



## Request for Proposal Guide



*Michigan Community Action (MCA) is seeking proposals for workshops and/or keynote speakers for the 2025 MCA Summer Conference which will be held July 15-17, 2025 at the Sheraton Grand Rapids Airport Hotel. Please read this RFP guide for important information and instructions for submitting your proposal.*

### **ABOUT MICHIGAN COMMUNITY ACTION**

Michigan Community Action is the state association for the 27 designated Community Action Agencies in Michigan. We are part of a national network of over 1,000 local organizations that help people move from poverty to economic stability and self-sufficiency.

Our network is united by the Promise of Community Action:

Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live. We care about the entire community, and we are dedicated to helping people help themselves and each other.

### **CONFERENCE INFORMATION**

#### **Overview:**

The goal of the Summer Conference is to provide a variety of workshops on relevant topics for staff, board members, and volunteers involved in the work of Community Action Agencies. We encourage proposals that support creativity and innovative practices while providing an interactive component rather than those that consist solely of a lecture style. The theme for the conference is *Hope in Action*. Proposals are due by **March 14, 2025**.

## Logistics:

- Workshops will be 75 minutes long.
- The conference agenda will provide up to 5 breakout blocks each day, with 5-6 concurrent sessions during each block (subject to change).
- We will provide a screen, projector, and laptop.
- Presenters are responsible for bringing any printed materials needed for their workshop.

## Requirements for Presenters:

- All presenters must uphold the conference code of conduct.
- Presenters will provide a photo, topic summary, and biography for conference agenda and marketing purposes.
- Presenters will be responsible for bringing their presentation on a thumb drive.
- Presenters will coordinate with MCA staff regarding any special needs.
- If you wish to distribute copyrighted information in your supplemental resources materials, it is your responsibility to obtain the necessary permission.

## Tracks

We are looking for workshops and/or keynotes that fall under the major categories of:

- Organizational Excellence
- Innovative Programs/Practices
- Partner Programs
- Community Level Approaches

*See the list on the next page for suggested topic areas for each track.*

Suggested topics within the categories are listed below; however, any workshop that supports building, expanding, or enhancing a nonprofit's operations and/or capacity will be considered.

## Organizational Excellence

- Marketing plans
- Branding and visibility
- Social media/Media relations
- Donor retention
- Cyber-security
- IT Planning
- Collecting and using data
- Recruitment/Hiring/Onboarding
- Wages/Compensation
- Supervision/Inclusion
- Developing Leaders
- Organizational Culture
- Budgeting/Financial Management (introductory and advanced)
- Risk Assessment/Management
- Crisis/Disaster Planning
- Employee Care (mental health, avoiding burn-out, transitions)
- Managing Change/Transition
- Diversity, Equity, Inclusion
- Board Recruitment/Assessment
- Succession Planning
- Increasing Board Engagement

## Innovative Programs/Practices

- Social Determinants of Health/Health Equity
- Systems Thinking/Change
- Community Action Agency Programs/Demonstrations
- Stakeholder Engagement/Consumer Voice

## Partner Programs

- Partner Updates
- New Community Programs
- Funding Opportunities

## Community Level Approaches

- Community Needs Assessment
- Strategic Planning
- Community Partnership Building
- Consensus Building
- Community Engagement
- Housing/Community Development
- Financial Empowerment

## PROPOSAL SUBMISSION

Proposals must be submitted online. To help you prepare, all the information requested in the proposal is listed below. To submit more than one workshop proposal, please complete a separate form for each workshop.

### Proposal Information

- Workshop title
- Workshop abstract
- Speaker(s) information: contact information, bio, and head shot
- The format will you be using for your presentation
- The days you available to present
- Cost - No fee, honorarium (discounted fee), or fee

### Questions

Please contact Michelle Stevens [mstevens@micommunityaction.org](mailto:mstevens@micommunityaction.org) or Nicole Caroan [ncaroen@micommunityaction.org](mailto:ncaroen@micommunityaction.org) with any questions about the conference.

### Submission Date:

The deadline for receiving proposals for conference consideration is **March 14, 2025**. However, proposals received after March 14, 2025, may be considered for training opportunities at a future date.

Submit Proposals [Here](#)