



VEC Workshop Series

RSVP's Volunteer Executive Consultants (VEC) program provides managerial consulting and educational services to existing and potential nonprofits in the Greater Philadelphia area at no charge. VEC is offering its latest seminars this fall. For more information, contact Sheri Wilensky Burke, VEC Program Manager at sherib@rsvpmc.org or 610-834-1040 x135.

Meet the Funders, September 21, 2021, 10:00am – 11:30am

Join us for the funders' points of view about the current state of philanthropy as well as what funders are looking for when evaluating program support. This session offered via Zoom will provide a moderated panel discussion followed by audience Q&A.

Presenters:

- **Kate Houstoun**, Managing Director Capacity Building, United Way of Greater Philadelphia and Southern New Jersey
- **Christina Schmit**, Director, Talent & Culture, ESLER COMPANIES
- **Caitlin Seifritz**, Nonprofit Services Supervisor, Regional Foundation Center, Free Library of Philadelphia
- **Betty Shea**, Window of Giving Program Manager, ESLER COMPANIES, Renewal by Andersen of Arizona, Colorado, Texas, Oklahoma, Greater Philadelphia, Southern New England & Telefluent Communications, Inc.

The Sum is Greater Than the Posts: Social Media Done Well, October 19, 2021, 10:00am – 11:30am

Social media is not a standalone program but one channel to deliver your Marketing & Communications strategy. This session offered via Zoom will begin with reviewing why a clear strategy is so important for successful social media campaigns, then will explore how to choose the platforms, content, resources and tools to sustain an effective social media program.

Presenters:

- **Susan Beck** is a retired Deloitte Managing Director where she led strategic communications and eminence initiatives for the Deloitte Global CEO, US Chairman and US Consulting business. She previously led public relations, employee and executive communications programs at Unisys. Susan is a VEC consultant as well as volunteers as a consultant and coach for various nonprofit organizations and is on the board of directors for Family Services of Montgomery County.
- **Tench Forbes** spent his career focused on promoting US manufacturers of industrial components through multiple channels including digital marketing, e-commerce and social media. He is currently a consultant with VEC helping non-profit organizations with strategic planning, marketing and social media strategies. He is also working with food pantries in Philadelphia to address food insecurity.

You Can't Predict the Future ... But You Can Prepare for It!, November 16, 2021, 10:00am – 11:30am

Explore the concepts of scenario planning and how to apply it to your organization with a hands-on exercise at this session to be held at RSVP in King of Prussia, PA. Scenario Planning is a process that envisions possible future states based on today's trends and uncertainties, but unlike strategic planning, it considers likely as well as unlikely futures, ensuring your organization is prepared for even the most improbable outcomes. Developed by the RAND Corporation and first used by DHL Express, Dutch Royal Shell, and General Electric to anticipate the challenges they were likely to face in the future, the process lays out a way to develop plausible futures to guide your organization's actions. We will help you construct plausible scenarios that your organization may face in the near to medium term, anticipate the needs of the populations you serve and prepare your organization to meet the future.

Presenters:

- **Wesley Moy** holds a Ph.D., a master's in business administration and two additional master's degrees related to strategy. He has had strategic planning experience in the federal government and was on the corporate strategic planning staff at JP Morgan Chase & Company. Wesley received training on scenario planning from the Foreign Service Institute at the U.S. Department of State.
- **Marla Hexter** has worked on large strategic programs in the intelligence community where she supported U.S. foreign policy objectives and counter-terrorism operations for over 20 years. She has been involved in numerous inter-agency initiatives and developed new approaches to old problems. With VEC for over five years, Marla is active in supporting VEC's workshops and professional development programs. She is also a leadership coach.

VEC is grateful to its sponsors.

