

Nonprofit Institute at the College of Southern Maryland
Quarterly Report to Charles County Commissioners
January – December 2019

Strategy One: Ensure Value of Training Provided by the Nonprofit Institute

NPI offered the following course during this quarter:

- Fundraising Fundamentals: Foundation Directory Online/Finding Grants
- Leadership: Building an Exceptional Board

Both classes were well attended, and the feedback obtained was positive.

Planning is underway for the free Annual Grants Training workshop. This year's training is scheduled for Sept. 20 and will be held at the CSM La Plata campus. Several organizations host this annual event including the Charles County government (represented by the grants analyst).

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

Website traffic during this period was down in pageviews but up in new users and average time on page. Content on the Nonprofit Institute's web pages and social media accounts continues to be updated and refreshed on a regular basis. Our social media presence continues to expand with new likes, shares, retweets, impressions, and engagement. 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/

Our monthly e-newsletter continues to expand its reach with an average of 10 new subscription requests per month. Our newsletter now reaches more than 1,600 subscribers every month.

NPI staff participates in area events and meetings to engage with nonprofit organizations, businesses, and the community, and to increase awareness of the resources we offer. Events and meetings during this quarter include the Charles County Chamber of Commerce Network at Noon, the Community Foundation of Southern Maryland's Philanthropy Day luncheon, the monthly meetings of the Nonprofit Alliance of the Calvert County Chamber of Commerce, Southern Maryland Heritage Area Consortium board meetings, and the Southern Maryland Veterans Collaborative.

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

Our 2019 conference took place on Feb. 21, with the theme of "Innovation." Speakers challenged conference attendees by asking them to try new approaches to their work with respect to strategic planning, communicating with their stakeholders, promoting their missions, leading their boards, and managing their projects. It was well attended by 148 people from across the region. The press covered the event and the article which appeared in the local papers may be found at:

https://www.somdnews.com/independent/news/local/regional-nonprofit-conference-sees-record-attendance/article_72d237a5-a040-5319-a72c-6423e867d319.html

One of the highlights of the day was keynote speaker, Tommy Luginbill, executive director of the Entrepreneur and Innovation Institute at CSM. The presentation was taped by CSM staff and can be found on the NPI webpage. While the morning consisted of breakout sessions, the afternoon session featured a variety of organizations that offer resources to area nonprofits. Additionally, local pro bono consultants who are members of the Professional Services Hub – a partnership between NPI and Leadership Southern Maryland – offered one-on-one consultations.

Feedback was obtained from conference attendees in the areas of relevance and range of topics, keynote speaker, format and length of sessions, food, facilities, and overall usefulness of the conference. An average of 81% of the responses were in the very good/excellent category with the lowest rating focused on the food. The highest ratings were focused on overall usefulness, facilities, keynote speaker, and the length of the conference.

The NPI team will use the feedback that was received to plan for the 2020 conference which is scheduled for Feb. 20, 2020.

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

Executive Director Roundtables

These monthly meetings were held every month. Participating organizations included:

- REAL Women
- Charles County Community Mediation Center
- Friends of Chapman's State Park
- The Arc Southern Maryland
- Pure Play Every Day
- Circle of Angels Initiative
- VConnections
- Project Linus of Charles County
- KidStream
- Kids into Discovering Science

Volunteer Coordinators

The volunteer coordinators met in January at The Arc Southern Maryland. The following organizations were represented:

- The Arnold House
- American Red Cross
- Southern MD Tri County Community Action Committee
- Spring Dell Center
- Citizens Review Board for Children
- The Arc Southern Maryland
- Charlotte Hall Veterans Home
- Museum Division of St. Mary's County
- Hospice of St. Mary's County
- Unified Committee for African American Contributions
- Circle of Angels
- KidsStream
- Catholic Charities
- Calvert Hospice
- United Way of Calvert County

- Historic St. Mary's City
- American Chestnut Land Trust
- Calvert Crisis Intervention Center

Fundraising Professionals Network Meeting

This networking meeting is scheduled quarterly. The following organizations were in attendance:

- Charles County Public Library
- The Promise Resource Center
- Pure Play Every Day
- Special Olympics of St Mary's County
- Plan It 4 You Event Planning

Public Relations/Marketing Professionals

This group, comprised of individuals who work at nonprofit organizations throughout Southern Maryland, meets monthly. Regular participants of nonprofits serving Charles County include:

- Charles County Community Mediation Center
- The Arc Southern Maryland
- Pure Play Every Day
- Red Cross
- Seedco
- Melwood Veterans Services
- Senior Community Service Employment Program (SCSEP) for Southern Maryland
- Southern Maryland veteran employment representative for the Division of Workforce Development and Adult Learning
- Business solutions consultant for the DLLR Business Solutions Unit of the Office of Workforce Development
- Circle of Angels Initiative

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

Participation and activity continues to steadily increase on this web-based portal. There are now 170 active organizations and 65 active volunteer opportunities posted. Numerous organizations report success finding volunteers. The following organizations received direct assistance with this program during this quarter:

- The Arnold House
- Charles Regional Medical Center Auxiliary
- Charles County United Way
- The Arc Southern Maryland
- Pure Play Every Day
- Calvert United Way

Supporting/Assisting Nonprofits

NPI's Michelle Sullivan coordinated planning for Project Management Day of Service at the University of Maryland, College Park on MLK Day, January 19, 2019 with two southern Maryland nonprofits, including Pure Play Every Day, based in Charles County. This program pairs nonprofits with pro bono consultants.

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:

- Community Foundation of Southern Maryland

- Three Oaks
- Pure Play Every Day
- Professional Services Hub assistance
- VConnections
- Circle of Angels

Strategy Five: New Initiatives

Several individuals and organizations have now used the Professional Services Hub – the pro bono partnership of the Nonprofit Institute and Leadership Southern Maryland. This effort is an expansion of an existing pro bono program offered by NPI for the past few years. Read more about this offering on our website: www.csmd.edu/community/institutes/nonprofit-institute/resources/index.html

The Nonprofit Institute is now listed on the Grantspace by Candid website as a Maryland nonprofit management/technical assistance provider: <https://grantspace.org/resources/nonprofit-startup-resources/region/maryland/>

Grantspace is a service of Candid which is the result of the recent merger of The Foundation Center and Guidestar, two national organizations that assist nonprofit organizations.

The Maryland Governor's Office on Service and Volunteerism is exploring the creation of a statewide volunteer portal. The director, Van Jones, reached out to the Institute and spoke with Cara Fogarty about the Volunteer Southern Maryland portal. The Nonprofit Institute and the portal will be a part of this initiative.

Additional Activities:

Charles County Coordinator Cara Fogarty wrote a guest post for the Charles County Economic Development Department: <http://www.meetcharlescounty.com/blog/2019/01/18/default/nonprofits-are-businesses-too/>

Charles County Coordinator Cara Fogarty was the featured speaker for a CSM student/community program called "Facts and Snacks." Her presentation covered "How to Start a Nonprofit in Maryland."

St. Mary's County Coordinator Harriet Yaffe assisted a CSM social entrepreneurship class with their nonprofit projects.