

THE CASE FOUNDATION presents

MDS11

MILLENNIALDONORS.COM

JUNE 22

JGA Johnson
Grossnickle+
Associates

Achieve

PROGRAM GUIDE

MDS11

MILLENNIALDONORS.COM

JUNE 22

About MDS11

The virtual summit is an opportunity to build a pool of knowledge for Millennial engagement. By bringing thought leaders together for a day of knowledge and inspiration, the summit is the first step for organizations to build a new Millennial engagement program and to begin a shift in constituent involvement in their organization. MDS11 extends upon the concepts and ideas discovered in the annual Millennial Donors Survey conducted by JGA and Achieve. Download the report by visiting millennialdonors.com.

Who should attend?

Nonprofit practitioners who want to learn about techniques and strategies to involve Millennials in their cause. Also, executive directors looking for new information about changing the culture internally and involving the millennial generation in their organization.

Cost and Benefits

\$75 per individual/login

\$300 per organization (5 login passes)

Includes:

- LIVE Presentations From Expert Speakers with Video Streams and 2-way Communication
- Presentations Available for Download and Viewing for One Year
- Virtual Lounges with Leaders Discussing Millennial Ideas
- Opportunity to Connect with Fellow Participants via Social Media
- Expo Hall for Vendors and Leaders Working with Organizations to Engage Millennials

[REGISTER AT MDSUMMIT11.COM](http://REGISTERATMDSUMMIT11.COM)

Visit Virtual Lounge Chat Rooms

Throughout the day the virtual lounge will have five chat rooms hosted by the MDS11 partners. Moderators from each partner will be hosting discussions where you can interact with conference participants on a variety of Millennial topics.



AGENDA

8am Check-In / Visit the Expo Hall

9am Making the Most of MDS11 Opening Remarks
Derrick Feldmann, Achieve and Angela White, JGA

9:30am Building a Movement Opening Plenary
Heidi Adams & Phil Hills, LIVESTRONG

10am Understanding Millennials Breakout Sessions
Millennial Habits, Stephanie Padgett, Mojo Ad
Millennials and Brands, Matt Britton, Mr Youth
Millennial Donors, Angela White, JGA

11am Take a Break / Explore The Expo Hall / Join Discussions in The Lounges

11:30am Leveraging Technology Breakout Sessions
Millennials As Trust Agents, Julien Smith, Co-Author Trust Agents
Getting Connected with Social Media, Geoff Livingston, Zoetica
Going Mobile Successfully, Tonia Zampieri, Smart Online
Activating Teens, George Weiner, Do Something

12:30pm Take a Break / Explore The Expo Hall / Join Discussions in The Lounges

1pm Engaging Beyond the Donation Breakout Sessions
Microvolunteering Revolution, Jacob Colker, Sparked
Innovating Social Change, Erica Williams, Society By Design
NextGen Philanthropists, Daniel Kaufman, One Percent Foundation

2pm Generational Divide Panel Discussion
Wendy Harman & Suzy DeFrancis, American Red Cross
David Smith & Michael Weiser, National Conference on Citizenship
Moderated by Kari Saratovsky, The Case Foundation

3pm Take a Break / Explore The Expo Hall / Join Discussions in The Lounges

3:30pm The Importance of the Next Generation
Jean Case, The Case Foundation Closing Remarks

4:00pm Defining a New Generation of Involvement
Barbara P. Bush, Global Health Corps Closing Speaker

*Times are EST

Opening Remarks: Making the Most of MDS11

Derrick Feldmann with Achieve and Angela White with JGA will discuss the purpose of the Millennial Donor Summit, Summit logistics and how to get the most out of your day.

9:30am

Opening Plenary: Building a Movement

Millennials aren't just sitting passively donating to organizations; they are actively creating movements for causes they passionately care about and involving their friends, family and colleagues in their efforts. One Millennial leading the way, Heidi Adams, founded Planet Cancer in partnership with LIVESTRONG for young adults to raise awareness about the unique ways cancer affected them. She is joined by Phil Hills, LIVESTRONG Executive Vice President for Development.

