

**Nonprofit Institute at the College of Southern Maryland**  
**Quarterly Report to Charles County Commissioners**  
**July – September 2018**

The College of Southern Maryland has undergone a major reorganization and the Nonprofit Institute (NPI) is now part of the Continuing Education and Workforce Development Division.

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

NPI offered the following course during this quarter:

- Social Media Platforms: It's More than Just Posting: How to Create an Effective Social Media Communications Plan  
This course filled quickly (18 seats) and we were able to add and fill additional seats (24 total).

NPI was also one of several sponsoring organizations to offer the 13<sup>th</sup> Annual Free Grant Training workshop. This annual training opportunity drew approximately 70 people and was very well received. We intend to invite the instructor to teach additional classes in the future.

**Strategy Two: 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/](http://www.facebook.com/NonprofitInstituteCSM/)
- [www.facebook.com/VolunteerSouthernMaryland/](http://www.facebook.com/VolunteerSouthernMaryland/)
- Twitter: @NonprofitInsCSM
- [www.linkedin.com/company/nonprofit-institute-at-csm/](http://www.linkedin.com/company/nonprofit-institute-at-csm/)

Website traffic during this quarter was flat, but we see spikes in website traffic following each release of our e-newsletter. Historically, website traffic increases in the fall and again in the winter as the annual conference approaches. Our social media presence is increasing with new likes, impressions, and additional engagement.

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. Early indicators indicate a positive reception to the change.

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 during this quarter include the Charles County Chamber of Commerce Network at Noon, the Nonprofit Alliance of the Calvert County Chamber of Commerce, Early Childhood Day at the Capital Clubhouse, Southern Maryland Heritage Area Consortium board meetings, and a presentation about Volunteer Southern Maryland and NPI to the Charles County United Way quarterly partners meeting.

Additionally, Texas Roadhouse in La Plata held a fundraising information session for nonprofit organizations in August. NPI helped promote the event to area nonprofits and attended the event to be able to share the information with those organizations unable to be there.

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

Planning is underway for our 2019 conference, scheduled for Feb. 21 (snow date – Feb. 28). The theme is “Innovation.” We have secured a keynote speaker and many breakout session presenters.

## **Strategy Four: Review and Enhance the Effectiveness of NPI’s Current Activities**

### **Executive Director Roundtables**

These monthly meetings were on hiatus during July and August and resumed in September.

Participants included:

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

### **Volunteer Coordinators**

The volunteer coordinators met on July 24 at the Hospice House of Calvert. The following organizations were represented:

- Lifestyles of Maryland
- American Red Cross
- Sagepoint Senior Living Services
- Southern MD Tri County Community Action Committee
- Southern MD Community Resources
- The Arc Southern Maryland
- Charlotte Hall Veterans Home

### **Fundraising Professionals Network Meeting**

The quarterly meeting was held on Sept. 5. The following organizations participated:

- McConchie One-Room Schoolhouse
- Circle of Angels
- Charles County Charitable Trust
- Charles County Library
- Friends of St. Clements Island & Piney Point Museums

This group, comprised of individuals who work at nonprofit organizations throughout Southern Maryland, meet quarterly. The discussion encompasses funding opportunities that are regional in scope as well as those that are focused on Southern Maryland. The group is contemplating asking some of the regional funding entities to consider the Southern Maryland region, including Charles, St. Mary’s, and Calvert Counties, as part of their coverage area.

### **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
- Sagepoint Senior Living Services
- Arc of Southern Maryland
- Warfighter Advance
- New Horizons Supported Services

- Representatives from several DLLR offices including the Senior Community Service Employment Program (SCSEP) for Southern Maryland, the local veteran employment representative for the Division of Workforce Development and Adult Learning, and the business solutions consultant, for the DLLR Business Solutions Unit of the Office of Workforce Development.

