


# NONPROFIT INSTITUTE

at the  COLLEGE of SOUTHERN MARYLAND

## Quarterly Report to St. Mary's County Commissioners July – September 2019

### **Strategy One: Ensure Value of Training Provided by the Nonprofit Institute**

The highlight of this quarter was the annual free grants training workshop on Sept. 12. Registration filled (120 people) and we had a waiting list. The focus this year was grant prospecting, proposal writing, and resources, presented by Elizabeth Madjlesi of Candid (an organization that is the result of a merger of Guidestar and the Foundation Center). Madjlesi led the workshop at no charge. Feedback from participants was excellent.

This annual training began long before the Institute existed, having been created by the CSM grants analyst and the Charles County government grants analyst. In addition to the Nonprofit Institute, CSM, and Charles County government, other sponsoring organizations include the Governor's Grants Office, the Charles County Public Library, and the Charles County Charitable Trust. A special thanks should be noted to the Charles County Economic Development Department for sponsoring beverages for the workshop.

Additionally, the Nonprofit Institute partnered with the Southern Maryland Heritage Area Consortium to host a free grants workshop, focusing specifically on the local Southern Maryland Heritage Area Consortium Seed Grants and the statewide Maryland Heritage Area Authority grants. This workshop was full (22 registered participants).

Fall courses are underway and registration is open for winter courses. (The Nonprofit Institute doesn't offer courses during the summer months based on low attendance in the past, due in part to summer vacations, childcare concerns, etc.)

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

Website traffic increased over the previous quarter. This coincides with an increase in people and organizations seeking our services. 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 10-20 new subscription requests per month. Our newsletter now reaches over 1,800 subscribers every month.

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

The 10<sup>th</sup> Annual Nonprofit Institute Conference is scheduled for Feb. 20, 2020. We are organizing breakout sessions and presenters and will open registration in early January.

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

#### **Executive Director Learning Circles**

These meetings are held monthly. Participants included:

- St. Mary's Caring Soup Kitchen
- So. Md Center for Independent Living
- Patuxent Partnership
- Historic Sotterley
- The Promise Resource Center
- Community Mediation Center SMC

#### **Volunteer Coordinators**

The volunteer coordinators met in July. The following organizations were represented:

- Friends of Chapman State Park
- Patuxent Tidewater Land Trust
- Spring Dell Center
- Greenwell Foundation
- Circle of Angels

#### **Fundraising Professionals Network Meeting**

This quarterly networking meeting was held in July. The following organizations were represented:

- A Community that Shares
- Circle of Angels

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

This group, comprised of individuals who work at nonprofit organizations throughout Southern Maryland, meets monthly. The following nonprofits participated:

- Seedco
- The Arc Southern Maryland
- Pure Play Every Day
- United Way of Charles County
- Circle of Angels
- MD Department of Labor
- Medstar Institute for Quality and Safety
- McConchie School

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 received direct assistance with this program during this quarter:

- United Way
- St. Mary's County Historical Society
- McConchie School

### **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 Nonprofit 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 including the following:

- Society for the Restoration of Port Tobacco
- Carmelite Monastery
- Sagepoint Senior Living
- Collaborative Learning Power Inc.
- Maxwell Hall
- Educate Veterans
- Several individuals seeking to start nonprofit organizations

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

The St. Mary's County Coordinator position was posted in late September. We look forward to filling this position.

We have incorporated Nonprofit Spotlights in every monthly newsletter, an increase from featuring a spotlight every other month. We have also begun to feature in our newsletter local events that offer nonprofits an opportunity to participate, typically for outreach purposes.

New partnerships and activities coming in the fall of 2019 include attending the annual Maryland Nonprofits Conference, participation in the annual Governor's Grants Conference in College Park and in the Nonprofit Learning Lab's conference in Baltimore. Looking ahead, we are also partnering with Maryland Nonprofits to bring some of their training opportunities to Southern Maryland in the spring of 2020..

### **Nonprofit Institute at CSM**

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