

## **The Nonprofit Institute at the College of Southern Maryland**

Quarterly Report to St. Mary's County

April-June 2018

### **Strategy One: Ensure the value of training provide by the NPI.**

The course offering during this quarter featured a new subject and instructors.

- **Managing a Successful Volunteer Program:** Amanda Peterson and Kimberly Hall, representatives from the Calvert and St Mary's County Hospices, each presented information about topics relevant to managing volunteer programs. The course covered recruitment, recognition, establishing appropriate boundaries. The course attracted staff members and volunteer leaders from a variety of Southern Maryland nonprofits.

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

The current structure continues to be working well, with no changes 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**

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 is down compared to the previous quarter and this quarter last year, but the average time spent on the site has increased. We expect traffic to be down from the

previous quarter because our annual conference in February typically drives traffic to the website. We also see spikes in traffic following each release of our e-newsletter.

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. We will review the results in the fall.

NPI staff participates in area events to be engaged and to increase awareness in the Southern Maryland community. Events during this quarter included the monthly Charles County Chamber of Commerce's Network at Noon, the Nonprofit Alliance of the Calvert County Chamber of Commerce, and Southern Maryland Heritage Area Consortium board meetings.

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

This topic was previously covered in the January-March quarterly report. We will soon begin planning for our 2019 conference.

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

- **Executive Director Learning Circles-** The April, May, and June meetings included the following organizations:
  - Leadership Southern MD
  - Tri County Council
  - Historic Sotterley Plantation
  - The Patuxent Partnership
  - The St. Mary's Mediation Center
  - Southern Maryland Community Resources
  - St. Mary's Animal Welfare League
  - The Arc of Southern Maryland
  - Southern Maryland Independent Living Center
  - St. Mary's Historical Society
  - Walden
  - Greenwell Foundation
  - The Promise Center

- **Volunteer Coordinators**

The volunteer coordinators met on April 24<sup>th</sup> at the Patuxent Naval Air Museum. The following organizations were represented:

- Lifestyles
- Patuxent River Naval Air Museum
- Hospice of St Mary's County
- Annmarie Garden and Arts Center
- Sagepoint
- Southern MD Tri County Community Action Committee
- Southern MD Community Resources
- Unified Committee for African American Contributions
- NPI staff

- **Faith Based Affinity Group**

We continue to explore the interest for such a group, as there are existing active, ecumenical groups in the region and individual church groups may not see the need to belong to an affinity group.

- **Veterans Group**

This NPI affinity group's June meeting had to be rescheduled to the fall. This group promotes collaborative information sessions to support each other's missions and needs and 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/affinity-groups/>

- **Fundraising Professionals Network**

Attendees from organizations based in St. Mary's or serving St. Mary's were as follows:

- Warfighter Advance
- Relay for Life/American Cancer Society for Charles & St. Mary's
- Patuxent Habitat for Humanity

- **Public Relations/Marketing Professionals**

This group, comprised of individuals who work at nonprofit organizations throughout Southern Maryland, meets monthly. The group features an occasional guest presentation. The guest speaker for this quarterly meeting was Kathy Hollyer, from True Blue Marketing, based in Hollywood. She shared cost-effective ways for nonprofits to increase their marketing efforts, to gain exposure and promote events.

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- Warfighter Advance
- Unified Committee for African American Contributions

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

Volunteer Southern Maryland is now listed on the Maryland Governor's Office on Service & Volunteerism's web page – "Volunteering in Maryland Interactive Map" (<http://gosv.maryland.gov/volunteering-in-maryland-interactive-map/>)

Participation and activity continues on this web-based portal. Several organizations report successfully finding volunteers. Organizations serving Southern Maryland actively participating include:

- 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

- **Supporting/Assisting Nonprofits**

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

- Assisted CSM's Social Entrepreneurship classes with the semester's project. This included introductions to potential nonprofit partners, presentation to the classes, and attendance at the annual award celebration.
- Assisted Leadership Southern MD with the interview and selection process for the Class of 2019
- Assisted Leadership Southern MD with the selection of nonprofit partners for the Class of 2018. This included participation on the selection committee and attendance at the May 2018 graduation and presentation of the completed projects.
- Worked with a member of the LSM 2018 graduating class to further develop a pro bono service to regional nonprofits. This will include legal, accounting, and insurance related assistance from local professionals. It will be promoted through the NPI E-News.
- NPI's Harriet Yaffe worked with the Governor's Office on Service & Volunteerism to distribute Baltimore Orioles tickets to nonprofits for use by volunteers.

## **Strategy Six: New Initiatives**

During this quarter, we explored some potential new ventures, including:

- Met with local representative of the Project Management Institute to develop a partnership in advancing best practice in nonprofits. This will be more fully explored in the future.
- The Nonprofit Institute is finalizing an expansion of its pro bono program through a new partnership with Leadership Southern Maryland alumni.
- NPI's Cara Fogarty met with the new director of the Governor's Grants Office, Jennifer Colton. Ms. Colton accepted an invitation to offer remarks at the opening of the annual grants training workshop on Sept. 21. Discussion is underway to arrange a state grant information session for the nonprofit community.

