

# CONCURRENT SESSIONS AT THE VIRTUAL FRIENDS CONFERENCE

Saturday, November 20, 2021

## 11:00 am – 12:00 pm CST • Choose One

### Fundraising Successfully: Planning & Ideas

*Kelly Tipler, Executive Director  
Tennessee State Parks Conservancy*

In this session we'll walk through the creation of an annual fundraising plan and talk through ideas you can put in your plan and implement for your park. We'll share ideas, learn about platforms you can use, ways to engage donors, and how to collaborate with other groups. This session is appropriate for all groups, large or small, new or established.

### Maximizing Digital Success

*Sarah Obenauer, Founder  
Purpose Craft*

From social media to your website, from newsletters to fundraisers, there are an infinite number of ways to communicate. With this overabundance of digital channels and opportunities, it can be difficult to know where to spend your time and resources to optimize for success. By choosing the right platforms and by telling your story, you can increase engagement and excitement with your audience, which is exactly what we will discuss in this session.

### Graphic Design Basics for FREE: How to Use Canva

*Katie Wisniewski, Regional Interpretive Specialist  
Tennessee State Parks*

Join Regional Interpretive Specialist Katie Wisniewski and learn the basics of Canva and Canva Pro. Through this free website, you can create amazing designs without having the expertise of a graphic designer! We can practice together creating eye-catching content from fliers, to social media posts to newsletters.

## 1:00 pm – 2:00 pm CST • Choose One

### Non-Profit Lifestyles & Lifetimes

*Ken Marrero, Investigator  
Division of Business & Charitable Organizations*

Do you know the requirements for raising funds in or from Tennessee? Want to hold a gaming event but don't know what's involved? Join Investigator Ken Marrero from the Secretary of State's Division of Business and Charitable Organizations for a session on nonprofit fundraising and gaming requirements. The session will finish with a Q&A and presentation of Division resources for nonprofits.

### Ingredients of a Successful Peer-to-Peer Campaign

*Paula Orezi, Partnership Manager  
Flipcause*

Considering launching a peer-to-peer campaign this year, or revamping an existing one? A "fundraising" ask that comes from a family member or a friend is 5 times more effective than one that comes directly from the organization, so running a peer-to-peer (P2P) fundraiser is definitely worth the consideration! Whether this is new for your organization, or you are a veteran, we'll share both innovative and tried-and-true strategies to give you a recipe for the most successful campaign possible.

### Park Tour: Johnsonville State Historic Park

*Hobart Akin, Cultural Resources & Exhibits  
Tennessee State Parks*

*Bob Holliday, Park Manager  
Johnsonville State Historic Park*

Johnsonville State Historic Park has expanded its story from the Civil War Battle of Johnsonville, to telling more stories of the site. Learn how rivers, railroads and raiders shaped the early history of Johnsonville and how grants have helped to share the previously under-told stories. Hobart & Bob will discuss tools and tips for Friends groups to support parks in talking about their landscapes in new ways and take you on a park tour that will focus on the African Methodist Cemetery, Freedman's School Site and the Civil War/Town Era Town of Johnsonville. Session is pre-recorded. Questions will be taken afterward.

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## 2:10 am – 3:10 pm CST • Choose One

### Staying Connected to Others in a Disconnected Time

*Amy Fiscor, Historian  
Friends of Long Hunter State Park*

Do not let a pandemic stop your group from staying connected and having events for your members. Virtual meetings and events have been very effective for the Friends of Long Hunter State Park over the last year. They have held successful events that they plan to continue as annual events. Learn how technology helped them thrive over the last year.

### Friends and Galaxy Digital

*Nancy Schelin & Dava Lundquist  
Stakeholder Engagement  
Tennessee State Parks*

Tennessee State Parks launched a new volunteer management system this past February through a platform called Galaxy Digital. Come and learn the basics on how to use it as an individual volunteer, track physical hours contributed by your Friends group, and the possibility of being a user who can post Friends' volunteer opportunities.

### The Money Train

*Bob Holliday, Park Manager  
Johnsonville State Historic Park*

Once upon a time, there was a park near here, Johnsonville was its name we hear. They had an awesome Friends Group and they all had fun, raising lots of money to make their park run. All aboard the Money Train to enjoy a candid discussion of how to stay on track when seeking grants and other financial opportunities.