

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

The Nonprofit Institute's Strategic Plan was updated in the summer of 2017 and put into action during this quarter. It was shared with the Charles County Advisory Council during the biannual meeting in October. Although some objectives have been modified, the basic structure remains the same. The Strategic Plan document is posted on the Nonprofit Institute web site: www.csmd.edu/community/institutes/nonprofit-institute/

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

Course offerings during this quarter featured new subjects and instructors. These included:

- **Branding 101 for Nonprofits - Define Your Nonprofit's Mission and Message:** Silver Spring-based brand and business coach Maggy Sterner led this course which helped 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 discussed different ways of conducting fundraising activities.
- **Easy Visuals for Social Media Storytelling:** Silver Spring-based graphic designer Christy Batta shared ways to create memorable social media stories that help to connect nonprofits with their stakeholders.

The Nonprofit Institute continues to identify organizations to partner with to provide resourceful and informal free training sessions for the Southern Maryland region. In addition to partnering with Community Foundation of Southern Maryland and the Charles County and St. Mary's County Public Library systems, the Nonprofit Institute is working with the Taproot Foundation to offer a free customized webinar in January for area nonprofit organizations.

More partnerships and cooperative arrangements are under development. These include:

- Working with North Point High School PTSO to co-host a Volunteer Fair
- Co-sponsoring an event with the Community Foundation of Southern Maryland to bring grantors to the region (Care First Foundation, Weinberg Foundation)
- Informational meeting with Small Business Development Center and partnering to offer workshops of interest to nonprofits

The Nonprofit Institute staff will offer webinars in 2018 in addition to classroom-based training. Area nonprofits are enthusiastic about the webinar format. Work also continues researching the interest and feasibility of module-based multiple session certificate courses that result in job skill enrichment and formal documentation.

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 met in October. New members include representatives from SMECO, the Charles County Chamber of Commerce, and the Charles County

Economic Development Department. Nonprofit Institute staff continues to research and add resource opportunities including pro bono and reduced rates, grant opportunities, and Maryland Nonprofit membership discounts.

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 more recently, LinkedIn. Social media platforms are used to promote e-newsletter, classes and events, to share nonprofits' Facebook postings and Tweets, and to share grant opportunities 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/

Compared to the previous quarter, usage of the website has increased as follows:

- total pageviews are up by 14.28%.
- unique pageviews are up 18.88%.
- new users are up 2.07%.
- bounce rate is down 15.09%.
- average time on page is up 15.43%.

Nonprofit Institute staff participates in area events to be engaged and to increase awareness in the Southern Maryland community. Events during this quarter included the Charles County Economic Development Department's Fall Meeting; the Charles County Chamber of Commerce monthly mixer; ALICE Symposium, sponsored by the United Way of Charles County and the Charles County Service and Advocacy Network; the Community Foundation of Southern Maryland Annual Philanthropy Day Luncheon; the Charles County Charitable Trust Presidents' Council quarterly meeting; and various workshops offered by the Charles County Public Library and the SOMD Small Business Development Center. Additionally, the Nonprofit Institute staff attended the annual Maryland Nonprofits conference in Baltimore in October.

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

Nonprofit Institute staff spent the quarter planning the 2018 annual conference, scheduled for February 22, 2018 at the College of Southern Maryland, La Plata campus. Registration is now open for the conference (<https://www.csmd.edu/community/institutes/nonprofit-institute/conference-information/registration>). The theme is "Fostering 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 October, November and December. Regular participants included:

- The Arc of Southern Maryland
- Leadership Southern Maryland

- Young Ladies 4 Christ
- Charles County Community Mediation Center
- Friends of Chapman's State Park

Volunteer Initiatives

The NPI volunteer coordinator affinity group met in October at Historic Sotterley Plantation in Hollywood. The group discussed the possibility of having a volunteer fair in partnership with St Mary's Schools. They also shared resources, learned about Sotterley's Volunteer program and the potential of using the Volunteer Southern MD portal and Facebook page. The group also toured the facility and learned more about the history of the plantation. The following organizations were represented:

- Accokeek
- Lifestyles
- Patuxent River Naval Air Museum
- Sagepoint
- Southern MD Tri County Community Action Committee
- Southern MD Community Resources
- Historic St Mary's City
- Hospice of St Mary's County
- Circle of Angels
- Historic Sotterley Plantation
- NPI staff

Faith-based Affinity Group

The faith-based affinity group meets again in January.

