



## Quarterly Report to St. Mary's County Commissioners April – June 2019

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

The Nonprofit Institute offered the following course during this quarter:

Social Media Platforms: Linked In

The Institute also sponsored “Brand Jam 2019,” a marketing/communications/branding workshop for nonprofit organizations. This workshop was free for participants thanks to the presenters who generously offered their time and expertise pro bono.

We have also submitted courses to be included in the Fall 2019 and Winter 2020 semesters. The team has conducted outreach efforts resulting in engaging some new instructors for some of the courses. We will continue to seek new resources for the region.

Registration for the 14<sup>th</sup> Annual Grants Training workshop opened at the end of June. This year's training is scheduled for Sept. 12 and will be held at the CSM La Plata campus. Several organizations host this annual event including the Charles County government (represented by the grants analyst). The Charles County Economic Development Department offered to sponsor beverages for this workshop.

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

As expected, website traffic decreased over the previous quarter. Historically, website traffic increases dramatically in the January-March quarter as our conference approaches in February – more people looking for conference information as well as people who discover the Institute and visit the web pages to learn more. Our social media presence experiences ongoing expansion 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 1,700 subscribers every month.

Nonprofit Institute 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.

### **Strategy Three: Measure the Effectiveness of the Annual Conference**

Planning is underway for our 2020 conference, scheduled for Feb. 20.

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

**Executive Director Learning Circles** - The April, May, and June meetings included the following organizations:

- Tri County Council
- Historic Sotterley Plantation
- The Patuxent Partnership
- Southern Maryland Community Resources
- 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
- Three Oaks Center
- Patuxent Naval Air Museum
- Elijah International Foundation, Inc.

### **Volunteer Coordinators**

The volunteer coordinators met in April at Historic St Mary's City. The following organizations serving St. Mary's County were represented:

- Hospice of St. Mary's County
- American Red Cross
- Historic St. Mary's City
- The Arc Southern Maryland
- Charlotte Hall Veterans Home
- Circle of Angels
- Catholic Charities
- State of MD-Senior Employment Services

### **Fundraising Professionals Network**

This quarterly networking meeting was held in April. The following organizations serving St. Mary's County were represented:

- Circle of Angels
- Community Foundation of Southern Maryland
- Special Olympics St. Mary's County

### **Public Relations/Marketing Professionals**

This group, comprised of individuals who work at nonprofit organizations throughout Southern Maryland, meets monthly. The following nonprofits serving St. Mary's County were represented:

- American Red Cross
- Circle of Angels
- Seedco
- St. Mary's Museum Division
- MD Department of Labor
- Medstar Institute for Quality and Safety

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

Participation and activity continues to increase on this web-based portal. There are now 167 active organizations and 45 active volunteer opportunities posted. Several organizations report success finding volunteers.

Additionally, the following organizations serving St. Mary's County received direct assistance with this program during this quarter:

- Historic Sotterley
- Promise Resource Center
- BAY-CSS

### **Supporting/Assisting Nonprofits**

The Nonprofit Institute's Michelle Sullivan is once again a participating member of the Community Foundation of Southern Maryland's planning committee charged with organizing its annual Philanthropy Day luncheon. The Institute has provided this support as well as promotional support for the past few years.

The Nonprofit Institute's team provided one-on-one support and assistance to several nonprofits during this quarter including the following:

- Alice Ferguson Foundation
- Circle of Angels
- Promise Resource Center
- Pure Play Every Day
- VConnections

- McConchie Schoolhouse
- University of Maryland Charles Regional Medical Center Auxiliary
- Several individuals seeking to start nonprofit organizations
- Several requests for assistance through the pro bono program - Professional Services Hub

The Nonprofit Institute's Cara Fogarty was a guest speaker at weekly meeting of the La Plata Rotary Club and at a regular meeting of the Charles County Office on Aging provider council. Additionally, the Nonprofit Institute was the subject of a guest blog for Red Start Creative, a nonprofit-focused marketing agency (<https://redstartcreative.com/resources-for-nonprofits-in-maryland/>).

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

Harriet Yaffe, the St. Mary's County Coordinator for the Nonprofit Institute, retired in early June. Her position will be posted soon to the CSM website. We look forward to filling this position.

New partnerships and activities coming in the fall of 2019 include participation in the annual Governor's Grants Conference in College Park and in the Nonprofit Learning Lab's conference in Baltimore, and partnering with Maryland Nonprofits to bring some of their training opportunities to Southern Maryland.

**Nonprofit Institute at CSM**

**301-934-7544    [www.csmd.edu/community/institutes/nonprofit-institute/](http://www.csmd.edu/community/institutes/nonprofit-institute/)**