

Nonprofit Institute
at the College of Southern Maryland
Quarterly Report to Charles County Commissioners
April – June 2018

The Nonprofit Institute (NPI) was again very productive during the April-June quarter.

Strategy One: Ensure value of training provided by the Nonprofit Institute

Course offering during this quarter featured a new subject and new instructors:

- Managing a Successful Volunteer Program: Amanda Peterson and Kimberly Hall, representatives from the Calvert and St. Mary's County Hospices, each presented information about topics relevant to managing volunteer programs. The course covered recruitment, recognition, establishing appropriate boundaries. The course attracted staff members and volunteer leaders from a variety of Southern Maryland nonprofits.

Monthly planning meetings for the annual grants training continued during this quarter. This effort, originally hosted by CSM and the Charles County Government, has expanded in recent years to include the Nonprofit Institute and the Charles County Public Library. The training will be held September 21 at CSM. Registration for this free training opens July 30.

Strategy Two: Review the Structure of the Nonprofit Institute

The Nonprofit Institute team works well, and no changes are anticipated. We continue to meet on a regular basis to share information and resources, and plan training courses and the annual conference. The Nonprofit Institute's Charles County Advisory Council held its biannual meeting in May.

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

Content on the Nonprofit Institute's web pages and social media accounts is updated and refreshed on a regular basis. Social media includes Facebook, Twitter and LinkedIn. Social media platforms are used to promote the e-newsletter, classes and events, to share nonprofits' Facebook postings and Tweets, and to share grant opportunities, free webinars, and articles of interest. These can be found at:

- www.facebook.com/NonprofitInstituteCSM/
- www.facebook.com/VolunteerSouthernMaryland/
- Twitter: @NonprofitInsCSM
- www.linkedin.com/company/nonprofit-institute-at-csm/

Website traffic is down compared to the previous quarter and this quarter last year, but the average time spent on the site has increased. We expect traffic to be down from the previous quarter because our annual conference in February typically drives traffic to the website. We also see spikes in traffic following each release of our e-newsletter.

We are publishing the e-newsletter on a monthly basis now rather than biweekly in an effort to increase the content value of each issue and increase readership. We will review the results in the fall.

NPI staff participates in area events to be engaged and to increase awareness in the Southern Maryland community. Events during this quarter included the monthly Charles County Chamber of Commerce's Network at Noon, the Nonprofit Alliance of the Calvert County Chamber of Commerce, and Southern Maryland Heritage Area Consortium board meetings.

NPI ensured nonprofits in Southern Maryland were represented in the Governor's Office on Service & Volunteerism (GOSV) social media campaign celebrating National Volunteer Week in April. Information and photos were submitted and highlighted on GOSV's Facebook and Twitter platforms.

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

This topic was previously covered in the January-March quarterly report. We will soon begin planning for our 2019 conference.

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

Executive Director Roundtables

These monthly meetings were held in April, May, and June. Regular participants included:

- The Arc of Southern Maryland
- Leadership Southern Maryland
- Charles County Community Mediation Center
- Friends of Chapman's State Park

Volunteer Initiatives

The volunteer coordinators met on April 24 at the Patuxent Naval Air Museum. The following organizations serving Charles County were represented:

- Lifestyles
- Sagepoint
- Southern MD Tri County Community Action Committee
- Southern MD Community Resources

Southern Maryland Veterans Support Coalition

This NPI affinity group's June meeting had to be rescheduled to the fall. This group promotes collaborative information sessions to support each other's missions and needs and led to the development of a comprehensive network of veteran support organizations. The resulting functionality matrix is available on the NPI web site:

<https://www.csmd.edu/community/institutes/nonprofit-institute/affinity-groups/>

Fundraising Professionals Network Meeting

The quarterly meeting was held on April 25. Most of those in attendance were first-time attendees:

- Sandra Harrison, Friends of Chapman State Park/Mt. Aventine
- Becky Ammar, Warfighter Advance
- Melissa Matthews, Relay for Life/American Cancer Society for Charles & St. Mary's
- Nancy Miller, Relay for Life/American Cancer Society for Calvert & southern Anne Arundel
- Liz Stoffel, Patuxent Habitat for Humanity

Public Relations/Marketing Professionals

This group, comprised of individuals who work at nonprofit organizations throughout Southern Maryland, meets monthly. The group features an occasional guest presentation. Kathy Hollyer of

True Blue Marketing as the guest for the April meeting. She shared cost-effective ways for nonprofits to increase their marketing efforts, to gain exposure and promote events.