Southern Maryland Veterans Support Coalition

This NPI affinity group meets again in February. This group promotes collaborative information sessions to support each other's missions and needs. One result thus far is 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

This group is planning a speed mentoring event for 2018 to partner organizations with businesses for potential future collaborations. The fall meeting focused on the importance of collaborations in applying for grants. The following organizations were present at the fall meeting:

- Leadership Southern Maryland
- Ruth's Miracle Group Foundation
- Historic Sotterley Plantation
- Center for Children
- Walden/Sierra
- Spring Dell

Public Relations/Marketing Professionals

This relatively new group, comprised of individuals who work at nonprofit organizations throughout Southern Maryland, is thriving and continues to meet monthly. The group suggested having an occasional guest presentation would be helpful. To that end, Jonna Jones, Senior Communications Specialist with SMECO, gave a presentation about how nonprofit organizations

can utilize SMECO's community calendar and how to submit information for the company's monthly newsletter. More speakers will be invited in 2018. Regular participants include:

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

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

Outreach continues in earnest to encourage and assist more nonprofit organizations with posting volunteer opportunities on this web-based portal. Several organizations report successfully finding volunteers. Participation increased this quarter from three to 19 active volunteer opportunities. Organizations actively participating this quarter include:

- Port Tobacco River Conservancy
- Our Place Waldorf
- H.O.P.E. Financial
- Charlotte Hall Veterans Home
- Patuxent Tidewater Land Trust
- United Way of Charles County
- Bay Community Support Services
- University of Maryland Charles Regional Medical Center Auxiliary
- Girl Scouts

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, social media set-up and guidance, and overall assistance on projects.
- Assistance was provided to a nonprofit that is relaunching activity after being dormant for a few years.
- NPI's Cara Fogarty is a member of the project team member for the CCCT Economic & Social Impact Study
- NPI's Cara Fogarty helped plan and produce the ALICE Symposium.
- NPI's Michelle Sullivan helped plan and produce the Community Foundation of Southern Maryland's Annual Philanthropy Day Luncheon.
- NPI's Michelle Sullivan served on the executive director search/hiring committee for the Community Foundation of Southern Maryland.
- Again, this year NPI held two social networking events to celebrate #GivingTuesday. The Charles County event was held at the Greene Turtle and the establishment donated 10% of coupon-based proceeds to a nonprofit in attendance – Center for Children.
- NPI supports and promotes nonprofit organization events and fundraisers through its biweekly e-blasts, web site and social media.

Strategy Six: New Initiatives

The Nonprofit Institute has arranged for eight southern Maryland nonprofits to participate in the Project Management Day of Service at the University of Maryland, College Park on MLK Day, January 15, 2018. Professional project managers will partner with nonprofits in need of pro bono help. It is a day that celebrates service while raising the profile of the Project Management profession.

The nonprofits will receive the following benefits:

- Support for their most pressing project, just in time for the New Year!
- Guidance to help scope and plan a project and leave the event with all of the resources created to keep the project moving forward
- Advice on projects
- Pro bono project management services - Work with experienced project managers who can assist with projects
- Public awareness for the nonprofit -network with other nonprofits, meet new friends and discover new resources

Nonprofit Institute staff will attend training to learn how to run webinars. This will allow NPI to offer remote-based training courses in addition to a classroom-based format. NPI continues to partner with organizations to enhance offerings and opportunities for nonprofits.

In the new year, NPI staff plans to explore models for “Return on Investment” that can be shared with nonprofits; continue exploring partnerships to build community awareness and value offered opportunities; and increase awareness of NPI activities among county leaders and government officials.