multiple non-profit organizations, among others.

#### **C3. AMERICORPS 101**

Required Member Training for all AmeriCorps Members.



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## CONFERENCE REGISTRATION

REGISTER NOW: [HTTPS://ITSTARTSWITHUSNJ.EVENTBRITE.COM](https://itstartswithusnj.eventbrite.com)

### FEES:

#### NONPROFIT/TEACHERS\*:

Early Bird (before 9/14/18)	\$ 80 (w/ free parking)
General Admission	\$ 95
On-Site	\$ 105
Youth/College Students	\$ 30

#### CORPORATE\*:

Early Bird (before 9/14/18)	\$ 100 (w/free parking)
General Admission	\$ 125
On-Site	\$ 150

#### EXHIBITORS:

Standard**	\$ 100
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### ASK US ABOUT OUR GROUP RATES!

*\*Fees include materials, continental breakfast, and lunch provided by Hyatt. Parking onsite is \$8. Free parking for all "early bird" registrants! (Restrictions may apply)*

*\*\*includes table, food, and workshop sessions for 1 person, additional attendees \$30.00 per person*

ALL PAYMENTS INCLUDING CHECKS AND INVOICES WILL BE HANDLED THROUGH EVENTBRITE:

[HTTPS://ITSTARTSWITHUSNJ.EVENTBRITE.COM](https://itstartswithusnj.eventbrite.com)

Make checks payable to Treasurer, State of New Jersey. Mail to NJ Department of State, NJ Office of Volunteerism, P.O. Box 456, Trenton, NJ 08625-0456. Please mark envelope: "Attention: G.O.V. Conference."

## SERVICE PROJECT

We are asking for **body wash, toothbrush & toothpaste combos, and washcloths** to be donated the morning of the conference! Conference attendees will have the opportunity to make hygiene kits that will be donated to a rescue mission organization.

Please direct all questions to NJ Governor's Office of Volunteerism at:

[rowena.madden@sos.nj.gov](mailto:rowena.madden@sos.nj.gov), [tyhir.mccall@sos.nj.gov](mailto:tyhir.mccall@sos.nj.gov), [elizabeth.parchment@sos.nj.gov](mailto:elizabeth.parchment@sos.nj.gov)

or by calling (609) 633-9627