



## **Return-on-Investment Toolkit: General Tips**

Many training budgets have been slashed, and some nonprofit organizations are experiencing severe financial problems. With this in mind, we realize that regardless of the merits of a conference, you will need to justify the expense and the return-on-investment for attending. So here are some things you may want to consider:

- Focus on what you will specifically bring back to your organization as return for the investment.
- Offer to prepare and deliver a short presentation and Q&A to your colleagues to share what you learned. That way others in your unit will get the benefits of your attendance, too.
- Share the syllabus and speaker handouts with your colleagues. As an attendee, you have unlimited access to materials posted by speakers on your own personal USB drive, that you will receive as part of your conference registration.
- Be ready with a plan that shows who will cover for you while you are attending the conference.
- Be sure to check out the registration page where all the various rates are listed to see if you qualify for any of the lower rates or discounts.