

# Request for Proposal Guide

Michigan Community Action, 2023 Summer Conference  
July 18 - 20, 2023 Crystal Mountain Resort



## *Inspiring Excellence*



*Michigan Community Action (MCA) is seeking proposals for workshops and/or keynote speakers for the 2023 MCA Summer Conference which will be held July 18-20, 2023 at Crystal Mountain Resort. Please read this RFP guide for important information and instructions for submitting your proposal.*

### **CONFERENCE INFORMATION**

#### **Overview:**

The goal of the Summer Conference is to provide a variety of workshops on relevant topics for staff, board members and volunteers involved in the work of Community Action Agencies. We encourage proposals that support creativity and innovative practices while providing an interactive component rather than those that consist solely of a lecture style. The theme for the conference is *Inspiring Excellence*. **Proposals are due by March 8, 2023.**

#### **General Workshop Information:**

Please take note of these suggested workshop elements as you plan your workshop proposal; we will consider these as we make our final workshop selections:

- **Goals:** Identify goals for participants who attend your workshop.
- **Learning:** Identify what methods you will use to encourage active learning (participatory) versus passive learning (listening).
- **Handouts:** Providing a handout during your workshop will help attendees follow your presentation, and can provide suggestions for further resources, including a bibliography.
- **Q&A:** Allow time for questions and answers from participants.

## Logistics:

- Workshops will be 75 minutes long.
- The conference agenda will provide 4 breakout blocks with 4-5 workshop options.
- We will provide a screen, projector, and laptop.
- In an effort to be environmentally conscious, we will not be photocopying materials for breakout sessions. If you feel they are necessary, you will be asked to provide your own handouts. We will provide a place where session materials can be uploaded for conference attendees.

## Requirements for Presenters:

- All presenters must uphold the conference code of conduct.
- Presenters will provide a photo, topic summary and biography for conference agenda and marketing purposes.
- Presenters will be responsible for bringing their presentation on a thumb drive.
- Presenters will coordinate with MCA staff regarding any special needs.
- If you wish to distribute copyrighted information in your supplemental resources materials, it is your responsibility to obtain the necessary permission.

## Topic Areas

We are looking for workshops and/or keynotes that fall under the major categories of:

- Marketing/Fundraising/Communications
- Technology/Operations
- HR, Finance
- Leadership/Governance
- Personal Development

Suggested topics within the categories are listed below; however, any workshop that supports building, expanding, or enhancing a nonprofit's operations and/or capacity will be considered.

## **Marketing/Fundraising/ Communications**

- Marketing plans
- Branding and visibility
- Social media/ Media relations
- Donor retention
- Community partnerships

## **HR/Finance**

- Recruitment/Hiring/Onboarding
- Wages/Compensation
- Supervision/ Inclusion
- Developing Leaders
- Organizational Culture
- Budgeting/Financial Management
- Risk Assessment/Management
- Employee Care (mental health, avoiding burn-out, transitions)

## **Personal Development**

- Self-Care Topics
- Resilience
- Managing Change/Transition
- Diversity, Equity, Inclusion

## **Technology/Operations**

- Cyber-security
- IT Planning
- Measuring impact
- Collecting and using data

## **Leadership/Governance**

- Board Recruitment/Assessment
- Succession Planning
- Increasing Board Engagement
- Stakeholder Engagement/  
Consumer Voice

## **Additional Topic Areas**

- Social Determinants of Health/  
Health Equity
- Systems Thinking/ Change
- Housing/Community Development
- Innovative Approaches/Programs

To learn more about Michigan Community Action and the work of Community Action Agencies click [here](#), to visit our website.

## PROPOSAL SUBMISSION

Proposals must be submitted online. To help you prepare, all the information requested in the proposal is listed below. To submit more than one workshop proposal, please complete a separate form for each workshop.

### Proposal Information

- Workshop title.
- Workshop abstract (50 words or less).
- Background and rationale for workshop - What is the goal of this workshop? How will attendees be able to apply what they learn from your session to their work or life?
- Expected learning outcome (minimum of 3).
- If your workshop is selected, are you interested in presenting during more than one block during the day or in more than one format (e.g. a pre-recorded virtual presentation and a live in-person presentation)?
- What format will you be using for your presentation?
- What days are you available to present?
- Cost - Gratis, Honorarium, or fee.

### Questions

Please contact Michelle Stevens [mstevens@communityaction.org](mailto:mstevens@communityaction.org) or Nicole Caroan [ncaroen@micommunityaction.org](mailto:ncaroen@micommunityaction.org) with any questions about the conference.

### Submission Date:

The deadline for receiving proposals for conference consideration is **March 8, 2023**. However, proposals received after March 8, 2023, will be considered for training opportunities at a future date.

Submit Proposals [Here](#)