

2025 South Alabama Nonprofit Summit Schedule

Spring Hill College
Mary Lou & John Barter Student Center
Portier Lane, Mobile, AL 36608
Thursday, July 17, 2025

- 8:30 - 9:30 Registration and Networking (First Floor Dining Area)
- 9:30 - 9:45 Welcome/Summit Overview (Same Location)
Mary Van Brunt, President, Spring Hill College
Mark Berte, Executive Director, Alabama Coastal Foundation
- 9:45 - 10:45 First Concurrent Session: Tracks A, B, C, D
(See reverse for additional information.)
- 10:45 - 11:00 Break
- 11:00 - 12:00 Second Concurrent Session: Tracks A, B, C, D
(See reverse for additional information.)
- 12:00 - 1:30 Lunch and Keynote Speaker: (First Floor Dining Area)
Danielle Dunbar, Executive Director
Alabama Association of Nonprofits
- 1:30 - 1:45 Break
- 1:45 - 2:45 Third Concurrent Session: Tracks A, B, C, D
(See reverse for additional information.)
- 2:45 - 3:30 Final Thoughts and Reflections (First Floor Dining Area)
- 3:30 Conclude the 2025 Summit and then head to
Iron Hand Brewing to continue the conversation!
206 State Street, Mobile, AL 36603

SAFE TRAVELS!

**\$75 or \$65 for South
Alabama Coalition of
Nonprofit members!**

Register online:
www.SACNP.org

**If you need to use a
check, please make it
payable to ACF and mail
all of the information
below by Friday, June 27th
to PO Box 1073
Mobile, AL 36633**

- Number of registrations.
- Names, email addresses, and number of years in the sector.
- Any food allergies or restrictions.
- Contractor, employee, or volunteer.

Sponsor Deadline:
Noon on Tuesday, June 24

2025 Summit Steering Committee
Jena Berson, Mark Berte (Chair), William Bryant, Jill Chenoweth, Pat Scanland, Shellie Teague, Michon Trent, and Tonie Ann Torrans.

	Track A: New to Nonprofits Focus (Room 211)	Track B: Fund Development (LeBlanc Ballroom 210)	Track C: Communications (LeBlanc Ballroom A)	Track D: Advanced Issues (LeBlanc Ballroom B & C)
Concurrent Session 1 9:45AM - 10:45AM	Understanding and Building a Healthy Budget– Alex Martin, Crow Shields Bailey: Participants will learn how to develop, manage and adhere to a healthy budget, which aligns with your organizational goals and strategies.	Diversifying your Revenues: <i>Show me the Money</i>– William Bryant, Mobile Area Council Boy Scouts of America: This session will help identify how to secure lucrative sponsorships through relationships and prospecting.	Round Robin Discussions: <ul style="list-style-type: none"> - Essential communication tools for nonprofits. - Engaging and working with local media. - Best advice for speaking with a reporter. - Communication curve balls. Each topic will have 15 minutes of facilitated discussion.	AI for Impact: Transforming Nonprofit Operations Today– Stacy Wellborn, Wellborn Strategies: Explore how AI empowers nonprofits to do more with less in 2025. This presentation covers essential tools and trends transforming grant writing, donor engagement, and mission delivery for organizations of all sizes.
Concurrent Session 2 11:00AM – 12:00PM	Round Robin Discussions: <ul style="list-style-type: none"> - Tips/Ideas to work well with your Board. - Tips/Ideas to work well with your Executive Director. - CPA needs and requirements. - Paths to smooth leadership transition. Each topic will have 15 minutes of facilitated discussion.	Good and Effective Grant Writing Secrets Revealed– Shannon Preston, Service Dogs Alabama: In this session, participants will learn the dos and don'ts of writing solid grant applications for our sector. The entire process--start to finish--as well as logic modeling, will be explained and demystified.	Social Media Best Practices for Small and Medium Nonprofits– Shellie Teague, Proxi PR: Learn how to elevate your nonprofit by optimizing your time and increasing your social media presence. This session will cover everything from creating eye-catching graphics and producing engaging reels to the specifics for what you need on your website.	Applying the One-Bite Rule to Cyber Security– Glenda Snodgrass, The Net Effect: The <i>one-bite rule</i> is based on the idea that every animal gets one free bite; after that, the owner is responsible for preventing future bites and liable for damages if it happens again. In applying the one-bite rule to cyber security, we will look at how your organization can protect itself in the event of a cyber incident.
Concurrent Session 3 1:45PM – 2:45PM	Top Three Best Practices for every Nonprofit– Jabaria Dent, Boys and Girls Clubs of South Alabama: Participants will learn the three top best practices to effectively and efficiently operate a nonprofit organization in 2025.	Round Robin Discussions: <ul style="list-style-type: none"> - To event or not to event? - Never do this when it comes to fundraising. - Fundraising trend predictions. - Board and ED roles in fund raising. Each topic will have 15 mins of facilitated discussion	Successful nonprofit marketing starts with a clear message– Stephanie Greenwood, IMMIX Strategic: Participants will learn a powerful 7-part framework to craft a clear, compelling message that inspires action, increases engagement and helps to make a greater impact.	How to build a nonprofit culture that increases staff wellness/effectiveness and creates sustainability– Laura Lang, Aletheia Guidance: This session will provide guidance on how to develop an organizational culture that centers humanity-first, mission-centric principles. Real world examples of successful implementation along with policy recommendations will be shared.