

The Nonprofit Institute at the College of Southern Maryland

Quarterly Report to St. Mary's County

October-December 2017

The second quarter began with a meeting of the St. Mary's NPI Advisory Council. The Council welcomed new members to the group and reviewed the updated Strategic Plan. The group also talked about encouraging members of other civic organizations to attend the annual NPI Conference in February. The Council now consists of the following Individuals:

- Joe Anderson: Greenwell Foundation, President, Board of Trustees, St. Mary's River Watershed Association, President of Board Southern Maryland Higher Education Center, President of Board of Governors
- Kathy O'Brien, Executive Director, Walden Sierra
- Janice Walthour, Unified Committee for Afro-American Contributions, St. Mary's County NAACP Unit # 7025
- Cathy Bender, Insurance Executive, Raley, Watts and O'Neill
- Lanny Lancaster, Executive Director, Three Oaks Center
- Laurel James, Executive Director, Tri County Youth Services Bureau
- Bonnie Green, Executive Director, The Patuxent Partnership
- Barbara Saylor, Vice President, Branch Market Manager- St. Mary's, Community Bank of the Chesapeake
- Nancy Easterling, Executive Director, Historic Sotterley Plantation
- Susan Lloyd, Executive Director, United Way of St Mary's County
- Barry Friedman, Market Manager, Primary Residential Mortgage Inc.
- Adam Mawyer, Economic Development Specialist, St. Mary's County

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

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 Libraries, 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 St Mary's College staff to connect students to potential internships
- Exploration of Volunteer Fair with Volunteer Coordinators and St. Mary's School system
- Working with North Point High School PTSO to co-host a Volunteer Fair
- Exploring co-hosting 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 on 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 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 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; 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; and various workshops offered by 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 Learning Circles-** The October, November, and December 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
- The Garvey Center Council
- St. Mary's Animal Welfare League
- The Arc of Southern Maryland
- Southern Maryland Independent Living Center
- St. Mary's Historical Society
- Walden
- Greenwell Foundation

- **Volunteer Initiatives**

The volunteer coordinators met on October 31st at Historic Sotterley Plantation. 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. We then 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**

This group will meet in January of 2018.

- **Veterans Group**

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**

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

The following groups were at the September meeting:

- Walden/Sierra
- Center for Children
- Ruth's Miracle Group Foundation
- Historic Sotterley Plantation
- Leadership Southern Maryland
- 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
- The Arc of Southern Maryland
- Charles 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 nonprofit organizations, including:

- Planning assistance to the Greenwell Foundation
- Participation on the interview and selection committee for the Community Foundation of Southern MD
- Planning assistance for the annual Philanthropy Luncheon held by the Community Foundation of Southern MD.
- Assistance to members of the Calvert Chamber's Nonprofit Alliance

- Charlotte Hall Veterans Home
- Patuxent Tidewater Land Trust
- Bay Community Support Services
- Again this year, NPI held two social networking events to celebrate #GivingTuesday. The St Mary's County event was held at the Pub in Leonardtown and the establishment donated 10% of coupon-based proceeds to 3 nonprofit organizations.
- NPI supports and promotes nonprofit organization events and fundraisers through its biweekly e-blasts, web site and social media
- Attendance at the Alice Conference
- Participation in the VCC and County Initiated Gap Analysis

Strategy Six: New Initiatives

The NPI 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

In addition to the above initiative, Nonprofit Institute staff will attend training to learn how to run webinars. This will allow the 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.