Heidi Adams, LIVESTRONG

@heidisa

Heidi Schultz Adams is a 15-year survivor of Ewing's sarcoma, a rare type of bone cancer. She is currently the Senior Director of Engagement for LIVESTRONG, where she oversees all grassroots efforts, online and offline, to extend the foundation's missions into communities around the world. In 2000, she founded a non-profit organization called Planet Cancer, now a LIVESTRONG initiative, which is dedicated to creating a community of young adults with cancer in their 20s and 30s, and to raising awareness about their unique medical and psychosocial needs. She was also a founding steering committee member and advocacy co-chair of the LIVESTRONG Young Adult Alliance, an international coalition of more than 150 organizations and institutions working together to improve survival rates and quality of life for young adults with cancer. A writer by preference, Heidi serves on the editorial advisory board of CURE magazine, and is also the author of two books in the cancer space: *Here and Now: Inspiring Stories of Cancer Survivors* and *Planet Cancer*.



Phillipe Hills, LIVESTRONG

@philhills

Phil Hills joined LIVESTRONG as Executive Vice President for Development in 2008. Phil provides fundraising leadership and helps develop, prioritize and implement fundraising initiatives. His responsibilities include building the infrastructure of a development program that supports short-term and long-term fundraising goals, crafting a strategic development plan to increase restricted and unrestricted giving and developing a stewardship program that communicates with donors the positive impact their contributions have on the lives of cancer survivors and in the battle against cancer.



Breakout Sessions: Understanding Millennials

For two years JGA and Achieve have led research into donor communication and engagement preferences of Millennials. The panel will include other experts who are also leading the way in the Millennial field.

Millennial Habits

Stephanie Padgett, Mojo Ad @stephpadgett

MOJO Ad consider themselves specialists in all things young. As the premier student-staffed professional-services advertising agency in the country, we work with national companies to create innovative programs to reach the ultra-savvy youth and young adult (YAYASM) market. Stephanie Padgett serves as the Director of Media and Research. She previously served as an adjunct professor at Xavier University and she has professional experience in the field of Media Planning as Director of Client Strategy for Walch Communications, a division of Empower MediaMarketing. In fact, a significant accomplishment for Stephanie was the opportunity to work on one of the first direct-to-consumer pharmaceutical campaigns for Nicorette and Nicoderm. She also held the position of Midwest Sales Manager for The Media Audit, a syndicated research company based in Houston Texas. In 2006, Stephanie was one of their top new business generators. She also spent time as a Midwest Sales Representative for IMS, a leading provider of agency planning software.



Millennial and Brands

Matt Britton, Mr Youth @mattyb123 @mryouth

Matt Britton is known throughout the advertising industry as an expert in marketing to Millennials; a new breed of consumer completely adept at tuning out and avoiding traditional media. Matt serves as founder and CEO of New York-based Mr Youth—a social marketing agency focusing on word-of-mouth, social interactive and experiential marketing. Since founding the agency in 2002 with \$0 funding, Mr Youth has worked with some of the world's leading brands—including Microsoft, P&G, Nike and HP—to help them connect with this rapidly evolving and highly elusive consumer. Matt, 36, has grown Mr Youth from a one-man startup to a company with more than 120 employees. In 2009, Mr. Youth was named the "Social Media Agency Of The Year" by Mashable. In 2010, Mr Youth was named one of advertising's 10 most innovative companies in the world by Fast Company. Matt first received industry notoriety through being continually tapped as a youth marketing expert on the Daily Show with Jon Stewart. In 2010 the NY Post called Matt a "modern day Don Draper." His expertise is sought out by top media publications on a regular basis including the NY Times, Forbes and FOX Business.



Millennial Donors

Angela White, JGA

Angela White, CFRE, Senior Consultant and Chief Operating Officer of JGA has a high level of expertise in philanthropic consulting in areas ranging from education to social service organizations. Among Angela's passion are women's issues and women-serving organizations. Recently, she has counseled the Women's Fund of Central Indiana and the Sisters of Providence of St. Mary-of-the-Woods College, her alma mater. She is a member of the faculty at the Center on Philanthropy at Indiana University and a frequent speaker and member of the Educational Services Committee for the Women's Philanthropy Institute at the Center on Philanthropy at Indiana University.



Breakout Session: Leveraging Technology

Millennials have grown up in a digital world and are accustomed to adapting to rapidly changing technology. They expect the nonprofits they support to do the same. Three breakout sessions will feature experts that have experience engaging Millennials with changing online, social media and mobile technology.

