

Nonprofit Institute
at the College of Southern Maryland
Quarterly Report to Charles County Commissioners
July – August 2017

The new fiscal year began with a review and update of the Nonprofit Institute's Strategic Plan. It will be presented to the Charles County Advisory Council during our upcoming meeting in October. Although some objectives have been modified, the basic structure remains the same. The Strategic Directions document will be posted on the NPI website: www.csmd.edu/community/institutes/nonprofit-institute/

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

Course offerings during the Fall semester will feature new subjects and instructors. These include:

- **Branding 101 for Nonprofits - Define Your Nonprofit's Mission and Message:** Maggy Sterner's course will help participants get their nonprofit's message focused and aligned with its brand so that they fulfill their mission, grow their donor base, and make a difference.
- **Passive Fundraising:** The Nonprofit Institute's Michelle Sullivan will discuss a different way of conducting fundraising activities
- **Management in Today's Workplace - Focus on Supervision:** Kendall Sorensen Clark will talk about various ways to build relationships in the workplace and create effective ways of supervising people.
- **New Perspectives in Strategic Planning:** Jim Wilson will talk about how to create and evaluate strategic plans.
- **Easy Visuals for Social Media Storytelling:** Julie Janzegers will share ways to create memorable social media stories that help to connect nonprofits with their stakeholders.

The NPI continues to strengthen partnerships with the Community Foundation of Southern Maryland and the Charles County Libraries to offer additional training opportunities for our local nonprofit community. Additional partnerships are being formed and will be included in future quarterly reports.

Strategy Two: Review the Structure of the NPI

The NPI 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 NPI's annual conference.

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

In the absence of CSM's webmaster, who is on leave, NPI's Cara Fogarty has assisted with website updates. Data will be available for the next quarterly report.

In addition to our website, the reach of the NPI Facebook page and Twitter account is growing and NPI is using these platforms to promote classes and events, to share nonprofits' Facebook postings and Tweets, and to share grant opportunities and 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

We are in the planning stages for the 2018 annual conference, scheduled for February 22, 2018 at the College of Southern Maryland, La Plata campus. The theme will focus on "Growing Relationships." Morning breakout sessions will include topics such as Social Entrepreneurship, Relationships with Elected Officials, how the United Way creates relationships, and Community Collaborations. A Ted Talks-style panel will feature three nonprofit executives and their board presidents who will talk about the importance of the relationship between executive directors and board leadership.

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

Executive Director Roundtables

These monthly meetings were held in July, August and September. Regular participants included:

- The ARC of Southern Maryland
- Leadership Southern Maryland
- Young Ladies 4 Christ
- Charles County Community Mediation Center

Volunteer Initiatives

The NPI volunteer coordinator affinity group met in August at Lifestyles in La Plata.

The volunteer coordinators met on August 15th at Lifestyles in La Plata. The group was presented with new information about how to use the Volunteer Southern MD portal. The group also toured the facility and learned more about Lifestyles goals, programs, and use of volunteers. The following organizations were represented:

- Lifestyles
- Charlotte Hall Veterans Home
- Sagepoint
- Southern MD Tri County Community Action Committee

Faith-based Affinity Group

The faith-based affinity group met in September. Jim Buckingham of Warfighter Advance did a presentation about his veterans organization. The group next meets on January 17, 2018.

- Servants of Christ
- Patuxent Habitat for Humanity

Veterans Group

This NPI affinity group is developing a comprehensive network of veteran support organizations and promotes collaborative information sessions to support each other's missions and needs.

The group met in September and the following organizations were present:

- DLLR- SoMd Local Veteran Employment Representative
- Women Veterans United
- Patuxent Habitat for Humanity

- Warfighter Advance
- Gaia Wrx ; SMIT
- Patti Brady – HOPE foundation; Three Oaks

Each group member reported on their activities, including plans for the future. Of particular importance is the upcoming Veterans Summit: “Have Your Voice Heard” The Maryland State Veterans Caucus will host a Veteran Summit on November 7th from 9:00-4:30 in the Senate Building President’s Conference Room.

The Veteran Summit is an initiative to identify the top veteran priorities in the areas of: health, education, employment, taxation and personal matters. Data gathered from this event will be used to craft the 2018 legislative session agenda. Invitations will be sent to veteran and veteran support organizations.

Fundraising Professionals

This NPI affinity group meets quarterly. The group is planning a speed mentoring event for 2018. The following organizations were present at the August meeting:

- DK Foster Services, LLC
- ARC of Southern Maryland
- Sagepoint
- Leadership Southern Maryland
- Sotterley Plantation
- Center for Children
- Tri-County Youth Services Bureau
- Walden/Sierra
- SpringDell
- Community Foundation of Southern Maryland

Public Relations/Marketing Professionals

This new group is comprised of individuals who work at nonprofit organizations throughout Southern Maryland. The first meeting was held in June and interest was so robust that a request was made to hold the meetings monthly rather than quarterly. This group has met every month since, engaging in conversation, sharing challenges, offering feedback and generating ideas. The following Charles County-based organizations are participating:

- Charles County Community Mediation Center
- Sagepoint
- ARC of Southern Maryland
- Charles County Public Library
- Center for Children
- Hospice of Charles County
- Accokeek Foundation
- Young Ladies 4 Christ
- University of Maryland Charles Regional Medical Center Foundation
- Spring Dell Center

