

Toolkit Workshops offered from September 2011-November 2017

Workshop Title	Facilitator	Date offered	Workshop Description
Working with the Media	Vicki Nelson and Nichole Huck	September 13, 2011	How do you plan an event that can stand apart and get the attention of the media? Find out how to best work with the media to get your message to the broader public. Press releases, interview tips and media stunts were covered.
Learning to Use Social Media	Alec Couros	October 21, 2011	Social media can be an effective tool in getting your message out and accessing new audiences. This hands-on interactive workshop will teach you how to use free online social media tools like Facebook, YouTube, Twitter and more.
Grant and Proposal Writing	Robert Friedrich	November 28, 2011	This course taught how to think strategically in developing project proposals, offered insights into what funding agencies are looking for in project submissions and taught resources needed to develop funding proposals to granting agencies to support projects or ongoing programming.
Fundraising	Shawn Fraser	September 20, 2012	Fundraising is an important aspect of community organizing: what works, what doesn't and how to make sure that your fundraiser is about more than just the money.
Volunteer Engagement	Cindy Fuchs	October 16, 2012	Volunteers are the backbone of our organizations and community projects but finding them isn't always easy. This workshop taught strategies to recruit, organize, retain, and effectively use your volunteers for the betterment of your event or cause.
Learning to Use Social Media	Alec Couros	November 30, 2012	Social media can be an effective tool to get your message out and access new audiences. This hands-on, interactive workshop taught how to use free online social media tools like Facebook, Youtube, Twitter, and more.
Internet Marketing- Utilizing Social Media	Taron Cochrane	December 12, 2012	So you know the basics of Facebook, Twitter and Youtube: now what? Through personal success stories and insights, this workshop demonstrated how to effectively reach your audience.
Taking Care of Ourselves and Each Other (Burnout Prevention 101)	Shayna Stock	January 15, 2013	This workshop explored strategies for ensuring that our efforts to take care of the world aren't in conflict with taking care of ourselves and each other.

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Engaging Youth in All You Do	Tracey Mitchell	February 12, 2013	Through interactive activities, this workshop explored personal beliefs about youth and our experiences as youth. Participants learned how to build adult-youth partnerships and how to contribute to safe, intergenerational spaces.
Research and Evaluation Techniques	Stacey Shand	March 28, 2013	This workshop discussed community-based research and when and why evaluation is used. Real-life experiences and evaluation tools accessible to any community-based organization were shared.
Intro to Graphic Design	Avril Biggin	April 23, 2013	This workshop explored visual communication using type, colour, shape, texture, space, and imagery. It taught the basic principles of design, strategy, and visual problem solving to create eye-catching projects for your organization.
Hook, Line & Sinker: How to Write Successful Grants	Dan Holbrow & Barbara Tomporowski	April 30, 2013	This interactive all-day workshop focused on what it takes to get grant funding for local, provincial, national and international non-profit or community initiatives. Topics covered included types and sources of funding, finding a fit between your goals and your funder's, how to develop and present an effective proposal, what happens afterward, how to avoid common mistakes and overcome typical challenges, and more.
Creating Great Posters	Tania Wolk	September 25, 2013	This hands-on workshop taught through interaction and example what makes a "good" poster.
Making Mainstream Media Work for You	Nichole Huck and Vicki Nelson	October 18, 2013	This workshop offered tips and guidelines to get your issue covered and taught how to talk to the media and get your message across clearly. The co-facilitators brought insight from both non-profit and media perspectives, and helped participants through media mishaps and plan for future projects.
Acting Wisely	Tracey Mitchell	November 21, 2013	Through participatory activities, this workshop helped participants clarify your goals and choose the tactics or actions that will help you realize these goals.

