ENGAGE FOR GOOD 2027

EFG2027 CALL FOR SUBMISSIONS

BE THE VOICE THAT MOVES THE SECTOR FORWARD

EFG2027: Opportunity in Complexity
Partnerships Building the Future of Corporate Impact

April 20—23, 2027 | Palm Springs, California

PRIORITY DEADLINE: DECEMBER 15, 2026

Submit at engageforgood.com/call-for-submissions

WHY EFG2027

FOR 25 YEARS, THE LEADERS WHO SET THE STANDARD HAVE TAKEN OUR STAGES

In April, 750+ corporate and nonprofit leaders, roughly two thirds of them director level or above, will gather in Palm Springs for a conference where bold ideas meet practical action.

This year's theme is **Opportunity in Complexity: Partnerships Building the Future of Corporate Impact**. Tight budgets, the constant need to prove business value, uncertainty around AI, and partnership frameworks that no longer meet the moment. We are looking for leaders who saw opportunity in these tensions and built initiatives worth copying. Show us what you built, what it took, and what others can use on Monday after the conference.

We don't have an open call for main stage speakers, but we occasionally get ideas from this form.

THE THEME

OPPORTUNITY IN COMPLEXITY

Partnerships Building the Future of Corporate Impact

CORPORATE IMPACT IS ENTERING ITS MOST CONSEQUENTIAL CHAPTER, AND COMPLEXITY IS THE COMPETITIVE ADVANTAGE.

Every partnership lives in the tension between business results and societal impact, urgency and staying power, corporate resources and nonprofit expertise, innovation and responsibility, alignment and friction.

The tension never fully resolves, and the best partners stop waiting for it to. They use it to get stronger, more honest, and more durable.

EFG2027 is where impact leaders show how they put complexity to work: sharper strategy, bolder partnerships, and impact that grows the business and the cause.

Your session ideas should explore the tensions and complexities facing our sector today, and how you're navigating them in practice.

BREAKOUTS AND WORKSHOPS ARE THE HEART OF OUR PROGRAM, AND THE REASON ATTENDEES LEAVE SAYING: "I CAME FOR INSPIRATION, BUT I'M LEAVING WITH A PLAYBOOK."

SESSION TRACKS

CHOOSE THE TRACK WHERE YOUR STORY FITS BEST

We welcome examples from across all cause areas and encourage submissions that challenge conventional approaches.

PARTNERSHIP INFRASTRUCTURE

Power Dynamics, Terms, and Building Lasting Partnerships

How partnerships are structured, how to choose the right partners, how to set expectations, co-create, collaborate across sectors through collective action, and end a partnership well.

EMPLOYEE ENGAGEMENT

Scale Without Losing Meaning

Volunteering, employee giving, ERGs, and skills-based programs that employees choose to join and that connect to business and community goals.

MEASUREMENT & IMPACT

Proof That Holds Up

What to measure, which tools to use, how to prove ROI and impact, and what to do when the most important results are hard to quantify.

CAUSE MARKETING & CONSUMER TRUST

Credibility Under Scrutiny

Marketing campaigns, brand and cause partnerships, and storytelling that hold up when the issues are sensitive and consumers are watching.

STRATEGY & LEADERSHIP

Conviction Under Pressure

Getting executive buy-in, making tradeoffs, funding decisions, and leading through uncertainty while tying impact to the business.

INNOVATION & AI

Opportunity With Responsibility

AI, new partnership models, and emerging issues the sector has not figured out yet.

WHAT WE LOOK FOR

WHAT MAKES A STRONG PROPOSAL

We receive many more proposals than we can accept. The ones that rise share four things:

1. **A real tension.** Name the pull between two things that matter, and don't smooth it over.
2. **Both sides of the partnership.** Show the work, with results for the business and the cause. Sessions with both corporate and nonprofit speakers are strongly encouraged.
3. **What you did about it.** Walk us through the decisions, processes, tradeoffs, and strategies behind your work. Tell us what worked, what didn't, and what you would do differently.
4. **A takeaway for Monday.** Frameworks, tools, data, and examples attendees can put to work at their own desks.

We prioritize sessions that reflect diverse voices, perspectives, industries, and cause areas, and sessions that fill specific gaps in the agenda.