Millennials as Trust Agents

Julien Smith, Co-Author of Trust Agents @julien

Julien Smith is a New York Times bestselling author, consultant and speaker who has been involved in online communities for over 15 years—from early BBSes and flashmobs to the social web as we know it today. Julien has long been on the cutting edge of web technology. He was one of the first Twitter users, and among the first people to use podcasting in 2004 and be broadcast by traditional radio. Julien is co-author of *Trust Agents*, which was written with Chris Brogan. It hit the New York Times bestseller list (#13), the Wall Street Journal bestseller list (#8), and the Amazon Best Books of 2009 list (Business and Investment).



Getting Connected with Social Media

Geoff Livingston, Zoetica @geoffliving

Geoff Livingston co-founded Zoetica, a social enterprise that provides superior communication consulting, training, and strategy to help mindful organizations affect social change. He has worked as a public relations strategist in the Washington, D.C. region for more than 17 years. Cited by the Washington Post for his blogging skills, Geoff's new book, "Welcome to the Fifth Estate," was released in May, 2011. His prior book, the award-winning "Now is Gone" was released in 2007 and has been cited by the Wall Street Journal as a valuable resource for social media. He continues to blog about nonprofit use of social media for Mashable. Some of his professional experiences include United Way of America, Save Darfur, the Goodwill of Greater Washington, Environmental Defense Fund, and Live Earth.



Going Mobile Successfully

Tonia Zampieri, SmartOnline, Inc. @iheartcharity

Tonia Zampieri is Director of Marketing for SmartOnline, Inc. She holds an MA in nonprofit service, leadership and management and authored a thesis entitled *Wired for Change: Best Practices in Internet Fund-raising for Niche Nonprofit Organizations*. She has nearly 10 years experience working in the non-profit sector with a focus on fundraising and marketing/cause marketing, utilizing technology and social media to positively impact every organization she's worked with. In 2009, Tonia conceptualized and launched one of the first nonprofit-related mobile applications, Tap-n-Give (<http://tapngive.com>), previously available for download on iTunes. Smart Online has since acquired the Tap-n-Give technology and name.



Activating Teens

George Weiner, Do Something @dosomething

As DoSomething.org's CTO, George Weiner manages all online and mobile communication systems for DoSomething.org. Under his leadership, the organization has become an innovator in social media and mobile technologies. During his 5+ years at DoSomething.org, he oversaw the complete overhaul of the site in 2008, landing a People's Choice Webby Award in the Youth in 2009 and nomination in 2010. George holds a BA in from the University of Pennsylvania which included classes at the Wharton School. George also completed a Nano (Executive) MBA with Seth Godin. George is also a featured contributor for the Huffington Post Impact section.



Breakout Session: Engaging Beyond the Donation

Insight by entrepreneurs taking three innovative approaches to engaging Millennials on and offline.

Microvolunteering Revolution

Jacob Colker, Sparked

@sparked

Jacob Colker is a recognized leader in political activism and issue advocacy, and a leading voice in the use of technology for community engagement. Jacob has managed political campaigns in California, Illinois and Maryland, and he was one of the first field directors in the country to leverage Facebook in a major political campaign to win a statewide election. Jacob has also managed issue advocacy campaigns for The International Campaign for Tibet, The 1Sky Campaign and other non-governmental organizations, both in the U.S. and around the world.



Innovating Social Change

Erica Williams, Society By Design @ericawilliamsdc

Erica Williams is out to change politics in America. She is dedicated to providing a strong voice to groups normally without influence in the power corridors of Washington. Her methods are new and innovative and often utilize technology to bring people together in a common effort. Erica has led national coalitions of young people around key political issues - voter registration in the 2008 Presidential election, health care reform, higher education funding, small business investment, etc. She has a unique knowledge of how today's political climate is changing to reflect a new culture and a new generation of citizens.



NextGen Philanthropists

Daniel Kaufman, One Percent Foundation, @giveonepercent

Daniel Kaufman is the Co-Founder of the One Percent Foundation, an organization building a broad-based movement of next generation philanthropists by making giving accessible, engaging, and meaningful. He is also the Co-Founder of Third Plateau Social Impact Strategies, LLC, a consulting firm that specializes in designing and implementing innovative next generation philanthropic engagement opportunities for individuals, non-profits, foundation, and businesses. He currently serves on the Board of Directors of the Tutorpedia Foundation and as a representative on the Council on Foundations Next Gen Task Force. Daniel has a J.D. from UCLA School of Law and a B.A. from Stanford University.