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Event Planning 101	Lisa Peters	December 19, 2013	From concept creation to event day management, from private dinner parties to fundraising galas, this workshop taught the basics of event planning, sponsorship, and preparation for the energizing world of events.
Project Based Budgeting	Susan Seida	January 15, 2014	Learn how to create a project-based budget for a project or event, how to manage it, and how to report on it for yourself and for your potential funders.
Facilitating Effective Meetings	Danielle Pass	February 26, 2014	This workshop will provide a basic overview of tools, tips and resources for facilitating meetings, including communications strategies, preparing agendas, logistical considerations and how to deal with conflict.
Intro to Social Return on Investment (SROI)	Aleks Hoerber	March 20, 2014	Who benefits as a result of the programs you offer? How do we measure that? Can we monetize these impacts? Participants were introduced to using a Social Return on Investment (SROI) analysis. SROI is an innovative evaluation tool for understanding, measuring, and reporting on the social, environmental, and economic value created by an organization, program, or policy.
Governance 101: Governing Jobs of Volunteer Board Members	Gloria DeSantis	April 11, 2014	This participatory workshop will focus on this vital group of people who volunteer their time to govern organizations. Topics will include: what is a board and why it is necessary, governance models and legal requirements, roles and responsibilities, internal and external relationships (e.g., with program users, staff, governments, funders), working together effectively, succession planning, structure of boards (e.g., executive, sub-committees), strategic planning, and the value of volunteering!
Grant and Proposal Writing	Bob Friedrich	September 25, 2014	This course is designed for individuals tasked with developing funding proposals to granting agencies, in order to support projects or ongoing programming. In this course you will learn the essentials of putting together a successful proposal to key funding organizations. You will learn to think strategically in the development of your project proposal and gain key insights into what funding agencies are looking for in their project submission calls. The bottom line of this course is to get you the resources you need to make things happen in your community, organization, or neighborhood.
Advocacy for	Tina Beaudry-	October 21,	Practical strategies to get your message heard.

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Non-Profit and Member Organizations	Mellor	2014	The workshop will cover the basic principles of advocacy, determining the ask, message crafting and forming strategic partnerships.
Information Today: Find It, Use It, Create It, Share It!	Cara Bradley	November 25, 2014	This interactive workshop will cover a range of issues related to finding and using information in community based and non-profit organizations. Topics include finding high-quality information, accessing open access research, using and producing information and images in today's copyright environment, tracking information resources, and keeping up with new research relevant to your organization.
Practical Leadership Skills	Sean Tucker	December 17, 2014	This interactive workshop will provide participants with an overview of popular approaches to leadership, with a focus on practical application in not-for-profit organizations and community-based groups.
Marketing Basics...Without a Budget!	Marian Donnelly	January 21, 2015	Most organizations are functioning with limited resources. How do you promote your organization, event, advocacy campaign or programs when you don't have the resources for any kind of an advertising campaign? During this 3 hour long workshop, we will explore the basic marketing tips and tools that have worked in the past, as well as the way that social media can help us develop our audiences.
Strategic Planning	Laura Soparlo	February 25, 2015	This session will cover the essential steps in strategy formation, execution and performance monitoring. Participants will be able to understand and recognize the steps of strategic planning and execution; identify different models of strategy formation and execution; understand and practice key elements of strategy formation to drive organizational change and improvement; define the role of the leader in engaging employees in strategy development and implementation... "creating the line of sight"; and identify methods to evaluate the organization's performance related to their strategic goals.
Taking Great Photos and Using Them Effectively	Eric Bell	March 24, 2015	Taking photos is important for effective communications. In "How to take great photos and use them effectively" you will learn tips and tricks that will help to improve your photography skills, whether you use a high-end digital camera or a smartphone. You will also learn how to use photos to improve your web and social media communications and make more meaningful connections with target audiences.
Branding and Butter	Brita Lind	April 21, 2015	Branding is like butter. How much do you spread on your advertising and marketing and when

