

THE NONPROFIT'S
QUICK-REFERENCE
GUIDE
to Dreamforce



DREAM BIG @ dreamforce

Raising more money. Reaching more people. Doing more for your mission. You have big dreams, and you're going to Dreamforce this December to discover new ways to make them a reality.

But, as a nonprofit professional, you could get lost trying to navigate your way through 20,000 attendees, 325+ sessions, and nearly 200 exhibitors just to find the activities designed for you. That's why we've created this quick-reference guide—to help you get the most from your time at Dreamforce.

NONPROFIT NETWORKING RECEPTION

Convio is proud to sponsor this event for nonprofit professionals, industry experts, and others serving the nonprofit space to get together, meet each other, and share ideas. And while you're there, be sure to stop at Convio's table to say hi and **pick up a free t-shirt**, while supplies last.

• **You're Invited** •

Monday, Dec. 6
6:00-8:00 PM
Room 135

NONPROFIT SOLUTIONS IN THE CLOUD EXPO

Stop by the Industry Solutions area (back/left area) at the Cloud Expo to discover solutions just for nonprofits. We'll have chances for you to **win prizes**, including an Apple iPad, and we can tell you about the latest cloud solutions for nonprofits that will help you reach your dreams. **Here are just a few of the other companies you'll see there:**



SESSIONS FOR NONPROFITS

TUESDAY, DECEMBER 7		
TIME	SESSION	LOCATION
12:45PM	<p><i>Donor and Member Management and Beyond</i> Level: ALL, Track: General Success</p> <p>Calling all nonprofits! Many nonprofits of various sizes and levels of sophistication have replaced their legacy donor database solutions to take advantage of the benefits of cloud computing on the Force.com platform. Come see how innovative organizations have skyrocketed to success using Force.com to manage members and donors. Learn how they've incorporated online fundraising, events and volunteer management, mission management, and more into a single, integrated solution with the Force.com platform.</p> <p><i>Becca George (National Brain Tumor Society), Nick Bailey (HELPSudan), Chessney Barrick (Stop Hunger Now), Keith Heller (Heller Consulting)</i></p>	North 132
2:15 PM	<p><i>Cloud Portals: Extend Your Reach and Improve Efficiency</i> Level: ALL, Track: General Success</p> <p>Cloud portals present exciting new tools to reach constituents in support of your mission. In this session, you'll learn how innovative organizations are re-inventing how they manage external relationships, including donors, volunteers, and partners. Learn ways to enhance your mission through improved communication and collaboration. Then jump in!</p> <p><i>Chris Pokrana (Points of Light Foundation), Doug Sharpe (ACF Solutions), Brian Feeley (The Washington Center)</i></p>	North 131
2:15 PM	<p><i>IT Executive Insider: Secrets to Successful Salesforce & ERP Integration</i> Level: ALL, Track: IT Professionals</p> <p>Integration frustrations? Not anymore! Join us to hear how TD Ameritrade, Time Warner Cable Business Class, and the Armed Forces Benefit Association connected Salesforce with their ERP and other systems to get the most value from existing investments. Learn how the IBM Cast Iron Cloud Integration Solution turbo-charges Salesforce and cuts costs by providing real-time visibility of data that's siloed in other apps. And find out how these leading companies streamlined business processes across their hybrid worlds of cloud and on-premises applications—in just days.</p> <p><i>Arun Balasubramanian (TD Ameritrade), Howard Stall (Time Warner Cable), Bob Bell (Armed Forces Benefit Association)</i></p>	West 3007
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SESSIONS FOR NONPROFITS (CONTINUED)

TUESDAY, DECEMBER 7		
TIME	SESSION	LOCATION
3:45 PM	<p><i>Human Services on Force.com</i> Level: ALL, Track: General Success</p> <p>More than 2,000 nonprofits around the world use Salesforce to provide various types of human services. Join us to learn how these organizations are innovating daily with the Force.com platform. Free your caseworkers from the inefficiencies of paper and siloed data and provide your organization with the tools needed to better manage cases, programs, and client records. Increased impact is within your reach, and it starts right here!</p> <p><i>Steve Andersen (salesforce.com), Liz Graham (180 Turning Lives Around), Jesse Maddex (salesforce.com), Kim Schefter (salesforce.com), Stephanie Dohar (Homeless Prenatal Program)</i></p>	North 131
5:15 PM	<p><i>Social Salesforce: Community Engagement and CRM</i> Level: ALL, Track: General Success</p> <p>The Internet has radically changed the way we live, work, and connect. Nonprofit organizations have long relied on community engagement for their success, and as we enter the 21st century, many nonprofits have become leading adopters of social media and virtual communities. Join us to learn how nonprofit organizations are bringing these efforts into an enterprise application using Salesforce Chatter and Salesforce ideas communities to engage their constituents in online community building, collaboration, and advocacy. Their results just might change the world!</p> <p><i>Nathan Spiwak (Charles G. Koch Charitable Foundation), Heather Miller (National Council on Aging)</i></p>	North 131

**Don't forget
to visit us!**
Booth #129

Stop by Convio's booth
in the Cloud Expo &
enter for a chance to
win an Apple iPad!

