

Sustaining the Sector Workshop Descriptions

Beyond Bake Sales: Generating Revenue in the 21st Century

Until recently, revenue generation outside of government funding was a topic that didn't receive a lot of attention in the non-profit housing sector. Over the years governments have tried to control costs by cutting operational funding. Funding cuts, coupled with rising costs, are squeezing non-profit housing providers. In *Beyond Bake Sales*, we'll explore ways of cultivating new revenue sources. After the workshop, you'll be able to:

- Differentiate between fundraising and revenue generation;
- Develop your organization's 'brand';
- Design and initiate a revenue enhancement plan;
- Assess whether social enterprise is right for your organization; and
- Evaluate your revenue generation strategy.

Doing More with More: Partnering for Resources Enhancement

Housing partnerships have become increasingly common in recent years as one way to enhance limited resources and achieve the strategic objective of developing and managing affordable housing that is appropriate to a spectrum of tenant populations. In this workshop, we'll explore a variety of partnership models, and discuss the types of resources that can benefit from two or more organizations partnering. After this workshop, you will be able to:

- Identify the key elements of an internal planning process;
- Discuss the 'ingredients' of successful partnerships;
- Describe the steps to building a housing partnership;
- Determine the components to include in a partnership agreement; and
- Develop a partnership evaluation process.

Not Just a Warm Body – How to Recruit Great Board Members

Many non-profits seek new board members through pursuing (begging) potential directors to join the board. The organization may end up with a great, involved, committed board member – or it may end up with a 'warm body'. This workshop outlines how to strategically recruit, orient, and retain effective board members. At the end of the workshop you'll be able to:

- Assess your organization's current recruitment strategy;
- Identify characteristics of a well-functioning board;
- Determine qualities and skills needed on your board;
- Develop an approach to enhancing public awareness of your organization; and
- Create or enhance an effective recruitment strategy.

Planning from A to Z: Achievable Strategic Planning

While the majority of non-profit organizations believe that annual strategic planning is essential to managing their human, physical, and financial resources effectively, many do not take the time to do the planning. This workshop demystifies strategic planning and provides a variety of tools for your organization's next – or first – strategic planning session. The topics that are covered include:

- Purposes for strategic planning;
- Differentiation between operational planning and strategic planning;
- Mission, vision, and values statements;
- Strategic planning models and when to use them;
- Key areas to include in planning;
- Communicating the plan;
- Living the plan; and
- Appropriate evaluation tools.



BC Non-Profit
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