Regular participants of nonprofits serving Charles County include:

- Charles County Community Mediation Center
- Sagepoint Senior Living Services
- Charles County Public Library
- Center for Children
- Arc of Southern Maryland
- Becky Ammar, Warfighter Advance
- Melissa Matthews, Relay for Life/American Cancer Society for Charles & St. Mary's

Faith-based Community

We continue to explore the interest for such a group, as there are existing active, ecumenical groups in the region, and individual church groups may not see the need to belong to an affinity group.

Volunteer Southern Maryland (<https://vsmd.csmd.edu>)

Volunteer Southern Maryland is now listed on the Maryland Governor's Office on Service & Volunteerism's web page – "Volunteering in Maryland Interactive Map" (<http://govs.maryland.gov/volunteering-in-maryland-interactive-map/>)

Participation and activity continues on this web-based portal. Several organizations report successfully finding volunteers. Organizations serving Charles County actively participating include:

- Alzheimer's Association (SOMD)
- CASA of Southern Maryland
- United Way of Charles County
- Bay Community Support Services
- University of Maryland Charles Regional Medical Center Auxiliary
- Alice Ferguson Foundation
- Girl Scouts
- Girls on the Run Southern Maryland
- Relay for Life/American Cancer Society
- Center for Children
- Port Tobacco River Conservancy
- H.O.P.E. Financial
- Charlotte Hall Veterans Home
- Patuxent Tidewater Land Trust

Supporting/Assisting Nonprofits

NPI partnered with the North Point HS PTSO to help expand and grow its annual Volunteer Fair, held on April 5. The fair attracted 45 nonprofit organizations to participate as exhibitors. Approximately 150 attended, including students and community members. Many nonprofits report success finding volunteers from this event and also appreciated the opportunity for the exposure to the community. This event will be held again on Nov. 1 and planning is under way.

NPI's Harriet Yaffe assisted Leadership Southern MD with the interview and selection process for the Class of 2019. She also assisted Leadership Southern MD with the selection of nonprofit partners for the Class of 2018. This included participation on the selection committee and attendance at the May 2018 graduation and presentation of the completed projects.

NPI's Harriet Yaffe worked with the Governor's Office on Service & Volunteerism to distribute Baltimore Orioles tickets to nonprofits for use by volunteers.

NPI's Michelle Sullivan and Harriet Yaffe worked with CSM's Social Entrepreneurship class in Charles and St. Mary's counties, respectively. This included introductions to potential nonprofit partners, presentation to the classes, and attendance at the annual award celebration. The class is offered in conjunction with the college's Entrepreneur & Innovation Institute and includes projects that assist nonprofits throughout the region.

The Rural Maryland Council held an informational workshop to assist organizations with applying for the Rural Maryland Prosperity Investment Fund (RMPIF) and the Maryland Agricultural Education and Rural Development Assistance Fund (MAERDAF). Cara Fogarty of NPI attended this to better assist nonprofit organizations.

The Community Foundation of Southern Maryland began planning meetings for its annual Philanthropy Day luncheon (Friday, November 2) and NPI's Michelle Sullivan is participating/assisting again this year.

NPI's Cara Fogarty briefed about the Institute at a quarterly meeting held by Julie Hammonds of the Charles County government Office on Aging.

NPI's Michelle Sullivan participated in Washington Regional Association of Grantmakers' Fundamentals of Corporate Social Responsibility 2-day event and participated in a Blackbaud Vision DC Marketing and Fundraising Summit.

The NPI team provided one-on-one support and assistance to several nonprofits including the following that are either based in Charles County or provide services in the county:

- Seeds of Courage
- Girls on the Run Southern Maryland
- Charles County Children's Aid Society
- Warfighter Advance
- Bay Community Support Services
- American Cancer Society/Relay for Life
- Friends of Chapman State Park/Mount Aventine
- Kids into Discovering Science
- Meals on Wheels Charles County

Additionally, NPI's Michelle Sullivan met with several individuals interested in starting nonprofits.

Strategy Six: New Initiatives

The Nonprofit Institute is finalizing an expansion of its pro bono program through a new partnership with Leadership Southern Maryland alumni.

NPI staff met with Jeffrey Yellets, VP of the Project Management Institute (PMI) Southern Maryland Chapter, to discuss ways to build opportunities for Southern Maryland nonprofits interested in obtaining project management skills or accessing project management advice.

NPI's Cara Fogarty met with the new director of the Governor's Grants Office, Jennifer Colton. Ms. Colton accepted an invitation to offer remarks at the opening of the annual grants training workshop on Sept. 21. Discussion is underway to arrange a state grant information session for the nonprofit community.

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