More organizations have posted volunteer opportunities on this web-based portal. Opportunities are also shared on the Volunteer Southern Maryland Facebook page:

<https://www.facebook.com/VolunteerSouthernMaryland/>

Supporting/Assisting Nonprofits

During this quarter, the NPI team provided support and assistance to several Charles County-based nonprofit organizations, including:

- Assistance was provided to several nonprofits either on the phone or through face-to-face meetings. Topics covered starting a new nonprofit, using the Volunteer Southern Maryland portal, grants/funding opportunities, pro bono assistance, and guidance on projects.
- Assistance was provided to a nonprofit that is relocating to the Charles County.
- NPI supports and promotes nonprofit organization events and fundraisers through its biweekly e-blasts, web site and social media.

Strategy Six: New Initiatives

NPI continues to partner with organizations to enhance offerings and opportunities for nonprofits.

Meet the Media

NPI, the Community Foundation of Southern Maryland and the Charles County Public Library partnered to present "Meet the Media" last April. In September, the Nonprofit Institute partnered with the St. Mary's County Library and again with the Community Foundation of Southern Maryland to offer this program at the Lexington Park Library. This event again featured a panel of representatives from local print, broadcast, and online media who discussed how nonprofit organizations can effectively promote their events, news, and events. Thirty-five people attended this free event.

Nonprofit Community Networking Fair

NPI and the Charles County Public Library partnered to host the "Nonprofit Community Networking Fair" on Friday, September 22 at the College of Southern Maryland in La Plata. Twenty-five exhibitors participated, offering information and resources to nonprofit organizations. Exhibitors included a mix of nonprofit organizations, government entities and for profit companies. Thirty people attended this free event.

ZipTrip

NPI participated in the live WTTG FOX 5 Zip Trip broadcast at O'Donnell Lake in Waldorf on Friday, July 7. NPI had an information booth and connected with many members of the community and other nonprofit organizations that participated. The Nonprofit Institute sign was proudly held high and was visible during much of the live broadcast!

Annual Grants Training

NPI is now a co-sponsor of the annual Grants Training program held every August at the CSM La Plata campus. This year's workshop offered training with a representative of the U.S. Census Bureau explaining how to use census data in grant proposals. NPI's Cara Fogarty participated in the year-long planning meetings and a pre-event training session. She was also the opening speaker and assisted the presenter during the workshop.

Nonprofit Survey

Cara Fogarty of the NPI team also continued her participation on the project team formed by the Charles County Charitable Trust to create the Economic and Social Impact Survey being conducted by Maryland Nonprofits.

Nonprofit Alliance (Calvert County)

NPI is collaborating with the Calvert County Chamber of Commerce's Nonprofit Alliance Group to discuss ways to make sure NPI is getting all the relevant information to nonprofit organizations without being duplicative.

Community Foundation of Southern Maryland

NPI's Michelle Sullivan (NPI Program Specialist) is participating on the planning committee of the Community Foundation of Southern Maryland's Philanthropy Day luncheon scheduled on Friday, November 3. NPI has also contributed photographs for a slideshow presentation, photos secured from area nonprofits.

Leadership Southern Maryland

NPI's Harriet Yaffe (St. Mary's County Coordinator) participated in selecting projects that will be included for this year's Leadership Southern Maryland class. Class members will choose among the following projects:

- **Tri-County Youth Services Bureau, Inc.**
Tri-County Youth Services Bureau (TCYSB) requests assistance in creating a unique board development program that would take into consideration the specific difficulties encountered when a significant number of organizations are soliciting board members, contributions, and funding in a limited geographical area.
- **University of MD Extension: St. Mary's County 4-H**
St. Mary's County 4-H seeks assistance in studying opportunities to address the transportation needs of the St. Mary's County 4-H program participants. While focusing on St. Mary's County, the findings of this study will be shared with Charles and Calvert County 4-H offices as well as the UME State 4-H office to further extend the reach and impact of this project.
- **Calvert Hospice**
Calvert Hospice wants to develop a comprehensive professional development program. The project team will assist Calvert Hospice in completing a needs assessment of professional development needs of selected staff and develop a professional development program for the next 1-2 years.
- **Remnant Center of Excellence, Inc.**
Remnant is looking to design a developmental action plan that creates a pipeline of young African American males, informing and recruiting them to consider becoming future teachers in Calvert County.
- **Southern Maryland Community Network**
Southern Maryland Community Network, Inc (SMCN, Inc.) would like to create program performance and KPI dashboards.
- **Summerseat Farm, Inc.**
Summerseat Farm wants to develop a marketing/communication plan to attract volunteers, community partners, and potential board members and to increase awareness of Summerseat Farm's mission.

Strategy Seven: Enhance Board Development Activities

The NPI focused on board leadership and development during the April 2017 Conference. Harriet Yaffe, NPI's St. Mary's County Coordinator, has sought feedback from the regional nonprofit executive directors regarding their needs with respect to board development. The feedback is being synthesized in order to determine how best to proceed. In a few instances, the coordinator was able to match a pro bono consultant to a specific request for assistance.