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			<p>should it be thin and when should it be thick? Branding seems like such an easy catchphrase that's been bandied about a lot these days, but how is it applicable and what can it do for your organization? In this time together you'll gain an understanding of what branding is, how it's applicable to your organization and interactive exercises that are pertinent right now.</p>
Doing Research: Focus Groups and Other Methods	Michelle Stewart	June 1, 2015	<p>This interactive workshop will provide you with an overview of the role of research in your work with attention to focus groups as a research tool: what they are, why you might conduct one, and the advantages and disadvantages of the method. Participants will learn what sort of qualitative data can be gathered through focus groups and how to analyse and use it.</p>
Accessing Library Research Resources	Robert Thomas and Andrea Newland	September 15, 2015	<p>Many expensive databases and research tools are freely available to community members through the University of Regina Library and the Regina Public Library. These resources can help you do top quality research. They will help you learn about your areas of interest and provide you with the latest leading edge research as well as reliable and accurate statistics on almost any topic.</p>
Survey Design	David Rosenbluth	October 21, 2015	<p>This interactive workshop will provide participants with practical information for designing surveys. The emphasis of the workshop will be on what makes good questions and how to get the best response to your survey. The workshop will cover various types of surveys, the different kinds of questions that can be asked, how to design the survey to flow smoothly and, how to avoid common pitfalls of many surveys.</p>
Employment and Equality Rights in the Workplace	Loretta Gerlach	November 17, 2015	<p>During this session we will review the basic rights in employment standards including hours of work, scheduling, breaks and leaves as well as a number of equality rights including freedom from discrimination and harassment and the right to accommodations. Participants will get an overview of employment rights, information on resources for additional information, strategies to deal with common pitfalls and an opportunity to practice their newly found skills sets.</p>
Board Governance: What are we supposed to be doing?	Gloria DeSantis	December 9, 2015	<p>The main topics to be covered in this workshop include: understanding different board models, framework governance, self-governance, operational governance, and advocacy governance, as well as accountabilities, liabilities and protections, board member rights and group</p>

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			dynamics. It touches on charities regulations and offers resources for further exploration.
Communicating Effectively across Cultures in the Contemporary Workplace	Angeline Chia	January 13, 2016	This workshop takes a reflective, interactive, and constructive approach towards developing and improving intercultural communication skills or intercultural competence. Participants will be introduced to concepts and models pertaining to culture, cultural differences, communication differences, and intercultural competence. They will briefly assess their intercultural competence and consider how they may develop intercultural competence or improve their intercultural competence level in relation to their individual workplace roles, contexts, and goals.
Volunteer Recruitment and Retention	Melanie Metcalf	February 9, 2016	Volunteering should be a mutually beneficial — and fun — experience. This session will explore how to successfully recruit, manage and retain volunteers. Participants will get an overview on how to stay organized, how to set expectations, volunteer appreciation and how to build a successful team by highlighting individual strengths.
Liberation and Empowerment through Non-Violent Communication	Raven Sinclair	March 16, 2016	The half-day training will provide a theoretical framework from which individuals can learn to communicate from a foundation of accountability and non-violence. Participants will be introduced to aspects of Marshall Rosenberg’s NVC framework as well as a framework developed by the facilitator – Accountable Communication – to enhance interpersonal, professional and organizational communications and relationships.
Creating a Communications Plan for Your Organization	Michelle Brownridge	April 13, 2016	A communications plan is the map that directs all of the communications work of an organization over a period of time, either short term, long term or both in order to effectively communicate news, events, programs and services to diverse target audiences and stakeholders. Communications planning is a straightforward, step-by-step process that will help you clearly and logically summarize what you want to say to your intended audience and map out how you will deliver that message.
Planning and Evaluating Programs: A Beginner’s Guide	Dan Holbrow	September 13, 2016	These days, community groups and nonprofits often have to show how their programs will make an impact, and to measure that impact. With some simple tools, planning and evaluating programs doesn't have to be scary. This workshop will show you how you can create effective programs and measure their impact using a program logic model. You'll learn what a