Panel Discussion: Generational Divide

While similar interests can be found in donors across all generations, each generation has its own quirks. This discussion will feature a panel from different generations working in and around the nonprofit field in very different ways. The panel will include Wendy Harman and Suzy DeFrancis of the American Red Cross; David Smith and Michael Weiser of the National Conference on Citizenship; and will be moderated by Kari Saratovsky of the Case Foundation.

Wendy Harman, American Red Cross @wharman

Wendy Harman is a professional listener, an online communities explorer, a hopelessly addicted Tweeter, and a nonprofit lifer (so far). She carries out these activities each day at the American Red Cross in Washington, DC, where she's been employed as a social media manager since late 2006. Prior to joining the American Red Cross, she fell in love with intellectual property at law school and then worked for musicians' rights at the Future of Music Coalition and Lawyers for the Arts. She was along for the ride when musicians were among the first to bypass traditional gatekeepers using social media tools, and she's been trying to keep up and do good ever since.



Suzy DeFrancis, American Red Cross

Suzanne C. DeFrancis is the chief public affairs officer of the American Red Cross. She oversees all enterprise-wide communications, government relations and strategic partnerships to advance the mission of the Red Cross. Previously, Ms. DeFrancis served as assistant secretary for public affairs at the U.S. Department of Health and Human Services (HHS), a Senate-confirmed position. She oversaw all communications and managed the department's press office, speech and editorial division, web division, and broadcast studio. Under her leadership, HHS developed a 21st Century communications shop utilizing the web, blogs and other forms of new media.



David Smith, National Conference on Citizenship @mobilizer

David B. Smith is the Executive Director of the National Conference on Citizenship (NCoC). Prior to joining NCoC, David founded and directed Mobilize.org, a national organization that improves democracy by investing in Millennial led solutions. Under his tenure, Mobilize.org expanded from a team of 10 students to over 30,000 activists in over 200 communities and published the acclaimed Mobilizer's Guidebook and Democracy 2.0 Declaration. David currently serves as the co-founder and Vice Chair of the Youth Policy Action Center (YPAC), an award winning website that serves as a central hub for legislative action alerts pertaining to youth issues for over 100 national organizations and 30,000 online advocates.



Michael Weiser, National Conference on Citizenship

Michael Weiser was elected chairman of the National Conference on Citizenship in January, 2008. An investor, writer and communications consultant, Mr. Weiser has advised executives on financial and crisis communications issues for more than 30 years. He also has been a commentator on issues relating to citizenship and community-building for The Washington Times, Miami Herald and other publications. Mr. Weiser also serves as a general partner of Lowell Associates, LP, a private investment partnership. A former financial journalist, Mr. Weiser received a Bachelors of Journalism degree from the University of Missouri. He resides in New York City with his wife, Julie Greiner Weiser.



● The Importance of the Next Generation

Jean Case, Case Foundation @casefoundation

Jean Case is an actively engaged philanthropist and a pioneer in the world of interactive technologies. Her career in the private sector spanned nearly two decades before she and her husband, Steve Case, created the Case Foundation in 1997. A passionate believer in all things digital and the amazing potential of technology to change the world for the better, Jean and her team focus the efforts of the Foundation around many of the same entrepreneurial approaches she and Steve cultivated throughout their business careers. The Case Foundation is recognized for its leadership in leveraging new technologies and applying innovative approaches to increase giving; catalyze civic and business participation; and promote innovation, collaboration and leadership in the nonprofit sector.



4 p.m.

● Defining a New Generation of Involvement

Millennials are becoming known from moving past the status quo and finding entrepreneurial solutions to problems. Barbara Bush is a perfect example of this, having started Global Health Corps (GHC), after meeting a group of young professionals at Young Leaders Summit hosted by UNAIDS and Google in 2008. GHC believes that a global movement of individuals and organizations fighting for improved health outcomes and access to healthcare for the poor is necessary. GHC works to strengthen this movement by recruiting, training, and supporting the movement's future leaders, diversifying the pool of young people working in global health, and amplifying the impact of individuals through the formation of a strong community of leaders. This approach will help create a pipeline of young leaders for the global health equity movement, and at scale will play a central role in sustaining and consistently reinvigorating this movement for change.

