

Non
Profit
Day
MADISON

MADISON

NONPROFIT DAY 2026

Now What?

NAVIGATING THE NEXT CHAPTER
OF COMMUNITY IMPACT



CONNECT.
COLLABORATE.
CREATE
LASTING
CHANGE.

PROGRAM GUIDE



FRIDAY
SEPTEMBER 11, 2026



TRUSTAGE
5910 MINERAL POINT ROAD
MADISON, WI 53705



MADISON NONPROFIT DAY 2026

NOW WHAT? NAVIGATING THE NEXT
CHAPTER OF COMMUNITY IMPACT

WELCOME



MORE THAN A CONFERENCE. A NEXT MOVE.

Welcome to Madison Nonprofit Day 2026 - a day dedicated to celebrating, connecting, and strengthening Wisconsin's nonprofit community. This year's theme asks a practical question: after the training, planning, and professional development, what happens next?

Across three learning tracks - Leadership, Sustainability, and Innovation - today's sessions focus on leadership transitions, changing funding, volunteer engagement, fiscal agency, professional relationships, and collaboration in a sector under pressure.

FRIDAY, SEPTEMBER 11, 2026

TruStage | 5910 Mineral Point Road | Madison, WI 53705

PRODUCED BY SEEIN' IS BELIEVIN' | HOSTED BY TRUStage

TODAY'S CHALLENGE

Listen deeply. Build relationships. Share resources. Make a decision. Leave with a next step.

Conference contact: 608-571-4490 | info@seein-is-believin.com

MADISON NONPROFIT DAY 2026
FRIDAY, SEPTEMBER 11, 2026
EVENT AGENDA



Three tracks. Two learning blocks. One day focused on what comes next.

8:30-9:00	Continental Breakfast & Networking - Main Lobby
9:00-10:00	Opening Keynote: Now What? Navigating the Next Chapter of Community Impact - Main Stage
10:00-11:30	Leadership: Leadership by Design - Mary Beth Collins Sustainability: Dance with Me and Show Me the Money - Eric Salzwedel Innovation: Beyond Volunteers - Noah Reif
11:30-1:00	Networking Lunch & Facilitated Discussion Tables - Dining Area
1:00-2:30	Leadership: Building A Future-Ready Board In Times Of Uncertainty - Andy Davey, Jeff Burkhart, Frank Martinelli Sustainability: "Money Comes to Me" - Zandra Hagberg Innovation: What is Fiscal Sponsorship? - Center for Community Stewardship
2:30-2:45	Refreshment Break & Networking
2:45-3:45	Closing Keynote Panel: Now What? The Fire Is Real! - Gregg Potter + panelists - Main Stage
3:45-4:00	Sponsor Recognition & Social Impact Awards - Main Stage
4:00-6:00	Networking Reception - TruStage Rooftop

SPECIAL FEATURE: The Madison Nonprofit Day Podcast will record live throughout the day, produced and hosted by Dee Star.

MADISON NONPROFIT DAY 2026
CHOOSE YOUR LEARNING PATH
THREE TRACKS. ONE SHARED FUTURE.

Non
Profit
Day



LEADERSHIP

Succession, governance, board structure, continuity, and the decisions that protect mission beyond any one leader.



SUSTAINABILITY

Funding, events, donors, investments, and practical strategies to build organizations that can withstand a changing financial environment.



INNOVATION

People, volunteer experience, professional relationships, culture, and new ways to build trust and organizational impact.

NOW WHAT? Navigating the Next Chapter of Community Impact

The nonprofit sector is changing quickly, and organizations can no longer rely on yesterday's strategies to solve tomorrow's challenges. This opening keynote sets the tone for Madison Nonprofit Day 2026 with an honest look at where nonprofits are now - and what it will take to move forward.

Attendees will examine what is changing around funding, leadership, workforce, collaboration, and community expectations. Most importantly, the conversation asks organizations to move beyond identifying problems and begin determining their next move.

What challenge facing your organization feels most urgent right now?

What have you already tried - and what is still not moving?

When you hear the words "Now What?", what decision or action comes to mind for your organization?

NOTES

Leadership by Design

CREATING A SUCCESSION PLAN THAT SECURES YOUR MISSION

10:00 – 11:30 AM

LEADERSHIP TRACK

PLAN TODAY. LEAD TOMORROW. SECURE THE FUTURE.

LEADERSHIP ROOM

Strong leadership today. Sustainable impact tomorrow.

TODAY'S LEADERS → EMERGING LEADERS → TOMORROW'S LEADERS

PROTECT OUR MISSION | PRESERVE KNOWLEDGE | STRENGTHEN RELATIONSHIPS | ENSURE CONTINUITY

Presenter: Mary Beth Collins

Practical strategies to protect your organization's mission, knowledge, relationships and stability through leadership transitions.

☒ IDENTIFY KEY ROLES
☒ DEVELOP TALENT
☒ BUILD LEADERSHIP PIPELINES
☒ CREATE TRANSITION PLANS
☒ SECURE OUR FUTURE

MADISON NONPROFIT DAY 2026 | INSPIRE CONNECTION. SHARE KNOWLEDGE. DRIVE IMPACT.