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			program logic model is, how to create one, and how to use it to design and evaluate programs for your organization.
Grant and Proposal Writing	Bob Friedrich	October 13, 2016	This course teaches the essentials of putting together a successful proposal to key funding organizations. You will learn think strategically in the development of your project proposal. As well, you will gain key insights into what funding agencies are looking for in their project submission calls. Finally you will be able to share your current project ideas with the instructor and fellow classmates to gain feedback on your project proposal. The bottom line of this course is to get you the resources you need to make things happen in your community, organization, or neighborhood.
Beginner to Intermediate Social Media Marketing	Michelle Brownridge	November 16, 2016	This workshop will demonstrate ways in which social media can be used as a tool for marketing, building connections, and engaging with the public. The session includes an overview of the most powerful and popular social media tools, including Facebook, Twitter, Instagram and Pinterest. Other topics covered include: basic graphic design for social media, and introduction to free online design tools; the basics of paid Facebook & Instagram advertising; scheduling social media posts using built in tools as well as third party tools; e-newsletters; and the basics of reporting, analytics and measuring success on social media.
Fundraising for Board Members	Christina Attard	December 14, 2016	“Fundraising” – some board members working with charities love the challenge, others dread this task! Join us for a workshop that will explore the role board members play in fundraising, different fundraising models used by charities, the question of charity overhead, and the art of making “the ask.”
Finding Your Organization’s WHY	Kevan McBeth	January 11, 2017	All organizations can articulate what they do, and most can even describe how they do it. But many organizations cannot define WHY they do what they do. Join us as we explore the power of understanding organizational purpose through the Finding Organizational Why Workshop and learn how organizational purpose can drive strategic clarity and deliver higher levels of overall organizational success.
Is Incorporating as a Non-Profit Right for Me?	Nikko Snyder and Amanda Kuckartz	February 8, 2017	Should you or your group take the leap to incorporation? Does an informal or formal organization best suit your goals? What are the ins and outs of formalizing organizational status?

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			This workshop will teach you: what a non-profit is; how it is different from other forms of organization; what its legal rights and responsibilities are; what a non-profit Board of Directors does; steps to incorporation; and considerations about pursuing charitable status.
Working and Learning Together Across Generations	Cam Fraser, Kerrie Strathy, and Marj Thiessen	March 14, 2017	If we look at who is active in many non-profit Boards/Committees, we tend to see groups that are pretty narrow in their age range. An organization that works productively across a variety of age demographics is hard to find. Often differing experiences, expectations, and perceptions can make this sort of work challenging for individuals who feel that their insights and skills are not honoured and/or appreciated. This workshop will offer the chance to think about how organizations can constructively work to increase intergenerational understanding and be better representations of our communities. Participants will gain insight into how to work more effectively with youth and older adults to enhance the services provided by those in the non-profit sector.
Advocacy & NGOs	Donna Ziegler	April 12, 2017	This workshop will set the stage for change by learning the key elements of a process that can lead to success. Educate, communicate, advocate. The objectives of the class will help participants learn how to; <ul style="list-style-type: none"> * develop a strategic framework for advocacy, * invoke creativity and innovation into change and understand which tactics might work best * mobilize grass roots communities and decision-makers.
Working Well with the Media	JC Garden	September 27, 2017	Wondering how to connect with the media? Intimidated by media attention? Join us to learn how to work collaboratively with the media to promote your work and highlight the issues in your community. In this workshop, J.C. Garden with CTV Regina will offer tips to create successful relationships with the media and make your message work for you.
Engaging Youth: Consistently Reworking “Plan B”	Leo Kaier and Mel Metcalf	October 18, 2017	Often, organizations have trouble learning to fully activate the diverse skill sets of today’s youth within the work that they do. This session will explore some tools in authentically engaging youth in organizing, and ways to retain their involvement in the future. Drawing from Mel and Leo’s experiences working as youth, and with youth,

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			in a variety of organizational structures, we will collectively work to challenge our assumptions about genuine youth engagement – Let's face it, your plan A is always consistently reworking plan B, right?
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