WHO YOU ARE

We are building a speaker group that reflects our sector, with varied backgrounds and perspectives. You are someone who:

- Can engage a room of 75 to 150+ professionals and make complex ideas accessible and energizing
- Has firsthand experience building corporate social impact partnerships that others can learn from and apply
- Translates expertise into clear, practical takeaways
- Facilitates well and meets people where they are, from emerging leaders to seasoned executives

WHY YOU SHOULD APPLY

- **Your audience:** 750+ leaders in corporate social impact, with corporate and nonprofit decision makers in the same room
- **Your ticket:** Nonprofit speakers attend free, and corporate speakers receive a discount
- **Your delivery:** Session development support and coaching with a professional speaking coach
- **Your visibility:** Recognition on our website, emails, and social channels, plus a customized social media toolkit
- **Your community:** Join the speakers who shape the conversation at EFG2027, with invitations to exclusive events for partners and speakers

SESSION TYPES

FIND THE FORMAT THAT FITS YOUR IDEA

Main stage sessions don't typically come from this call.

BREAKOUTS

60 MINUTES

Focus: In-depth exploration of a corporate social impact topic, grounded in partnerships, case studies, and lessons learned. Discussion-focused, with ample time for Q&A.

Actionable info: Attendees leave with frameworks, tools, and examples they can apply to their own organizations.

Structure: 60 minutes, including presentation, discussion, and audience Q&A.

Expectations: Go beyond the success story. Share the decisions, challenges, and tradeoffs behind your work. Balance your presentation with interactive elements, such as polls or audience discussion.

WORKSHOPS

75 MINUTES

Focus: Hands-on learning that helps attendees work through a specific challenge, practice a skill, or develop a plan they can use in their organizations.

Actionable info: Attendees leave with a completed exercise, draft plan, framework, or tool they have practiced using.

Structure: 75 minutes, with dedicated time for instruction, hands-on activities, and discussion.

Expectations: At least one structured, hands-on activity, such as small-group exercises, worksheets, collaborative problem-solving, or an action plan. Workshops should not be presentations with an extended Q&A.

SUMMITS

NEW FOR 2027
TUESDAY, APRIL 20

Focus: Cause-area-specific learning that brings together corporate and nonprofit leaders working on similar issues, through partnership strategy, employee engagement, measurement, innovation, and more.

Structure: Full-day, optional add-on Summits with multiple sessions and discussions. Selected speakers contribute to a portion of the day, not the entire Summit.

Expectations: Direct experience in the cause area you select, with specific partnership examples, challenges, or lessons learned.

Topics we're exploring: Mental Health, Affordable Housing, AI for Good, Food Security, and Disaster Response. Summit submissions are also considered for the general agenda.

MAIN STAGE

KEYNOTES & FIRESIDE CHATS
10 TO 20 MINUTES

Focus: Big-picture ideas, emerging trends, and perspectives that challenge how we think about corporate social impact and partnerships.

Actionable info: Attendees leave with a new perspective, an approach worth exploring, or a clearer understanding of an issue facing the sector.

Expectations: A distinct perspective, firsthand experience, or a compelling example that connects to the theme, with a clear central message.

Please note: Main stage sessions are typically curated by the EFG team and are not generally selected through the Call for Submissions.

SPONSORED SESSIONS

About half of our agenda is unsponsored, and the other half is co-created with conference partners who are leaders in our sector. All sessions are held to the same high standard. To explore partnership opportunities, visit engageforgood.com/partnership.

SPEAKER TICKET PRICES

WE KEEP THE CONFERENCE ACCESSIBLE

So a wide range of voices can take part:

- **Nonprofit speakers** receive a free General Pass and may upgrade for a small fee.
- **Corporate speakers** receive 25% off any pass type.
- **Agencies, consultants, and other speakers** join with a full conference pass at the standard rate, or explore partner benefits that may offset the cost.
- **Official Partners** who are speakers receive passes as part of their partnership package. Interested in becoming a partner? Visit engageforgood.com/partnership.

SELECTION PROCESS AND TIMELINE

HOW WE BUILD THE AGENDA

Submissions are reviewed on a rolling basis by the Engage for Good team with input from sector experts. Every applicant will be notified of our decision. If your session isn't selected, we may reach out about local events, webinars, or podcasts.

NOVEMBER

We begin notifying selected speakers on a rolling basis

DEC 15, 2026

Priority submission deadline: your best opportunity for consideration

EARLY FEB 2027

The Call for Submissions closes

Sessions are officially confirmed once all required speaker registrations and payments are complete.

READY TO SHARE WHAT YOU BUILT?

Submit your session at **engageforgood.com/call-for-submissions**. Questions? Email askus@engageforgood.com.

