

## Guidelines for Designing a Regional Briefing

Is there a topic you would like to explore with other grantmakers? Would you like to bring LFN programming to your community? Take charge and organize a member briefing.

LFN member briefings provide an opportunity for you to create the programs on the topics you want, the way you want them. These educational sessions are designed and hosted by members around topics of interest with support from Literacy Powerline staff. They can be a short two-hour briefing or an in-depth, half-day or day-long workshops. Member briefings enhance your learning and networking in many ways:

- You define the topic, format, and goals for the briefing.
- You deepen your ties with other grantmakers by working with other members who may choose to co-sponsor the session.
- You can build a shared knowledge base and ongoing network with grantmakers around the country who are engaged in your topic of interest and identify opportunities for co-funding or other collaborations.
- You can start a dialogue that will continue to inform your grantmaking for years to come.
- You will have the support and experience of Literacy Powerline's professional staff to help you execute your member briefing, assisting in both content development and logistics.

### **How do I organize a briefing?**

First, determine if you will have any co-sponsors partnering on this project. Regional associations of grantmakers are likely possibilities.

### **What's my role as a co-sponsor?**

- **Coordinate planning** with Literacy Powerline team if you would like their assistance.
- **Identify a topic** that interests you and is likely to interest other funders. Decide on the outcomes you hope to achieve. Consider speakers and formats that can help you reach your learning outcomes and provide opportunities for audience interaction. Literacy Powerline staff is happy to help brainstorm ideas with you.
- **Decide whom you want to invite.** In addition to LFN members, other funders in the region e.g. member of the regional association of grantmakers, should be invited.
- **Attend to the details** (either yourself or by working with an event planner/consultant). Reserve a venue and arrange for refreshments and audio-visual equipment well in advance. Make sure that all the co-sponsors are clear about speaker travel and expense reimbursements. Literacy Powerline is happy to

provide some aspects of the planning (see below), but sponsoring organizations are responsible for all hard costs.

- **Promote the event.** Using a LFN-developed flier, spread the word to your colleagues, identify individuals who should receive phone calls, and be active and creative in your outreach.
- **Prepare speakers.** Make sure the speakers are clear about the goals of the briefing, nature of the audience, and logistics of the session. Also, you'll want to ensure that nonprofit presenters understand that this is not a fund-raising opportunity, although they are welcome to talk about their organizations in the context of the conversation.
- **Reflect and evaluate.** A post-briefing evaluation call is held with all the co-sponsors to assess the program and discuss follow-up.

### **How can Literacy Powerline team help me?**

Literacy Powerline team can help you by:

- Identifying ideas for topics and speakers for the member briefings with sponsors; we can also help you brainstorm format for the session that will deliver your objectives.
- Promote the member briefing on the LFN website, through Literacy Powerline's website, and (if time allows) through our e-newsletter.

Literacy Powerline can provide these basic forms of support to members at no cost. Members who need more active event assistance may need to provide additional resources to cover expenses and staff time.