

### Memo for Philanthropy Ohio Stakeholders June 1, 2020

#### Summary

We are implementing a change to our annual convening, Philanthropy Forward '20 to be a virtual conference this fall. After careful consideration around the health and safety of everyone in our network, contractual commitments and our ability to bring to our members a meaningful learning experience, the Executive Committee of our Board of Trustees, under advisement of our Member Services Committee, made this strategic decision. This pivot impacts nearly every aspect of conference planning and as such, we have begun mapping out critical shifts that need to begin now and inform our next steps. We are confident going virtual can allow for powerful learning experiences and peer connections and in fact opens the conference to new possibilities including perhaps greater access for those who may not have been able to join us in person. We recognize it will be a different experience, in line with these extraordinary times to which we must adapt.

#### Virtual Planning Considerations

Our team has been closely monitoring in-person events and conferences across the country that have been canceled, rescheduled and shifted to virtual in response to COVID-19. Now is a critical time to make several important decisions as we were well on our way to planning the in-person conference. Our Conference Planning Committee will help inform our plans as we shift formats and adapt our learning and networking experience. As we move forward with planning we will consider the following:

- **Access** – We recognize that the bandwidth for live-streaming is not universally accessible across our state. We will design experiences for real time engagement and also plan to record when we are able and it makes sense for availability on-demand after the live virtual event.
- **Immediacy** – We consider whether the content is time sensitive or in some way urgent, or whether it can wait, in which case postponement may be the most appropriate option.
- **Relevance** – We are assessing and streamlining content to meet our participants' learning and connecting needs.
- **Format** – Some of our original planning may not lend to a virtual format and thus will be postponed until an appropriate in-person gathering in the future. We are also considerate of virtual fatigue and will design a digestible agenda.
- **Engagement** – We are committed to creating virtual engagement that is interactive and responsive to the best of our ability.
- **Inclusivity** – A virtual format will allow us to include place-focused elements from across the state that are not region-specific in a new way.

#### Impact for 2021

We are pleased to share that for 2021, **Philanthropy Forward '21** will be in Cleveland. This will allow the northeastern region to host as originally planned and realize many of the original plans and vision.

### Next Steps

The change in format originally recommended by the Member Services Committee and approved by the Executive Committee of the Board of Trustees will next be discussed with the Conference Planning Committee and with the full Board of Trustees at the June meeting.

We have confirmed commitment from our lead platinum sponsor, KeyBank, and will be reaching out to all previously committed sponsors with a request to align their original support to the virtual convening.

We will also be reaching out to presenters and those whose breakout session proposals were originally accepted, as we develop a new streamlined content offering. We will also be vetting the best virtual platform to support our vision and provide the technical expertise needed for a robust experience. We will reimagine our exhibitor opportunities and explore new ways to infuse the arts and much more.

I am confident that our team along with our member volunteers will reimagine an experience you won't want to miss!

Best,

Deborah Aubert Thomas, President & CEO, Philanthropy Ohio

### A word from Philanthropy Ohio Board Chair

*"I'm looking forward to connecting and learning with my colleagues across the state virtually in September. Philanthropy Forward '20 is certain to be engaging and inspiring as we continue to navigate these extraordinary times together. Thank you for your continued support of Philanthropy Ohio and advancing philanthropy in our communities."*

*Connie Hawk, Director, Licking County Foundation*

### SAVE THE DATES

September 23 –25

Afternoon sessions only

### REGISTRATION

Member rate: \$199

Non-member rate: \$399

### DATES TO REMEMBER

Sponsors and Virtual Exhibitors deadline: July 1

Registration opens: July 2020