SESSIONS FOR NONPROFITS (CONTINUED)

WEDNESDAY, DECEMBER 8		
TIME	SESSION	LOCATION
12:15 PM	<p>CR Spotlight: Pro Bono Volunteerism for Social and Environmental Responsibility</p> <p>Level: ALL, Track: General Success</p> <p>Corporate responsibility (CR) is taking off! Companies have discovered that pro bono volunteering is a great way to develop new expertise, increase social and environmental return on investment, and retain talent. Contributions from volunteers can create tremendous positive impacts that help the company and nonprofits achieve their goals. Join us for this session that will demonstrate how the Force.com platform can help you support stakeholder engagement, enrich the volunteer experience, enable environmental programs, and provide a robust engine to track and tell a company's CR story.</p> <p><i>Stephanie Ghertner (salesforce.com), Sonia Karkare (NPower National), Matt Stewart (Alliance for Climate Education)</i></p>	North 131
1:45 PM	<p>Start a Revolution: Creating a Culture That Embraces Change</p> <p>Level: ALL, Track: General Success</p> <p>Transforming your business in the cloud starts with creating a cultural revolution. Conventional project management techniques don't map to today's technologies or business climate. Forward-looking companies understand that responding with speed and precision to business changes takes a new, agile approach. Join Bluewolf at this session to learn how to align your vision with a means to execute change across the organization. Discover techniques to start your own revolution: Find out how encouraging collaboration and boosting accountability can ultimately make your organization more nimble.</p> <p><i>Len Couture (Bluewolf), Eric Berridge (Bluewolf)</i></p>	West 3007

SESSIONS FOR NONPROFITS (CONTINUED)

THURSDAY, DECEMBER 9		
TIME	SESSION	LOCATION
8:30 AM	<p>Redefining CRM in Higher Education Level: ALL, Track: General Success</p> <p>Technology, lifelong learning, and global opportunities are redefining the nature of constituent relationship management in higher education. Cloud computing is the only pragmatic solution for keeping pace with these divergent forces. Come learn how colleges and universities are using cloud computing—including Google, Salesforce, and social networking—to correct the trends of fragmented, rigid architecture and improve constituent engagement. You'll leave with best practices for operational efficiency and innovative ideas for supporting your students and alumni!</p> <p><i>Rebecca Joffrey (Dartmouth College Tuck School of Business), Peter von Scheven (salesforce.com), Mark Dickey (salesforce.com), Timothy AY (Villanova University)</i></p>	West 2016
9:45 AM	<p>Education Reform: Yes We Can! Level: ALL, Track: General Success</p> <p>Nonprofits around the country are taking the initiative to address education reform. Whether the focus area is schools, leadership, teachers, or curriculum, the use of technology can help your organization reach its goals. Participants in this session will learn how different organizations use Salesforce technology for recruitment and tracking to increase overall program effectiveness.</p> <p><i>Denise Allen (Teach For America), Cristel de Rouvray (College Track Program)</i></p>	West 2016
9:45 AM	<p>Hands-On: Getting the Most Out of the Salesforce CRM for Nonprofit Starter Pack Level: BEGINNER, Track: General Success</p> <p>You've got the Salesforce CRM for Nonprofit Starter Pack. Now what? How do you use it to make your organization more efficient and effective? In this hands-on session, you'll learn how the Nonprofit Starter Pack works and how to extend it to meet the specific needs of your organization.</p> <p><i>Speakers to be announced.</i></p>	West 3002-4
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SESSIONS FOR NONPROFITS (CONTINUED)

THURSDAY, DECEMBER 9		
TIME	SESSION	LOCATION
11:00 AM	<p><i>Boost Transparency and Start Measuring Your Impact with Salesforce</i></p> <p>Level: ALL, Track: General Success</p> <p>Public service organizations, social investors, and B Corporations are increasingly scrutinized on the transparency of their programs and spending toward social impact. Transparency and accountability are values that, when strategically executed, lead to high levels of trust between an organization and its constituents. Join us to learn how companies are using Salesforce CRM and the Force.com platform to easily and scalably expose their commitment to transparency and accountability.</p> <p><i>Greg Denizard (Children's Aid Society), Teresa Schader (Nike Foundation)</i></p>	West 2016

To find out more about nonprofit solutions at Dreamforce,
visit us at Booth #129
or online: www.convio.com/dreamforce
Or contact us at **888-528-9501** or info@convio.com.