Barbara Pierce Bush, Global Health Corps

Barbara is CEO and co-founder of Global Health Corps, an organization that aims to mobilize a global community of young leaders to build a movement for health equity. Over the past year and a half, Global Health Corps has sent 60 fellows from eight countries to work with non-profit health organizations like Partners In Health and the Clinton Health Access Initiative in Burundi, Uganda, Tanzania, Malawi, Rwanda, and the United States.



Before joining Global Health Corps in 2008, Barbara worked for two-years in Educational Programming at the Smithsonian Institution's Cooper-Hewitt, National Design Museum. After graduating college, she worked for Red Cross Children's Hospital in Capetown, South Africa and interned for UNICEF in Botswana. She has traveled extensively with the UN World Food Programme, focusing on the importance of nutrition in ARV treatment.

Barbara is a member of UNICEF's Next Generation Steering Committee and is on the Board of Directors for Covenant House International and Population Services International. She is a Draper Richards Foundation SocialEntrepreneur and a fellow of the Echoing Green Foundation, which selected Global Health Corps as one of the 14 most innovative social start-ups worldwide out of 1500 applicants. Barbara Bush graduated from Yale University with a degree in Humanities in 2004.

MDS11 Hosts

Achieve

@achieve_consult



Achieve provides development consulting focusing on online engagement, millennial engagement, new program initiatives, and donor engagement. For two years, Achieve has led extensive research into millennial donor preferences with JGA. Achieve utilizes this knowledge to guide nonprofits in attracting a new generation of donors. In addition, Achieve offers monthly webinars, an online resource library, and blogs to provide easily accessible development guidance. [Visit achieveguidance.com to learn more.](http://achieveguidance.com)

JGA



Johnson, Grossnickle and Associates (JGA) has been providing authentic, strategic philanthropic consulting services to non-profit clients since 1994. JGA's team of senior consultants offers client-focused, highly customized philanthropic consulting services to private colleges, independent schools, and large cultural and community organizations. JGA specializes in capital campaign counsel, feasibility studies, philanthropic assessments, and development audits. [Visit jgacounsel.com to learn more.](http://jgacounsel.com)

MDS11 Partners

Case Foundation, Title Sponsor @CaseFoundation



The Case Foundation, created by Steve and Jean Case in 1997, invests in people and ideas that can change the world, with the ultimate goal of making giving back a part of everyday life. We create and support initiatives that leverage new technologies and entrepreneurial approaches to drive innovation in the social sector and encourage individuals to get involved with the communities and causes they care about. [Visit casefoundation.org to learn more.](http://casefoundation.org)

The Chronicle of Philanthropy, Media Partner



The Chronicle of Philanthropy is the No. 1 news source, in print and online, for nonprofit leaders, fund raisers, grant makers and other people involved in the philanthropic enterprise. [Visit philanthropy.com to learn more.](http://philanthropy.com)

NTEN, Association Partner @NTENorg



A community transforming technology into social change. NTEN is the membership organization of nonprofit professionals who put technology to use for their causes. NTEN helps you do your job better, so you can make the world a better place. [Visit nten.org to learn more.](http://nten.org)

AFP, Association Partner @afpihq



The Association of Fundraising Professionals (AFP) represents 30,000 members in 222 chapters throughout the world, working to advance philanthropy through advocacy, research, education and certification programs. [Visit afpnet.org to learn more.](http://afpnet.org)

MDS11 Twitter Correspondent

Peter Panepento

[@philanthropy](#)



Peter Panepento is an assistant managing editor for The Chronicle of Philanthropy, where, among other duties, he oversees its online presence at [philanthropy.com](#) and in social networks such as Facebook, LinkedIn, Twitter and YouTube. After joining the paper as a senior reporter in 2006, he created Give & Take, a Chronicle blog that covers the nonprofit blogosphere. Since then, he has been working to reinvent Philanthropy.com, managing and moderating its popular Live Discussions series, and closely following nonprofit groups' use of social media. Panepento reports in depth on issues such as fund raising, endowments, cause-related marketing, donor-advised funds and planned giving. [Visit \[philanthropy.com\]\(#\) to learn more.](#)

MDS11 Blogger Correspondents

Follow our blogger correspondents for coverage of MDS11 before, during and after for thoughtful commentary and sharable highlights.

