

<b>Title</b>	<b>Proving Yourself A Good Investment: <i>Whole Enterprise Evaluation</i></b>
<b>Duration</b>	90-300 minutes depending upon your needs
<b>Recommended Audience</b>	Funders, Donors, Board Members, Executive Directors, Staff
<b>Synopsis</b>	<p>What is it that funders want to see....outcomes, outcomes, outcomes. But as times get leaner the successful nonprofit will also have to show funders how a single dollar produces 3....5....even 15 dollars of value to the community.</p> <p>Adapted from three decades of research, this framework gives you a powerful tool to analyze your work in order to discern core assets as well as areas for improvement. This model gives nonprofit leaders powerful tools in order to answer the question “What should we be measuring and how should we be communicating those results?” The session will cover:</p> <ol style="list-style-type: none"><li>1. Participant satisfaction in service</li><li>2. Knowledge transfer to participant as a result of service</li><li>3. Change in behavior in participant as a result of knowledge transfer</li><li>4. Impact upon community as a result of change in behavior of the participants</li></ol>
<b>Learning Objectives</b>	<p>By the end of this session, participants will be able to:</p> <ul style="list-style-type: none"><li>• Explain the necessity for calculating their Return On Investment</li><li>• List the Four Levels of Evaluation</li><li>• Describe why one needs to evaluate at each level</li><li>• Demonstrate understanding of the framework for constructing a multi-level evaluation plan</li><li>• Outline the basic steps for calculating their own ROI</li></ul>
<b>Presenter Biography</b>	<p>Over 25 years in the nonprofit sector, Michael Brand has raised millions, given away millions and despite his best intentions, probably wasted a million along the way. He knows the nonprofit community well, having lived on both sides of the street first as a nonprofit leader then as a philanthropist. In addition to his grantmaker experience, he’s tackled every leadership role imaginable: Board Chair, Director, Fundraiser, Volunteer, Donor, Advisor. And he’s done it not just in the USA but Europe and Australia as well. Today Michael resides in Portland, Oregon and is a Partner at Social Venture Partners</p>
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