



Nell Edgington, President of Social Velocity and writer of the popular Social Velocity blog, delivers inspiring, provocative, content-rich presentations about the nonprofit sector. She presents at conferences, workshops, trainings, meetings and board retreats and provides customized webinars to groups. Her presentations inspire nonprofit staff, boards and funders to overcome the hurdles standing in the way of stronger nonprofits and more social change.

SPEAKING TOPICS

Below is a short list of some of the speaking topics Nell offers, but she can also work with you to create a customized presentation based on any of the content in her blog posts or tools. Nell can adapt her content to be delivered as a keynote, workshop, training, panel presentation or group webinar.

Moving From Fundraising to Financing

Based on Nell's popular blog series, Financing Not Fundraising, Nell shows nonprofits a new, more effective way to fund their work. She explains how to finance, not fundraise for, the social impact your organization wants to achieve. You will learn about concrete ways to move your efforts to raise money in a totally new direction, resulting in more money flowing through your doors, a more engaged and effective board, a more energized staff and ultimately more success.

The Future of the Nonprofit Sector

The nonprofit sector and the philanthropy that funds it have been changing dramatically over the last 10+ years, and there is plenty more change to come. Nonprofit leaders must understand these trends and where the nonprofit sector is going in terms of regulation, public perception, technology, funding and much more. Nell breaks it down and inspires nonprofit leaders to embrace change and emerge stronger and more effective.

Reinventing the Nonprofit Leader

Nonprofit leaders have been given a seemingly endless list of tasks, all with little support along the way. So it's time for a new kind of nonprofit leader. Informed by her years of experience coaching nonprofit leaders, Nell will inspire nonprofit leaders to: adapt to a rapidly changing world; find the confidence to lead more effectively; better engage staff, board, and donors; and use money as a tool. Nonprofit leaders will leave feeling energized and empowered to lead their staffs, boards and funders to much greater heights.

The Power of a Theory of Change

In an increasingly competitive world, it is no longer enough for nonprofits to do good work. A theory of change articulates how your nonprofit creates social change. It is the fundamental building block to creating a strategic direction, measuring your work, garnering more support and ultimately creating more impact in your community. Nell shows you how to create your own theory of change and use it to drive your organization to greater support, engagement and success.

Getting Your Board to Fundraise

A nonprofit's board of directors is often not doing as much as they could to bring money in the door. Nell takes the fear and inaction out of raising money. She explains how money works in the sector, where the board should focus, and how to get them engaged in fundraising. Your board will leave excited, energized and focused on tapping into their unique skills and experience to bring more money in the door.

Messaging Impact

Philanthropy is changing. More funders are interested in supporting organizations that can demonstrate impact, or change to a social problem, as opposed to organizations that only talk about their needs. If your nonprofit can create a message of impact you will be able to raise much more money over a longer period of time. Nell will explain how to create your nonprofit's message of impact to encourage more donors to invest in the long-term work of your organization.

ABOUT NELL EDGINGTON

As President of Social Velocity, Nell helps nonprofit leaders chart a strategic direction, achieve financial sustainability, engage their boards, and become better leaders. She also writes and speaks extensively about moving the nonprofit sector and the philanthropy that funds it forward. Author of the popular Social Velocity blog, Nell has also written for many national blogs and magazines including the Huffington Post and the Chronicle of Philanthropy blog. In 2011 she co-authored *The Strategic Management of Charter Schools* (Harvard Education Press). She is a member of the Leap Ambassadors Community, a network 70+ thought leaders working to create a high performing nonprofit sector.

FOR MORE INFO

To see video of Nell speaking, go to www.socialvelocity.net/speaking. To find out more about Nell's speaking fees and availability, call (512) 694-7235 or email info@socialvelocity.net.