

Nonprofit Institute
at the College of Southern Maryland
4th Quarter Report to Charles County Commissioners
October - December 2016

The NPI team has grown to four people, resulting in an increased ability to generate new programs and be more responsive to our regional stakeholders.

Strategy One: Ensure the value of training provide by the NPI

The NPI's 7 Fall courses began in September 2016. We have been pleased with our growing attendance. The courses that took place were:

- The importance of vision in Fundraising-Linda Gottfried
- Fundraising Fundamentals-Linda Gottfried
- Building Your Organization by Building Leadership-Matt Scassero
- Managing in Today's Changing World-Nancy Hall and Deb Jung
- Putting Polish into Your Marketing Program-Monique Melton
- New Perspectives on Strategic Planning-Jim Wilson

Winter and Spring offerings are listed in the CSM catalogue and will be promoted in upcoming E-News.

Strategy Two: Review the Structure of the NPI

The NPI's new team is presented on the NPI website. We are very pleased to have people of this caliber on our team! We continue to meet on a regular basis to share information and resources.

Strategy Three: Measure the Effectiveness of the NPI's Marketing Efforts

Our readership continues to grow, resulting in an increase in requests for information, consultation, and the development of new affinity groups.

We have also made progress on the new items that were added to our Strategic Directions plan:

Participate in county events to increase NPI awareness in the Southern Maryland community:

- We have sponsored 2 community events to celebrate Giving Tuesday. This will be further described below.
- The NPI co-sponsored an event at CSM with Catholic Charities

Identify at least 3 new nonprofits to the NPI and it resources and support:

- Three new organizations have also been identified in Charles County, including Watershed Connections, Help for Pets and Building Hope Foundation International.

Strategy Four: Measure the Effectiveness of the NPI's Annual Conference

The NPI's 7th annual conference will take place on April 28th, 2017. A committee has been formed to

determine the format and content of this year's event. We have also queried our stakeholders. The theme of the conference is: Jumpstart Your Leadership. Potential breakout sessions under discussion include:

- How to engage branding in your organization's mission and work
- How to be a good board member
- Board member roles
- The how-to on Board Recruitment
- Financial Literacy in Nonprofit Leadership
- Cultivating volunteers and staff for leadership in your organization
- Mission-driven branding
- Building diversity in your organization
- Board's role in Advancement and Development
- Training opportunities for further board education and development (NPI, SCORE, certification programs)

Strategy Five: Review and Enhance the Effectiveness of NPI's Current Activities

- **Executive Director Roundtables** resume monthly in Charles County beginning in January.
- **Volunteer Initiatives**
The volunteer coordinators met on November 15th at Accokeek. The group had a productive time, sharing resources and ideas. The next meeting takes place in January.
- **Southern Maryland Gives**
Southern Maryland Gives is an online fundraising portal sponsored by the Nonprofit Institute at the College of Southern Maryland (CSM). It was created to foster the spirit of giving back to the Southern Maryland community. The portal easily connects donors to participating local nonprofit organizations. It also highlights several featured fundraiser projects each month that are looking for immediate support.
 - The portal was launched in 2015 with nearly a dozen nonprofit organizations participating. Participation has grown to 68 active organizations and 34 featured fundraiser projects, with 224 donations (157 individual donors) raising \$18,275.00.
 - Charles nonprofits – 28
 - St. Mary's nonprofits – 17
 - Tri-County nonprofits – 15
 - Nonprofits based in Calvert or Prince George's with reach into Southern Maryland - 7
 - The Nonprofit Institute held a celebration of social impact in honor of #GivingTuesday on Nov. 29. Similar to last year, two events were held in Charles and St. Mary's Counties. In Charles County, two dozen people representing 20 nonprofit organizations spent an evening socializing and networking at the Red Oak Bistro in La Plata. In St. Mary's County, representatives from six nonprofits gathered at the Olde Town Pub in Leonardtown.
 - In the spirit of giving locally, both businesses donated a portion of the day's proceeds. These were split among three nonprofits respectively. The organizations were selected by a random drawing of business cards. United Way of Charles County, Lifestyles of

Maryland Foundation and St. Mary's Adult Medical Day Care took home the proceeds from the Charles County event, and Leadership Southern Maryland, Community Mediation of St. Mary's County and Southern Maryland Community Resources received the donation from the event in St. Mary's County.

- In the past few months, several nonprofits have joined Southern Maryland Gives, adding their project pages to the online giving portal. More organizations are planning to join in 2017.
- Southern Maryland Gives on the web: www.southernmarylandgives.org
- Like Southern Maryland Gives on Facebook: www.facebook.com/SouthernMarylandGives/
- Follow Southern Maryland Gives on Twitter @SoMDGives

Strategy Six: New Initiatives

The newly formed regional affinity groups met during the past quarter. These included Fundraising Professionals, Faith Based Organizations, and Veterans Organizations. Each group concentrated on activities that would best serve their needs. The groups are scheduled to meet again in January. The NPI now sponsors 6 Affinity Groups, including the two groups of Executive Directors and the Volunteer Coordinators.

The NPI team is currently working with representatives from SCORE, the Small Business Development Center, and the local libraries to explore how best to collaborate with respect to regional training and technical assistance. We have developed some initial plans to jointly offer local training and webinars.

The NPI is also developing a list of consultants who are willing to provide assistance to local nonprofits on a pro bono or reduced fee basis. The list currently includes people who focus on Management, Board Leadership, Marketing, Fundraising, and Strategic Planning.

Strategy Seven: Enhance Board Development Activities

The NPI will focus on Board Leadership and Development during the April 2017 Conference. We also continue to offer a course devoted to this topic. During the past quarter, Michelle Sullivan, NPI's Outreach Coordinator for Charles County has met with board members from several organizations, offering assistance about how to be an effective board member and providing information about the primary responsibilities of a board of directors.