

**Nonprofit Institute**  
**at the College of Southern Maryland**  
**Quarterly Report to Charles County Commissioners**  
**January – March 2017**

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 winter courses began in January 2017. We are pleased to be able to offer excellent instructors for our courses. The courses that took place were:

- Special Events Success: From Good to Great, Susan Vogel
- Building an Exceptional Board, Jim Wilson
- Volunteer Coordination, George Connelly
- Social Media, Chris Ripley

In addition to above listed courses, the NPI has partnered with the Community Foundation of Southern Maryland, SCORE, the Charles County Libraries, and MD Nonprofits to make webinars and other training opportunities available to our local nonprofit community.

**Strategy Two: Review the Structure of the NPI**

The NPI's team is working and we do not anticipate any changes this year. We continue to meet on a regular basis to share information and resources.

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

We continue to be pleased with the effectiveness of our marketing efforts. Our data is telling us that we are increasing our readership and overall penetration into Southern MD.

The website data on our top 10 pages, comparing this quarter with last quarter, is as follows:

- Total page views are up 57.57%
- Unique page views are up 93.56%
- New users are up 154.09%
- Bounce rate is down 1,214.05%
- The average time on a page is up 23.48%

With respect to our E-Blasts, the following is noted:

- The click rate has increased from 4.7% last quarter to 6.7% this quarter.
- The unsubscribe rate remains low

In addition to our website, the NPI has a new Facebook page and Twitter account and is using these platforms to further promote classes and events and to share articles of interest. These can be found at:

- Facebook: <https://www.facebook.com/NonprofitInstituteCSM/>
- Twitter: @NonprofitInsCSM

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

NPI's 7<sup>th</sup> annual conference will take place at the CSM La Plata campus on April 28<sup>th</sup>, 2017. We have a full slate of breakout sessions and a Ted Talks-style panel discussion to highlight the day. The theme this year is "JumpStart Your Leadership" and includes presenters and panelists from throughout Southern Maryland and beyond. A report about the conference will be included in the final quarterly report for FY 17.

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

### **Executive Director Roundtables**

These monthly meetings resumed in January. Participants for the first three months of this year included:

- The ARC of Southern Maryland
- Friends of Chapman State Park/Mt. Aventure
- Leadership Southern Maryland
- V Connections
- Watershed Connections
- Young Ladies 4 Christ
- Charles County Charitable Trust
- Women's Evolution Center
- Miss V's Place

### **Volunteer Initiatives**

Volunteer coordinators met on January 10, 2017 and will meet again in May (March meeting cancelled due to poor weather.) The following organizations were represented:

- Sagepoint Senior Living Services
- Southern Maryland Tri-County Community Action Committee
- Spring Dell Center
- Alice Ferguson Foundation
- Habitat for Humanity
- Reign4Ever Consulting, PSC
- Greenwell Foundation

### **Faith-based Affinity Group**

The faith-based affinity group met in January and will meet again in May. The following organizations were represented:

- Mt. Zion United Methodist Church
- Southern Region Strategist for Baltimore-Washington Conference
- Faith United Methodist Church
- Building Hope Foundation, International
- VConnections

### **Veterans Group**

The Veterans Group met in January. The group is currently developing a chart that outlines each organization's mission and relationship to the community. Members are also sharing information about upcoming events and planning to more effectively link their efforts. The organizations included in this group are:

- Warfighter Advance
- Three Oaks Veterans Resource Center
- Three Oaks Tiny Homes
- VConnections
- NAVAIR Wounded Warrior program

- UMD Capstone project
- Kiwanis Club of Waldorf
- American Legion Post 84
- Project Healing Waters Fly Fishing

### **Fundraising Professionals**

This new group met in January and will meet again in May. Participating organizations included:

- Leadership Southern MD
- Spring Dell
- Sagepoint Senior Living Services
- Calvert Hospice

### **Southern Maryland Gives**

Southern Maryland Gives is the online fundraising portal sponsored by the Nonprofit Institute. The following Charles County nonprofit organizations have active fundraising projects on the portal:

- Women's Evolution Center
- Lifestyles of Maryland
- United Way of Charles County
- Sagepoint Senior Living Services
- Port Tobacco River Conservancy
- Humane Society of Charles County
- Center for Children
- Forever Free Books
- Vestry of Durham Parish
- Melwood
- Spring Dell Center
- Empact Ministries
- Maryland Veterans Memorial Museum
- Project Healing Waters
- Charles County Children's Aid Society
- Bay K9 SAR
- Cleaning Angels
- Health Partners
- Southern Maryland Carousel Group
- Greater Baden Medical Services
- Hope for Life Fund
- Charles County Literacy Council
- Citizens for the CCPL (Charles County Public Library)
- Lions Camp Merrick
- Omicron Delta Sigma Service Foundation
- Women's Evolution Center
- Jude House
- The Catherine Foundation
- VConnections

Additionally, the following organizations that serve Charles County and the greater Southern Maryland region have projects on the portal:

- The ARC of Southern Maryland
- Southern Maryland Tri-County Community Action Committee
- Southern Maryland Community Network
- Community Foundation of Southern Maryland
- Bay Community Support Services (Bay CSS)

- Autism Spectrum Support Group
- Southern Maryland Center for Independent Living
- Promise Resource Center
- Tri-County Youth Services Bureau
- Cancer Support Group of Southern Maryland
- Farming for Hunger
- Southern Maryland Applied Research & Technology Consortium (SMARTCO)
- Southern Maryland Youth Orchestra
- The Celtic Society of Southern Maryland
- Izaak Walton League of America
- Accokeek Foundation
- Alice Ferguson Foundation
- Big Brothers Big Sisters of the Greater Chesapeake
- Calvert Memorial Hospital Foundation
- Freedom Hill Horse Rescue
- Home Away Transitional Services
- John 1:42 Inc.

The NPI also manages a Facebook page and Twitter account for Southern Maryland Gives and uses the social media platforms to promote fundraising efforts of county nonprofits.

- Southern Maryland Gives on the web: [www.southernmarylandgives.org](http://www.southernmarylandgives.org)
- Facebook: [www.facebook.com/SouthernMarylandGives/](http://www.facebook.com/SouthernMarylandGives/)

Following the success of the NPI's celebration of social impact in honor of #GivingTuesday at the Red Oak Bistro in La Plata on Nov. 29, 2016, another social networking gathering was held on February 23, 2017. Once again, the Red Oak Bistro donated a portion of the day's proceeds to Charles County nonprofits. Participating organizations included:

- Watershed Connections
- Sisters 4 Christ
- Alice Ferguson Foundation

The next gathering is scheduled for June 1 at the Red Oak Bistro from 5pm – 7pm.

### **Strategy Six: New Initiatives**

Some of the NPI's new initiatives were included in the prior quarterly report. Their progress has been incorporated into current activities and training. In addition to these initiatives, the NPI has begun a research and development effort toward the goal of offering a nonprofit certification program.

Additionally, the NPI team continues to work 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 continues work 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 consultants and organizations people who focus on management, board leadership, marketing, fundraising, strategic planning and legal issues.

### **Strategy Seven: Enhance Board Development Activities**

The NPI will focus on Board Leadership and Development during the April 2017 Conference. A course was also offered on this topic during the past quarter. Additionally, during this past quarter, NPI

representatives 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.

In addition to work within the seven strategic areas outlined above, the NPI team provides assistance to nonprofits upon request. Some assistance is given in face-to-face meetings; other times it is via phone conversation. Twenty-one nonprofits received assistance during the first quarter of 2017. Topics covered include finding pro bono legal help, volunteers, social media best practices, grants/funding opportunities, partnerships, fundraisers and available free resources. Additionally, a large employer in Charles County reached out for assistance with finding volunteer opportunities for its employees. The NPI was able to provide the company with a comprehensive listing of available options.

Members of the team attended the following events during the first quarter:

- UMD Scope-a-thon that connects professionals in the community with nonprofits
- Maryland Nonprofits' 2017 Legislative Preview and State of Our State: Maryland's Quality of Life
- Small Business and Nonprofit Stakeholders meeting for the Charles County Library RFP
- SCORE workshop "How to Start a Nonprofit" at Waldorf West Branch
- Planning meetings for the county/CSM annual August grants training
- Charles County Charitable Trust (CCCT) colloquium gatherings

Additionally, Cara Fogarty, the NPI Charles County Coordinator, is actively participating on the project team for the CCCT/Maryland Nonprofits Economic and Social Impact Survey.