BEFORE YOU APPLY

WHAT YOU'LL NEED TO SUBMIT

Gather these before you start so you can submit in one sitting.

1 A QUICK FIT CHECK

You'll confirm that you've read this Call for Submissions, that your session fits one of the six tracks, that you're comfortable leading an interactive session for 50 to 200 people, that your session focuses on actionable strategy rather than promoting your organization, that you can pay the speaker registration fee if selected, and whether you're an Engage for Good member.

2 YOUR CONTACT DETAILS

- Name, job title, organization, and email
- Names and emails of any additional contacts
- A high-resolution logo for each organization in your session

3 YOUR SESSION BASICS

- Session type: breakout, workshop, main stage keynote, or main stage fireside chat
- Target audience: corporate, nonprofit, or both
- Audience level: entry, mid, or senior
- The track that best fits your session
- Any Summit you'd like to be considered for
- A proposed session title

4 YOUR SESSION OUTLINE

- A full description: what it explores, the challenge or opportunity it addresses, and why it matters now
- Your opening hook
- Three core content segments, with examples, frameworks, or data
- 3 to 5 actionable takeaways
- Breakouts: your interactive elements. Workshops: your group activity. Main stage: whether it's new or repackaged
- Optional: a supporting video

5 DETAILS FOR EACH SPEAKER (UP TO 4)

Name, title, organization, email, professional affiliation, a short bio, and a headshot. Optional: prior speaking experience, pronouns, and race and/or ethnicity.

TIP: CONFIRM YOUR CORPORATE AND NONPROFIT CO-SPEAKERS BEFORE YOU APPLY.

Proposals that bring both sides of the partnership stand out. Start your submission at engageforgood.com/call-for-submissions.

FREQUENTLY ASKED QUESTIONS

WHAT DOES IT COST TO BE A SPEAKER AT THE ENGAGE FOR GOOD CONFERENCE?

There is no fee to submit a speaking proposal. However, registration rates vary depending on your organization type.

- **Nonprofit speakers:** Receive complimentary conference registration.
- **Corporate speakers:** Receive 25% off the General Pass registration rate.
- **Consultancies, agencies, and technology providers:** Pay the full conference registration rate.

Corporate speaker rates are based on when you register:

- Through December 15, 2026: $1,421
- December 15, 2026 to February 28, 2027: $1,496
- March 1 to April 19, 2027: $1,724
- On-site registration: $1,949

Speaker registration discounts cannot be combined with membership discounts, promotional offers, or other conference discounts. If you qualify for multiple discounts, the most advantageous eligible rate will apply.

All selected speakers who are required to pay a registration fee must complete their registration and payment before their session is officially confirmed.

WHAT SUPPORT DO I RECEIVE TO PREPARE FOR MY PRESENTATION AT EFG?

We want every speaker to feel prepared, confident, and comfortable taking the stage! Our team works closely with selected speakers throughout the session development process to help them refine their content and deliver a meaningful experience for attendees.

The process begins with collaborative session development, where our team provides direct feedback on your session description in a shared document to help fine-tune your content before it's published. From there, we'll work with you to develop your run-of-show, walking through each part of your presentation to help you visualize how the session will flow and ensure everything comes together.

All selected speakers also receive support from a professional speaking coach, tailored to their session format:

- **Breakout and workshop speakers:** Participate in group coaching sessions to strengthen their presentation skills, engage their audience, and refine their delivery.
- **Mainstage speakers:** Receive personalized 1:1 coaching to fine-tune their presentations, sharpen their delivery, and build confidence on stage.

Throughout the process, our team provides the resources, logistical information, and support you need to feel ready to take the stage.

WHAT TYPE OF SPEAKERS ARE YOU LOOKING FOR?

EFG sets the standard for best-in-class corporate and nonprofit partnerships. We're looking for senior-level corporate and nonprofit social impact practitioners who can share their experienced partnership insights, tools, and lessons with our audience.

We're looking for speakers who have firsthand experience building, managing, or leading impactful partnerships. We encourage all sessions to include both a corporate and nonprofit representative so attendees can hear perspectives from both sides of the partnership.

We're looking for practitioners who are willing to honestly share what worked, what didn't, and what others can learn from their experiences. We don't accept speakers or sessions that are promotional in any way.

WHO ATTENDS THE ENGAGE FOR GOOD CONFERENCE?

