

# **Alliance for Biking & Walking**

## **2010 Leadership Retreat**

### **Workshops and Large Group Discussions**

#### **Workshops:**

The Alliance's Leadership Retreat offers several great workshops to meet the needs facing leaders of grassroots bicycle and pedestrian organizations. These workshops come from your requests, results of surveys, and organizing issues facing Alliance member organizations. Informal and participatory in nature, workshops offer participants 90 minutes of focused presentation and discussion. The final agenda with complete details, presenters, and panelists will be available two weeks prior to the retreat to allow you to select the best workshops for you to attend. The following are workshops that will likely be available at the Leadership Retreat.

1. **Membership** – A robust membership base is the strongest tool we have to grow an organization, win campaigns, and develop sustainable funding. Come explore strategies for effective membership outreach and retention. At least three different workshops will be available, offering leaders both basic and advanced concepts on membership retention, membership development, developing the right membership plan for your organization, and recruiting new members.
2. **Fundraising Strategies & Tactics** – Budget woes got you down? Limited budgets can make even the most energized organization feel constrained. Beginner and advanced workshops will tackle these issues. The beginner workshop will focus on strategies for raising new funds, asking for funding, identifying large donors, and developing events. The advanced workshop will focus on advanced tactics for raising funds, major donor giving programs, and discuss opportunities and ways to overcome current challenges for more advanced organizations.
3. **Consulting & Contracts** – This fundraising workshop explores fee for service, contracts, grants, and other funding that your organization can receive from consulting opportunities. Participants will learn how to prepare your organization to be a consultant / contractor, avoiding common pitfalls, and key tips related to this work. Explore whether your organization should embrace consulting opportunities.
4. **Benchmarking** – Alliance for Biking & Walking members have a powerful new tool with the second biannual Benchmarking Report (published January 2010). Measuring

progress, comparing your state or region to others, and other tactics will be shared to be more successful with your organization's advocacy and improve our movement.

5. **Working the Media** – Knowing how to access and inform the media can mean the difference between failure and success in a campaign. Learn how to get your name out, develop and deliver a message, take advantage of current discussion topics, and become a reliable voice in the press. Come hear new ideas for cultivating relationships with reporters, using e-communications and social media, and success stories. Be sure to bring your tips too.

6. **Technology for Our Movement** – This workshop focuses on the most useful and relevant technologies for bicycle and pedestrian advocacy organizations. It will cover databases, online event registrations, online systems and tools, list serves, web 2.0 and social media, RSS feeds, content management systems, and more. Ensure your organization is embracing all opportunities to connect with your members, increase your membership, and raise funds effectively.

7. **Working with Local Government** – At some point, every bicycle and pedestrian advocacy organization runs up against non-responsive or even obstructive government officials. Without the right tools and strategies, dealing with these officials can be exhausting and get you nowhere. This workshop will teach effective techniques for working with local and state governments to effect real and tangible change in your community. We will also discuss when you should play the inside or outside game. Join us for an interactive discussion on how to engage with local governments.

8. **Building A Team** – Do you have the expertise you need in law, finance, education, planning, or engineering? You don't have to do it all, but you do need to know what elements demand your attention. Successfully recruiting volunteers, contractors, board, and staff to compliment your skills and abilities can help you transform your organization. This workshop will review models and advice on how to find individuals with these talents and how to build your dream team.

9. **Start Up Staffing for Your Organization** – In this workshop, we will explore the pros & cons of hiring paid staff, choosing the right time to make the leap, how to get the money and structure in place to hire an Executive Director, and exploring the issue of paid staff vs. volunteers. The workshop also offers discussion on functional models including full vs. part time, home vs. central office, etc. Allow your organization to gain from the discussion and take the next leap in organizational capacity and growth.

10. **Empowering Your Organization and the People Working with You** – This workshop focuses on strategies a manager can use to empower his or her staff, strengthen staff and volunteer commitment, and improve overall success of the organization. We will discuss concepts of leadership and planning techniques, improving

the dialogue with your staff and volunteers, and empowering your organization to be transformed to the next level of effectiveness.

11.           **Getting Beyond One on Staff** – Your organization is established, you have volunteers, and at least one paid staff member. How do you make the transition to a larger staff and a broader slate of activities? How do you engage the board to continue growing your organization? One paid staff person is not usually enough to do all that needs to be done. We will discuss about how to raise money and awareness by developing a plan for the board and staff.

12.           **Advanced Staffing** – Geared to organizations with three or more staff, this workshop will examine techniques and strategies for managing employees and ensuring that human relations is not an afterthought for your organization. Participants will hear best practices of other organization leaders, challenges they face, and how to best deal with these challenges.

13.           **Strengthening the Board and Staff Relationship** – This workshop will address the relationship between the executive director and the board, the board and staff, the functions of a board, board development, and ways to increase collaboration and success in the staff/board relationship. The workshop offers the opportunity to explore those challenges that we seek to resolve and behaviors that we often need to address. Strengthening the relationship of the staff and board can help to build an effective and well-funded organization.

14.           **Avoiding Common Pitfalls** – It can happen to the best of us: burnout, over-extended organizations, and high-cost-low-benefit programs drain energy and divert resources from more productive efforts. Come explore and share the strategies we use to stay in top form and coping mechanisms for when things get out of hand.

15.           **Safe Routes to School** – Learn how Alliance organizations have helped this program to become more effective, better funded, and reach new audiences. Safe Routes has also been a great program to help grow state and local organizations through increased programming, appeal, and contracts. Is this an avenue to expand your programming and grow you organization?

16.           **Complete Streets** – The push for complete streets presses policy makers to fund and designers to make streets that are accessible to everyone including pedestrians, bicyclists, transit riders and people with disabilities. From early on, Alliance member groups have been on the forefront of this movement. Come find out about the successes of others and how you can leverage complete streets for better biking and walking and build your organization.

17.           **Ciclovias / Open Streets** – Open Streets, Ciclovias, Sunday Streets, etc., are sweeping communities around the world. These events allow communities to transcend social boundaries and encourage citizens, families, and leaders to rediscover

their communities by foot and bike. We will discuss how Alliance organizations are playing a role in making these events successful, learn about the challenges, and how your organization can help your community in creating a successful event. These events also can help your organization reach out to new, diverse, and underserved communities. Come learn if this is the right event for your organization.

18. **Federal Transportation Policy Primer** – If wonky policy jargon isn't your native language, don't fret – this workshop is for you. This primer will introduce the ins and outs of current law and prepare us to contribute to the larger discussion of the next federal transportation bill.

### **Planned Large Group Discussions:**

During the Leadership Retreat, we will have a couple large group discussions in addition to the workshops. The following descriptions are offered as a preview of likely discussions to engage everyone.

**Engaging Underserved Communities** – Join us for a short panel on engaging underserved communities highlighting partnering opportunities, social equity, relationship building, and other challenges facing our movement in this area. The presentation will lead into a group discussion, followed by break-out activities designed to allow participants to determine how their organization can engage diverse communities.

**The Federal Transportation Bill** – Join us for a short panel discussion on the upcoming federal transportation bill presented by transportation experts and directors of national organizations. The presentation will lead into a group discussion, breakouts with local and statewide organization leaders, and conversation on using the bill to mobilize your members as well as what the bill means to you on the local level.