### **Southern Maryland Veterans Support Coalition**

The NPI team has made the decision to discontinue facilitating this group. The Charles County government has recently created a Veterans Commission that meets every two months. It has been well attended, is led by a veteran, and will meet the needs of this group. This NPI affinity group originally formed to promote collaborative information sessions for veteran-focused nonprofits. Supporting each other's missions and needs 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/resources/index.html>

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

Participation and activity continues to increase on this web-based portal. There are now 150 active organizations and 25 active volunteer opportunities posted. Several organizations report successfully finding volunteers. Organizations serving Charles County actively participating include:

- SMTCCAC Senior Companion Program
- Seeds of Courage
- 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

Additionally, the following organizations received direct assistance during this quarter:

- The Promise Resource Center
- United Way Charles County
- Girls on the Run Southern Maryland
- Hospice of Charles County
- Good Stuff/Health Partners
- University of Maryland Charles Regional Medical Center Auxiliary

### **Supporting/Assisting Nonprofits**

NPI's Michelle Sullivan is assisting the Community Foundation of Southern Maryland as a participating member of the planning committee charged with organizing its annual Philanthropy Day luncheon on Nov. 2. NPI has provided this support as well as promotional support for the past few years. The theme of this year's Philanthropy Day Luncheon is "Looking Forward, Giving Back." The keynote speaker will be the executive director of the Rural Maryland Council, Charlotte Davis, who brings together citizens, community-based organizations, federal, state,

county and municipal government officials as well as representatives of the for-profit and nonprofit sectors to collectively address the needs of rural Maryland communities.

NPI once again is partnering with the North Point HS PTSO to host the Volunteer Fair, scheduled for Nov. 1. The school's principal had to move the annual event from April to November. Last spring, the fair attracted 45 nonprofit organizations as exhibitors. Approximately 150 people 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. Planning has been underway for several months and we again have 40+ organizations participating.

NPI's Harriet Yaffe assisted Leadership Southern Maryland with the selection of nonprofit projects for the Class of 2019.

NPI's Harriet Yaffe participated as a member of the committee for the selection of the Governor's Office on Service & Volunteerism 2018 Awards.

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; assisted the founder with her launch event.
- Charles County Literacy Council; assisted with its social media effort
- New Horizons Supported Services; provided resources for business community/networking
- NPI's Michelle Sullivan assisted Natasha Johnson with work on her strategic plan and discuss salary considerations for the executive director as she prepares to file to create a 501(c)(3) organization focusing on the empowerment of girls.
- Connected William L. Katzenberger, Librarian, Division of Workforce Development and Adult Learning, Maryland DLLR with nonprofits to help place a volunteer upon release from the Jessup Correctional Institution
- Community Foundation of Southern Maryland; networking with other Community Foundations in the metro area and Giving Circle models.
- The Historic McConchie One-Room School; grant search assistance
- The Promise Resource Center (Volunteer Southern Maryland)
- United Way Charles County (Volunteer Southern Maryland)
- Girls on the Run Southern Maryland (Volunteer Southern Maryland)
- Hospice of Charles County (Volunteer Southern Maryland)
- Good Stuff/Health Partners (Volunteer Southern Maryland)
- University of Maryland Charles Regional Medical Center Auxiliary (Volunteer Southern Maryland)

## **Strategy Five: New Initiatives**

The Nonprofit Institute launched its enhanced pro bono program through a new partnership with Leadership Southern Maryland and its alumni. This effort is an expansion of an existing pro bono program offered by NPI for the past few years. The new NPI/LSM program is known as the "Professional Services Hub" and has already garnered interest among nonprofits. You can read more about this offering on our website: [www.csm.edu/community/institutes/nonprofit-institute/resources/index.html](http://www.csm.edu/community/institutes/nonprofit-institute/resources/index.html)

Another new initiative is the development of a unique grant writing class at the request of members of the Garvey Center Council in St. Mary's County. The group approached NPI with the goal of creating a class that would focus on people who are new to the process of grant writing. The class will incorporate the use of a computer classroom so that participants can learn how to access online resources. The class will actually take place in the second quarter of the year. If it is successful, we will repeat it in the future.