MADISON NONPROFIT DAY 2026
LEADERSHIP TRACK
Leadership by Design: Creating a Succession Plan That Secures Your Mission

10:00-11:30 AM | Leadership Room | Presenter: Mary Beth Collins

What happens when a key leader suddenly leaves, retires, burns out, or can no longer continue in their role? Succession planning is no longer something nonprofits can afford to postpone. This practical session helps leaders protect mission, institutional knowledge, relationships, and stability through leadership transitions.

What is at risk? If a key leader left tomorrow, what knowledge, relationships, or responsibilities would be hardest to replace?	Who owns continuity? What role should your board, executive team, and emerging leaders play?
Pipeline check: Who is being developed for greater responsibility right now?	Your next move: What is the first succession-planning conversation your organization needs to have?

NOTES

MADISON NONPROFIT DAY 2026
SUSTAINABILITY TRACK
Dance with Me and Show Me the Money:
Building the Perfect Gala



A beautiful event is great - but a nonprofit fundraiser also needs to produce meaningful results. Eric brings decades of nonprofit, charitable giving, community engagement, and event-production experience to a practical conversation about creating fundraising events that advance the mission.

Define success: What should your event accomplish beyond attendance?	Revenue strategy: Where do sponsorships, tickets, donors, and follow-up fit into the plan?
Mission moment: How does your event make people understand why the work matters?	Your next move: What will you change about your next fundraising event?



MADISON NONPROFIT DAY 2026
INNOVATION TRACK
Beyond Volunteers: Building an Empathetic and Equitable Volunteer Program

10:00-11:30 AM | Innovation Room | Presenter: Noah Reif

Volunteers are often the lifeblood of nonprofit organizations, but strong programs require more than recruiting people to fill roles. This guided workshop introduces empathy mapping as a practical way to understand volunteer needs, motivations, experiences, and barriers while examining how volunteer opportunities can become more equitable and meaningful.

Whose needs?

Is your volunteer program designed only around organizational needs?

Empathy map:

What do volunteers see, feel, need, and experience?

Barrier check:

What may unintentionally make participation harder for some people?

Your next move:

What one change would make volunteers feel more valued or connected?

NOTES

MADISON NONPROFIT DAY 2026
11:30 AM-1:00 PM | DINING AREA
NETWORKING LUNCH & FACILITATED
DISCUSSION TABLES



Use lunch to meet people outside your usual circle and turn conversation into possible collaboration.

What resource, expertise, space, service, or relationship could your organization share with another nonprofit?

What is your organization currently trying to solve that might be easier with a partner?

Where are nonprofits duplicating effort because we do not know what each other is already doing?

What is one introduction you can make for someone at your table today?

CHALLENGE: Leave lunch with at least one follow-up conversation already identified.

CONNECTIONS TO FOLLOW UP WITH
NOTES



BUILDING A FUTURE-READY BOARD IN TIMES OF UNCERTAINTY

Presenters: Andy Davey, Jeff Burkhardt, Frank Martinelli

Nonprofits are navigating through a time of profound change. Faced with shrinking budgets, rapidly evolving needs, and a rancorous political climate, organizations are finding that it’s not enough to simply update a mission statement or patch over a list of outdated goals. To meet the challenges of building long-term financial sustainability, planning for leadership succession, and more, boards need to think and act differently.

This session will feature practical insights from experienced board development trainers on how to craft a resilient board able to lead in challenging and unpredictable times. Learn how to create a high functioning board chair and executive director relationship and onboard new board members into a dynamic and effective board culture. The session will also include opportunities to discuss board practices with fellow attendees and provide the Goodman Nonprofit Center input on possible future board development programming.

RESILIENCE	PARTNERSHIP	BOARD CULTURE
Lead through uncertainty	Board chair + executive director	Onboard for effectiveness

NOTES



MADISON NONPROFIT DAY 2026

SUSTAINABILITY TRACK PART 2

“Money Comes to Me”: Manifesting Grants, Investments and Donations

Non Profit Day

1:00-2:30 PM | Sustainability Room | Presenter: Zandra Hagberg

Where is the money going to come from next? Zandra challenges nonprofit leaders to move beyond constantly chasing the next grant and think more strategically about how organizations position themselves for investment, build authentic relationships, demonstrate impact, and confidently make the ask.

Beyond grants:

Which revenue source has your organization underdeveloped?

Relationship first:

Which funder, donor, or corporate relationship needs deeper cultivation?

Investment ready?

What makes your organization easy to understand and invest in?

Your next move:

What ask are you ready to make?

NOTES

WHAT IS FISCAL SPONSORSHIP?

Presenter: Center for Community Stewardship

Does every great community idea need to become a brand-new nonprofit organization? As funding becomes more competitive and administrative demands increase, this session explores fiscal sponsorship, shared infrastructure, board leadership, and alternative organizational models that can help community initiatives grow without unnecessarily duplicating systems.

SHARE	SIMPLIFY	STRENGTHEN
Administrative infrastructure	Operational burden	Governance and accountability
Which program, initiative, or partnership could benefit from fiscal sponsorship or shared infrastructure rather than becoming a new standalone organization?		
What administrative burden is taking energy away from your mission?		
What question about fiscal sponsorship or organizational structure does your board need to discuss?		