Katya Andresen

[@katyaN4G](#) [@network4good](#)



Katya Andresen is Chief Operating Officer of Network for Good, as well as a speaker, author and blogger about nonprofit marketing, online outreach, social media and fundraising. In addition, she is an adjunct professor of communications at American University's Key Certificate Program and serves on the board of NTEN. Katya has trained thousands of causes in effective engagement, and her marketing materials for non-profits have won national and international awards. She is the author of the book, *Robin Hood Marketing: Stealing Corporate Savvy to Sell Just Causes* and was featured in the e-book, *Nine Minds of Marketing*. She is also an author featured in *People to People Fundraising - Social Networking and Web 2.0 for Charities*. *Fundraising Success Magazine* named her Fundraising Professional of the Year in 2007, and she has since become one of its regular columnists. Before joining Network for Good, she was Senior Vice President of Sutton Group, a marketing and communications firm and a marketing consultant overseas in Ukraine. She also worked for CARE International. Katya traces her passion for good causes to the enormous social need she witnessed as a journalist prior to her work in the non-profit sector. She was a foreign correspondent for Reuters News and Television in Asia and for Associated Press and major US newspapers in Africa. [Visit \[nonprofitmarketingblog.com\]\(#\) for blog.](#)

Beth Kanter

[@kanter](#)



Beth Kanter is the author of *Beth's Blog: How Nonprofits Can Use Social Media*, one of the longest running and most popular blogs for nonprofits. She co-authored the book titled "The Networked Nonprofit" with Allison Fine published by J Wiley in 2010 that received Honorable Mention for the Terry McAdams Award. Beth has over 30 years working in the nonprofit sector in technology, training, capacity building, evaluation, fundraising, and marketing. Beth is a co-founder and partner of Zoetica, a company that serves nonprofits and socially conscious companies with top-tier, online marketing services. In 2009, she was named by *Fast Company Magazine* as one of the most influential women in technology and one of *Business Week's* "Voices of Innovation for Social Media." She was named Visiting Scholar for Social Media and Nonprofits for the David and Lucile Packard Foundation in 2009-2012. She was a Society of New Communications Research Fellow for 2010. Beth was honored with the inaugural PepsiCo Women's Inspiration Award at the 2011SXSW Interactive Festival. [Visit \[bethkanter.org\]\(#\) for blog.](#)

MDS11 Blogger Correspondents

Nathan Hand

@nathan_hand

Nathan Hand has nonprofit and fundraising experience at the local, national and international levels. He is an AmeriCorps Alumn, holds an Executive Certificate in Nonprofit Management from Georgetown University, a Masters in Philanthropic Studies from Indiana University and a Bachelor of Arts degree from DePauw University. By day he's the Vice President of Development at School on Wheels, an organization helping homeless children in Indianapolis. On nights and weekends, he writes at www.nonprofitnate.com sharing thoughts for nonprofits and helping visitors navigate the world of giving. [Visit nonprofitnate.com for blog.](http://www.nonprofitnate.com)



Kivi Leroux Miller

@kivilm

Through training, coaching and consulting, Kivi Leroux Miller helps small nonprofits and communications departments of one make a big impression with smart, savvy marketing and communications. She teaches a weekly webinar series and writes the top-ranked blog on nonprofit communications at [Nonprofit Marketing Guide.com](http://NonprofitMarketingGuide.com). She also presents highly rated workshops and keynotes on a variety of nonprofit marketing topics around the country. Kivi's first book, *The Nonprofit Marketing Guide: High-Impact, Low-Cost Ways to Build Support for Your Good Cause*, was published in 2010. [Visit nonprofitmarketingguide.com for blog.](http://nonprofitmarketingguide.com)



Amy Sample Ward

@amyrsward

Amy Sample Ward is a blogger, facilitator and trainer focused on leveraging social technologies for social change. In 2009, she co-authored *Social by Social*, a handbook in using social technologies for social impact, and has contributed to various other publications about social media. She is a conversation-starter and thought-leader, writing about strategic uses of new technologies for communities and organizations on her blog (AmySampleWard.org) and the *Stanford Social Innovation Review* (SSIRReview.com/Opinion). Amy is the Membership Director at NTEN: Nonprofit Technology Network, the membership organization of nonprofit professionals who put technology to use for their causes. [Visit amysampleward.org for blog.](http://amysampleward.org)

