

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

Quarterly Report to St. Mary's County

October-December 2018

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

NPI offered the following courses during this quarter:

- Fundraising Fundamentals: Corporate Social Responsibility and its Impact on an Organization
- Strategic Thinking and Strategic Planning
- Overview of Grant Writing

### **Strategy Two: Measure the Effectiveness of the NPI's Marketing Efforts**

Website traffic during increased over the previous quarter. Historically, website traffic increases in the fall and again in the winter as our annual conference approaches. Our social media presence continues to expand with new likes, shares, retweets, impressions, and engagement.

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/)

Our monthly e-newsletter continues to expand its reach with an average of 10 new subscription requests per month. Our newsletter now reaches more than 1,600 subscribers every month.

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 and meetings during this quarter include the Charles County Chamber of Commerce Network at Noon, the Community Foundation of Southern Maryland's Philanthropy Day luncheon, the monthly meetings of the Nonprofit Alliance of the Calvert County Chamber of Commerce, Southern Maryland Heritage Area Consortium board meetings, the Southern Maryland Veterans Collaborative, and the annual Volunteer Fair at North Point HS (NPI is a co-host). Additionally, NPI staff attended the annual Maryland Nonprofits conference in October.

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

Our 2019 conference is scheduled for Feb. 21. This year's theme is "Innovation." Tommy Luginbill, executive director of the Entrepreneur and Innovation Institute at CSM, is the keynote speaker. Morning breakout sessions will focus on key areas of interest including leadership, board development, fundraising, management, marketing, and strategic planning. The afternoon session features a variety of organizations offering resources to area nonprofits. Additionally, local pro bono consultants who are members of the Professional Services Hub – a partnership between NPI and Leadership Southern Maryland – will offer one-on-one consultations.

### **Strategy Four: 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 Maryland
- 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 Southern Maryland
- Southern Maryland Independent Living Center
- The Promise Center
- Museum Division of St. Mary's County
- Walden
- Nork-Apex Strategic Advisors - offers consultation to nonprofits
- Arts Council of St. Mary's County

- **Volunteer Coordinators**

The volunteer coordinators met on October 9<sup>th</sup> at the Charlotte Hall Veterans Home. The following organizations were represented:

- Hospice of St. Mary's County
- American Red Cross
- Southern MD Tri County Community Action Committee
- Citizens Review Board for Children
- Historic St. Mary's City
- The Arc Southern Maryland
- Charlotte Hall Veterans Home
- Museum Division of St. Mary's County
- The Arnold House

- Unified Committee for African American Contributions
- Circle of Angels
- KidsStream
- Catholic Charities
- NPI staff

- **Fundraising Professionals Network**

This networking meeting is scheduled quarterly; the next meeting is scheduled for January. This group is comprised of individuals who work at nonprofit organizations throughout Southern Maryland. The discussion encompasses funding opportunities that are regional in scope as well as those that are focused on Southern Maryland. The group is interested in seeing 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 include:

- St. Mary's Museum Division
- St. Mary's County Public Library
- The Arc Southern Maryland
- Warfighter Advance
- The Promise Center
- Center for Children
- Charles County Community Mediation Center
- Sagepoint Senior Living Services
- McConchie Schoolhouse
- 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.

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

Participation and activity continues to increase on this web-based portal. There are now 157 active organizations and 41 active volunteer opportunities posted. Several organizations report successfully finding volunteers. Organizations serving actively participating include:

- Maryland Park Service
- SMTCCAC Senior Companion Program
- Good Stuff/Health Partners
- 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
- Mattawoman Watershed Society
- Charles County NAACP Branch #7016
- Town of Indian Head
- WARM Program which operates in close partnership with St. Mary's County Government, including The Department of Social Services, Walden, Three Oaks Center, The Office of Aging, The Department of Corrections, The St. Mary's County Sheriff's Office and MedStar

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

- The Arc Southern Maryland
- Promise Resource Center
- Salvation Army SOMD
- Red Cross
- Sotterley
- Center for Children
- McConchie Schoolhouse
- Pure Play Every Day

### **Supporting/Assisting Nonprofits**

NPI's Michelle Sullivan assisted 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 was "Looking Forward, Giving Back." The keynote speaker was the executive director of the Rural Maryland Council, an organization that 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 partnered with the North Point HS PTSO to host the Volunteer Fair on Nov. 1. The fair attracted 52 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.

NPI's Michelle Sullivan coordinated planning for Project Management Day of Service at the University of Maryland, College Park on MLK Day, January 19, 2019 with two southern Maryland nonprofits, including Pure Play Every Day, and The Remnant Center of Excellence. This day of service pairs nonprofits with pro bono consultants.

The NPI team provided one-on-one support and assistance to several nonprofits including the following:

- Warfighter Advance
- Southern Maryland Community Resources
- Arts Council of St Mary's County
- Project Linus of Charles County
- A nonprofit being formed that will focus on shelters for men who must be separated from family when they are homeless.
- Seeds of Courage
- Circle of Angels
- Salvation Army SOMD
- Red Cross
- The Arc Southern Maryland
- Promise Resource Center
- Center for Children
- Pure Play Every Day
- VConnections
- McConchie Schoolhouse
- Arts Council of Calvert County
- University of Maryland Charles Regional Medical Center Auxiliary

### **Strategy Five: New Initiatives**

NPI has begun to refer individuals to the professionals who have offered their assistance through the recently-launched Professional Services Hub. This enhanced pro bono program is a 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. Read more about this offering on our website:

[www.csmd.edu/community/institutes/nonprofit-institute/resources/index.html](http://www.csmd.edu/community/institutes/nonprofit-institute/resources/index.html)