



CONFERENCE FOR THE GREATER GOOD

APRIL-JUNE 2022

DECONSTRUCTED

Impact Report

A program of the Central Washington Nonprofit Network

The Central Washington Conference for the Greater Good creates the space where nonprofit people come together to become more resilient, connected, and inspired to serve diverse communities.

Our goal is to impact how nonprofits in Central Washington achieve their missions.



What will you take action on?

- Change the minimum wage to a living wage
- Think about the way we value and compensate the work
- Seguir buscando estrategias que mejoren la salud integral de la comunidad (We will continue to look for strategies that improve the community's comprehensive health.)
- Switch up thinking and approach in conversations with people using a scarcity mindset
- Remember that administrative costs are how the work gets done - overhead is people
- Pay people in nonprofit what they are worth
- Build a board that reflects the community you serve
- Help funders re-think DEI and how to execute on it
- Look at the history of the nonprofit sector to see why we need to change mindsets around pay and fundraising
- Budget for true costs
- Bless the past and celebrate the future as we go through transition
- Articulate the impact of the work to my donors

Highlights

160 participants

20 sponsors

18 events in over 3 months

All online sessions in English & Spanish

100% of respondents said sessions were worth their time

Shari Dunn's keynote, "Reimagining the Nonprofit," set the tone for the Conference.



We partnered with the 3 community foundations of Central Washington to reach participants across the region.

The "deconstructed conference" idea

Thank you for taking risks, serving us during the Pandemic, pushing us to think in new ways about our work.

I have really appreciated the creativity and energy throughout the sessions.

It's been wonderful! I love the deconstructed format and the ability to flex our schedule across the virtual events. Deconstructed makes sense given the virtual flexibility. The recordings have been sent out so promptly as well.



What participants took away from the Conference



First time learning about the nonprofit history, and it was a session I would pay to attend by itself.

Excellent way to kick off CWCGG. Mind-BLOWN.

I ended up watching [Shari Dunn's keynote] again with my board, and we had a wonderful discussion afterwards.

Shari Dunn's pushing attendees to relabel our work as a business and not a charity is the first step towards non-profits getting a more competitive edge in the business world.

I came away reflecting on what I'm/we're doing is perpetuating old nonprofit beliefs and what I/we can do to move the sector into new ways of thinking.

I have a newfound understanding of why gender and racial stereotypes exist... and how to look at nonprofit sector differently now.

RISK=INNOVATION! So many of us are afraid of taking the risk because we don't want to rock the boat, and this is the way nonprofits have always been. WRONG.

We are not just our tax designation of 'non-profit' but are in fact very FOR our mission.



Shari
Dunn

KEYNOTES

Tuesday
Ryan-Hart

COMMUNITY CONVERSATIONS

Ellensburg
Twisp
Yakima
Wenatchee
Kennewick
Online

WORKSHOPS

The Power of
Allocations
(finance)



Your People
Strategy

PEER CONVERSATIONS

EDs/CEOs
Emerging
Leaders
Fundraising staff
Lideres
emergentes
Board members
Nonprofit staff

"I got a better perspective on nonprofit work and how to handle certain situations. Also it was nice to talk to peers who were having the same struggles and know I'm not alone with them."

Small enough groups that genuine interaction was possible. Felt more like conversation and was extremely engaging.

It felt affirming of much of what I'm already doing, so giving myself acknowledgment, as part of our tiny org's culture, was quietly profound.

I appreciated Melanie's perspective, hearing about her experiences.

Our "culture" isn't some ideology that we want everyone to conform to. Our "culture" is the compilation of what we all bring to the job.

I'm thinking about rituals we can build into weekly meetings to move values into behaviors systematically to build culture.

Peer conversations helped to talk to other peers about networking and getting more ideas. The celebration was awesome as well. I got a lot of networking at the celebration.

