



NONPROFIT LEARNING LAB

TRAINER GUIDELINES:

VIRTUAL LAB

TECHNICAL LOGISTICS

The Nonprofit Learning Lab uses GotoWebinar for online workshops. All presenters will receive email reminders with their links from GotoWebinar. Please make sure all other applications on your computer are closed. Shutdown your computer the night before. This will free up memory and speed for the presentation and minimize glitches. Turn off notifications to avoid being interrupted.

All trainers will have a moderator that provides technical support during the workshop. The support staff will be responsible for starting and recording the webinar, providing attendees with technical assistance, and introducing you based on the biography you provide. Our support team will be monitoring questions that come through the platform and managing the polls.

TIPS FOR BEST PRACTICES

As a trainer, your focus should be on the content and teaching the participants.

- **No video or animated slides:** It slows down the system and can negatively impact your audio. Our participants want to learn from you.
- **Slides:** Please quality check your photos. Make sure to brand your slides and include contact information, website, and LinkedIn. Ideally, every single slide should have this in the footer section.
- **Participants:** Attendees are muted during the call, but will communicate via the question box. Your support staff will monitor the participant question box.
- **Actionable Steps:** Our program participants want actionable content (i.e. strategies, tools, tips, tricks, checklists and steps) that they can easily execute and implement.
- **Key Takeaways:** Always end the workshop with 3-4 key takeaways in a slide to reinforce the learning objective.

CONTENT REQUIREMENTS

We like to ensure a consistent training approach for all of our webinars. Our webinars are content focused and managed by a moderator to support the trainer.

- **SLIDE 1:** Your moderator will introduce you at the beginning of the webinar. This slide should have your name, your workshop title, and the name of your org.
- **SLIDE 2:** The second slide should be your learning objectives for the workshop, which should include 3-4 bullet points. After the second slides, please go right

TRAINER GUIDELINES, CONTINUED

VIRTUAL LAB

into content.

- **Use Practical Examples:** Please ensure they are relevant to the nonprofit sector.
- **Keep it Dynamic:** Please have at least 30-40 slides for a 50-minute webinar. When leading a webinar, there is no audience in front of you, so the pace moves more quickly than expected.
- **Know Your Audience:** Seventy five percent of our attendees are executive directors and/or nonprofit professionals with about 10-12 years of experience in the field. Please make sure that your workshops dive deep and at the intermediate or advanced level.

Slides must be submitted one week before your presentation.

ENGAGEMENT STRATEGIES

- Polls: Use 4-8 polls and spread them throughout the webinar. Polls will be on their own slide, and are used to keep the audience engaged.
 - Poll Length: Questions for polls can only be 126 characters in length and answers can only be 59 characters in length.
- Chat Box Engagements: Asking the audience an open ended question that they can answer through the question box. Using this strategy is good for getting more personalized answers from the audience or if you have questions that can't fit into a poll.

Make sure you have a dedicated slide for each of these engagements.

Questions? Call us at 303-549-2764 or email us at program@nonprofitlearninglab.org