EFG brings together senior corporate and nonprofit professionals who are committed to advancing social impact through cross-sector partnerships. Our audience includes:

- **Corporate leaders:** Chief Impact and Sustainability Officers, CMOs, CSR and DEI leaders, heads of brand and marketing, and social impact professionals.
- **Nonprofit leaders:** CEOs, Executive Directors, Chief Development Officers, heads of corporate partnerships, cause marketing professionals, and fundraising and communications leaders.
- **Foundation leaders:** Heads of foundations, program directors and managers, evaluators, and funding leads.
- **Agencies:** Marketing, design, and strategy agencies that focus on social impact efforts for corporations, nonprofits, and foundations.
- **Ecosystem builders:** Independent consultants, agencies, technology solution providers, social entrepreneurs, and innovators.

Attendees range from emerging professionals to C-suite executives, but most are established in their careers and looking for deep industry insights and best practices.

Our audience wants to go beyond the basics. They're looking for in-depth conversations, actionable strategies, real examples, current data, and honest lessons they can apply to their own work.

HOW CAN I MAKE MY SESSION STAND OUT?

The strongest proposals go beyond showcasing a successful partnership. They give attendees an inside look at how the work actually happened and what they can learn from it. Here are a few ways to strengthen your submission:

- **Bring both sides of the partnership.** Have a corporate and nonprofit speaker confirmed and committed to participating when you apply.
- **Tell us what makes your story different.** What was unique about your approach? What challenges did you face? What did you learn along the way?
- **Name the friction.** Successful partnerships often experience friction in some capacity. We encourage our speakers to lean into that tension and share honestly how you navigated it.
- **Pass the Monday morning test.** Give attendees practical insights, tools, or strategies they can put to work when they're back at their desks.
- **Share your secret sauce.** No gatekeeping! We want to know the behind-the-scenes decisions, processes, and lessons that made your work successful.
- **Connect to the conference theme.** Show us how your session brings Opportunity in Complexity: Partnerships Building the Future of Corporate Impact to life.

We're especially interested in sessions that spark meaningful conversations, challenge conventional thinking, and offer insights attendees won't find in a typical case study.

DO ENGAGE FOR GOOD MEMBERS RECEIVE ANY SPECIAL BENEFITS?

Yes! Active, paying Engage for Good members receive priority consideration during the speaker selection process. Members also receive discounted conference registration.

Interested in joining our community? Visit engageforgood.com/membership to learn more about membership benefits and sign up.

WHAT IS THE SPEAKER SELECTION PROCESS?

Our team carefully reviews every submission to build a well-rounded agenda that reflects the conference theme, our six session tracks, and the interests of our audience. Here's what you can expect:

1. **Submit your proposal.** Thoroughly complete the Call for Submissions form with your session idea and proposed speakers.
2. **Our team reviews your submission.** We evaluate proposals based on content, relevance, speaker expertise, and how they complement the overall agenda. We may reach out with questions or suggestions.
3. **Receive a decision.** You'll be notified whether your proposal has been selected. All applicants will receive a notification, regardless of the outcome.
4. **Confirm your participation.** Selected speakers will receive information about registration, speaker rates, and next steps.
5. **Get ready for EFG2027!** Once your speakers have registered and paid the applicable conference fees, we'll officially confirm your session and begin promoting it.

Please note: Sessions are not considered officially confirmed until all required speaker registrations and payments have been completed.

WHAT IS THE TIMELINE FOR SPEAKER SUBMISSIONS AND SELECTIONS?

The priority submission deadline is December 15, 2026. We will close the Call for Submissions in early February.

We review submissions on a rolling basis and expect to begin notifying selected speakers as early as November. Our team curates the agenda throughout the selection process, taking into account the conference theme, session tracks, audience interests, and remaining programming needs.

Submitting by the priority deadline gives your proposal the best opportunity for consideration as we build the agenda. All applicants will receive a notification regarding their submission.

CAN SPEAKER DISCOUNTS BE COMBINED WITH OTHER OFFERS?

Speaker registration discounts cannot be combined with other promotional offers, membership discounts, or additional conference discounts. If you qualify for multiple discounts, the most advantageous eligible rate will apply.

ENGAGE FOR GOOD 2027

PRIORITY DEADLINE: DECEMBER 15, 2026

WANT TO BE ON THE 2027 STAGE?

Share what you built and what was hard. We're looking for corporate and nonprofit leaders who have tackled a real tension and have something to show for it.

Submit at engageforgood.com/call-for-submissions

Questions? askus@engageforgood.com
EFG2027
April 20—23, 2027
Palm Springs, California