NOTES

MADISON NONPROFIT DAY 2026
CLOSING KEYNOTE PANEL
Now What? The Fire Is Real!



**MADISON
NONPROFIT DAY
PODCAST**

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DEE STAR
Dane County's
award-winning podcaster.

INTEREST FORM
Be part of the **premiere episode** and tell the
nonprofit world about the work your organization is doing.

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MADISON NONPROFIT DAY 2026

MADISON NONPROFIT DAY 2026
SPECIAL FEATURE
MADISON NONPROFIT DAY PODCAST

Madison Nonprofit Day 2026 marks the premiere recording of the Madison Nonprofit Day Podcast, produced and hosted by Madison-area podcaster Demancea “Dee” Star, founder of Star Media Group and host of the OuttaDeeBox Podcast.

Participating nonprofits will have a brief opportunity to introduce their organization, share who they serve, explain why their work matters, and tell the community how people can support, volunteer, partner, or connect.

WHY IT MATTERS: This initiative extends Madison Nonprofit Day beyond one event by beginning a centralized collection of nonprofit voices and stories told in organizations' own words.

Podcast participation is limited and requires conference registration.

Podcast interest form: <https://bit.ly/MND-Pod-2026>

Conference registration: <https://bit.ly/2026MND>

Our final hour of programming celebrates the people and partners helping move community impact forward.

3:45-4:00 PM | MAIN STAGE

SPONSOR RECOGNITION & SOCIAL IMPACT AWARDS

Join us as we recognize the partners and leaders whose commitment helps strengthen Wisconsin's nonprofit community.

4:00-6:00 PM | TRuSTAGE ROOFTOP

NETWORKING RECEPTION

Keep the conversations going. Follow up with the person you met at lunch, connect with a presenter, and turn one idea from today into a relationship that continues after the conference.

BEFORE YOU LEAVE: identify one person you will contact within 48 hours.

NOTES

THE VALUE OF TODAY IS NOT ONLY WHAT YOU HEARD.

IT IS WHAT YOU DECIDE TO DO NEXT.

Use the following pages to turn conversations, ideas, and connections into concrete action.

THINK IN 30, 60, AND 90 DAYS.

What can you start now? What needs a conversation first? What requires a partner?

WHAT ARE MY BIGGEST TAKEAWAYS?

1. Which session, speaker, or conversation most changed your perspective?

2. What are the top three ideas you want to remember?

3. What is one thing you will stop, start, or continue because of today?

4. What is your first action within the next 30 days?



If a key leader left tomorrow, what would be most at risk?

Which knowledge, relationships, or responsibilities need to be documented or shared?

Who could be developed for greater responsibility?

What succession-planning conversation needs to happen next?

☐ Clarify key roles	☐ Document critical knowledge
☐ Develop emerging leaders	☐ Engage the board

What percentage of your organization depends on one or two funding sources?

Which revenue stream deserves more attention?

What makes your organization attractive to investment?

Who is one funder, donor, or partner you will intentionally cultivate?

☐ Grants

☐ Individual donors

☐ Corporate partners

☐ Events

☐ Investments / earned revenue

☐ Other

Who is currently thriving inside your organization - and who may be struggling to belong?

What barrier could be making participation harder for volunteers, staff, or community members?

What does your team need to build stronger trust and relationships?

One change we can make immediately:

Resource or capability we could share with others:

Resource or capability we need:

Organization(s) we should talk with:

Could fiscal agency, fiscal sponsorship, or shared infrastructure help?

What did you hear today that changes how you understand your community's needs?

Whose voice is missing from your current decision-making process?

What partnership would help your organization respond more effectively?

How will you know if your response is actually working?



Which internal system, policy, relationship, or structure most needs attention?

What is the one issue we can no longer afford to postpone?

What support do we need to address it?

☐ Leadership	☐ Funding
☐ Board / Governance	☐ People / Culture
☐ Partnerships	☐ Operations



What is the very first step?

What could get in the way?

How will we know we made progress?

ACTION	OWNER	BY WHEN



The first person I will contact after Madison Nonprofit Day:

Funder	Peer Leader	Board Member	Community Partner
Consultant / Expert	Staff Champion	Volunteer	Accountability Partner

MADISON NONPROFIT DAY 2026
BEFORE YOU LEAVE
KEEP THE DAY MOVING FORWARD.



Complete your evaluations.
Use the posted QR codes to complete the general attendee evaluation and an individual session evaluation for each workshop you attended.

Share your conference moments.
Post photos, takeaways, and connections using #MadisonNonprofitDay and #MND2026.

Follow up within 48 hours.
Send the email. Make the introduction. Schedule the meeting. Ask the question. The conference ends today; the work does not.

Interested in the podcast?
<https://bit.ly/MND-Pod-2026>

MY MOST IMPORTANT FOLLOW-UP
NOTES

MADISON NONPROFIT DAY 2026

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THANK YOU FOR BEING PART OF



MADISON NONPROFIT DAY 2026

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